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VOL. V. No. 1. 84 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1909

Has Your Talking Machine Business Fallen Off?

Are your hands tied by restrictions which eliminate all chance of pursuing a progressive and stimulating policy?

Are you compelled to divide your just profits with a dozen other firms in an over-crowded territory?

If you are facing this problem and want to know its solution, write us concerning

The Exclusive Echo-Phone Agency

Larger sales, bigger profits and no competition is what we offer you.

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

TS2301 .P3A6

Do You Desire to Make Dollars?

GOOD COIN OF THE REALM?

We suppose Yes! Well then, we can help you

¶ We have a special proposition of interest, which will assist talking machine men to increase their incomes.

¶ There is no doubt of it.

¶ The suggestions which we are able to make in this particular will be of monetary advantage to every talking machine man who wishes to broaden his sphere of operations.

¶ It will be easy to increase your income, without materially increasing your expenses, for the suggestions which we will make do not include a large outlay of money.

¶ We have gone into this subject exhaustively and we know that we are on the right road.

¶ We know that we can do precisely what we say regarding bringing about increased incomes for talking machine men.

Write and see how we can make good

EDITOR SIDE-LINE SECTION

THE TALKING MACHINE WORLD

1 Madison Avenue, NEW YORK

AND NOVELTY NEWS

SIDE LINE SECTION

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1909

SENECA CAMERA MFG. CO.

Manufacturers of

FINE PHOTOGRAPHIC APPARATUS

Pocket Seneca No. 3A, for Post Cards

Have pleasure in calling your attention to

A SIDE LINE THAT SELLS ITSELF

SENECA CAMERAS AND SUPPLIES

The talking machine and the Camera are marching down the highway of civilization hand in hand. They appeal to the same class of people. The pleasures that enchant the ear in a talking machine are rivalled by the joys that confront the eye in the Camera.

Successful Camera selling would require no extra help.

Make no added expense.

Demand no technical knowledge.

Involve no great investment.

You sell talking machines—why not sell Cameras too?

Are you interested enough to write and ask us what there is in it for you to handle our line? We think so. In this connection it is appropriate to remark that we do business man-fashion, without any trade agreements or trade restrictions. Until we hear from you we beg to remain,

Yours for increased profits,

SENECA CAMERA MANUFACTURING CO.

Largest Independent Camera Makers in the World

Send for 64 Page Illustrated Catalog showing many styles and sizes.

ROCHESTER, NEW YORK

THE UP-TO-DATE POST CARD SPECIALIST

INCREASES HIS PROFITS BY ORDERING

VIEW POST CARDS from Experts

We are Expert Publishers of VIEW POST CARDS

We are Expert Publishers of VIEW POST CARDS

OUR POST CARDS ARE MADE IN THE BEST FACTORIES. CONSEQUENTLY WE OFFER ONLY THE BEST QUALITY WORK.

Our new color system enables us to follow more closely than others the color scheme furnished by customers with their photographs.

WE MAKE DELIVERY AT THE TIME AGREED UPON

We do not publish a larger quantity than your order calls for and then offer the excess quantity to your competitors at a lower price than you have paid.

For several years we have given the publishing of View Post Cards close and exhaustive study and are now the

LARGEST PUBLISHERS OF VIEW CARDS in the United States and Canada

and therefore believe that no other firm is in a position to make a more attractive offer than we.

We make 10 different styles of View Cards, including
Black and White, Hand Colored, Blue, Green and Brown in 500 of a subject and upwards.

Best Grade in Colors—6 to 10 Shades—including
Our exclusive styles, Octochrome, Newvochrome, Mezzochrome, Photochrome, Sextochrome and Triotone in 1,000 of a subject and upwards.

PRICE from $4.50 to $12.00 per 1,000

If interested, write us—we will at once forward you without cost, our booklet, with a full line of samples and all needed information so that you will know exactly **WHAT TO DO, HOW TO DO IT,** and **WHAT WE WILL DO FOR YOU.**

REMEMBER:—EXPERT SERVICE—BEST QUALITY WORK—PROMPT DELIVERY—CLOSE PRICES—A SQUARE DEAL

Orders placed now will be delivered in ample time for the Spring trade.

Shall we send our catalogue of Fancy Post Cards?

THE AMERICAN NEWS COMPANY

Post Card Department DESK R NEW YORK CITY, N. Y.

SIDE LINE SECTION

THE TALKING MACHINE WORLD

Vol. 5. No. 1 New York, January 15, 1909 Price Ten Cents

Opportunities for Business Broadening

The first of the year is an excellent time to inaugurate new departures in business, and with the first 1909 issue of this publication we have commenced a new feature which we term "The Side Line Section." The field has been covered in a departmental sense for some time, but according to our views the time has arrived when the subject demands an enlarged treatment.

Our readers will see at a glance that this is a move which means a business broadening for all who desire to extend their lines. It means that we are going to place thousands of our subscribers in direct communication with special products which can be handled harmoniously with talking machines. Close to market as we are we shall at all times be able to place our readers in touch with specialties of many kinds.

There are thousands of dealers who are bright, energetic business men who have attractive establishments located in the principal business thoroughfares of many cities throughout the land, who are desirous of increasing their business incomes.

That is a laudable ambition, truly, and The World proposes to assist them along the right path. We propose to place them in direct communication with manufacturers of whom it will pay to know.

There are many side lines which can be handled advantageously, which will not occupy great space in the stores, and yet will be instrumental in increasing sales and drawing more dollars to the coffers of business men. The more people that can be drawn to a store, the better it is for every department of that store.

To-day people visit exclusive talking machine stores with but one purpose in view, and that is to purchase talking machines and accessories, but if some specialty, some novelty, is in the window, it interests them. Frequently they will step inside to buy it, and while in the store it follows as a natural sequence that they will make other purchases.

Therein lies the success of the department stores. A customer enters to make an individual purchase, and before he gets out he buys many other things. A man enters a store to buy a single necktie, and ten to one before he gets out he will make a half dozen purchases.

Now, if talking machine dealers take hold energetically of side lines, they can sell not only more talking machines, but they can sell more of everything, and the Side Line Section proposes to assist them and we shall use every endeavor for legitimate trade development in every direction.

If you scan the pages of this section closely it is certain that you will find much therein to interest you and this is but the beginning of a broader campaign.

The Talking Machine Side Line and Novelty News Section

Published the 15th of every month at 1 Madison Ave., N.Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, $1.25. England and her colonies, five shillings.

ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

☞**IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.**

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1909.

It is our intention to make this section an interesting feature of every issue of The Talking Machine World, and all of our readers will find in its pages much of interest to them. Advertisers will have something special to say along interesting lines, and we have no doubt but that this publication will be the means of steadily broadening the business possibilities of our readers everywhere.

The more people which can be drawn into stores the better it is for all merchants. The aim of the "Side Line Section" will be, to build trade, for we propose to make it the vehicle of distribution for special lines of merchandise. We are a novelty producing nation, and there is no reason why a publication of this kind should not contain news and information concerning specialties as well as regular lines of products which will be of business value to readers.

It should be understood that The World not only reaches thousands of talking machine dealers, but there are many merchants who handle such lines as sporting goods, furniture, general merchandise, etc., who read it regularly; therefore, advertisers will have the added advantage of covering a new field and reaching as well people who are at the present time interested in their products.

All of these things count in a business sense, for they all help in building the business profits for the year. Nothing should be overlooked which will help to draw trade and the Side Line Section will play a part in helping to bring the manufacturer and merchant together for mutual good.

Talking machine dealers everywhere are realizing more and more that the road to bigger profits and real expansion lies in adding attractive side lines to their business. Lines that, while not interfering with the sale of talking machines, will open new fields that will admit of practically limitless development.

Naturally the most desirable side lines are those well advertised by the manufacturers and requiring the least effort in the selling or being exploited by means of various forms of silent salesmen. Such lines include cameras or kodaks, safety razors, sporting goods, post-cards and novelties by the hundred, and the dealer must be in a bad way indeed who cannot find at least one which would appeal to his trade.

As in all new ventures, it is well to go slow in the outset when installing side lines, for the actual profit does not always increase in ratio to the number of lines handled. When one or two lines are installed and selling nicely, then it is time to think about others, for with an established side line business it is comparatively simple to spread out as conditions warrant.

Class of trade is another important item to be considered, for while there are many side lines that appeal strongly to all classes there are others which do not sell so readily in certain localities, not appealing to that particular trade. However, the dealer himself is the best judge of what he can profitably handle and he should choose his line accordingly.

For those who are desirous of taking on a line of sporting goods, cameras and photographic supplies or similar goods used chiefly in the spring and summer it is high time they gave the matter their earnest attention, for orders, if prompt shipment is desired, should be in hand next month. The manufacturers of such lines are already prepared, having their new goods made up and ready for the call. With such lines installed, at an early date the dealer will have an opportunity to display and advertise them in a manner to attract business when the actual buying begins.

The increasing demand for the higher priced machines and records tends to bring the better class of trade to the store of the average, people who are in a position to purchase whatever strikes their fancy without worrying about the amount. As they come back each month to hear and order the new records they will see and inspect the new side lines and thus many sales will be made practically automatically.

Then, too, there is no dealer with window space so small that he cannot spare at least a portion of one window for the display of his new lines, those interested in one feature sufficiently to stop naturally casting at least a glance at the others in the window. Careful arrangement of stock inside the store will also tend to help sales, an orderly and harmonious array of goods appealing to even the most casual observer.

Taken, all in all, the question of side lines to the progressive retailer to-day is one of utmost importance as removing the frequently narrow limitations that naturally exist where only one line of goods is handled and affording an opportunity for business growth with the attendant increase in profits.

In order to attract a customer the first care must be to provide an attractive store; goods well displayed are half sold. Do not be sparing of light; the public look for it like babies. People do not stop before a poorly lighted store, while they linger before a brilliantly illuminated window, they admire, and they enter.

It is important to ticket the goods. Out of ten possible customers nine fail to enter the store because they do not know the prices that they will be called upon to pay; they fear exorbitant prices on the part of the merchant, and they prefer to refrain from asking the price rather than be subjected to the embarrassment of leaving on the ground that the goods are too dear. That is to admit that they are not very wealthy—a declaration that very few people care to make, even to a stranger. Take care, therefore, that the passer-by and the loiterer who stops before your window knows in advance the amount which he will have to disburse; that disposes of hesitation and facilitates his entrance to your store. He knows that he has no unpleasant surprise to fear, he becomes accustomed to your prices, he returns again to your place because he has become acquainted with you.

The customer once inside the store, the fight is not yet won. Do not allow him to wander by himself around your counters, in search of a clerk to wait upon him. If you do not keep a clerk and you are yourself engaged with another customer, invite him to be seated and excuse yourself for keeping him waiting. Be prompt to serve him—he may be in a hurry—and your slowness and indifference may irritate him.

Never impose your own taste upon the customer. Leave him free to exercise his own appreciations, do not harrass him with solicitations with a view of selling him one kind of article in preference to another; when he asks for a certain article, specifying the size or the shape or the brand, do not say, "That is not made any more," or "That is no longer the fashion," or "I have something cheaper," for you will thus imply an ignorance or vulgarity on his part which will be far from pleasing to him.

Adopt a fixed price for your goods, so as to avoid the necessity of bargaining with your customer like the market-keepers.

Exhibit to all an equal courtesy, no matter what the character of the individual or the extent of his purchase. The customer who spends but fifty cents to-day may, to-morrow, be a purchaser to the amount of a hundred dollars.

When the article asked for is not in your stock express your regret and hope that you may be more fortunate another time. Do not display any bad temper over your disability; remain courteous and smiling.

Your customer must not go out of your store with a bad impression, or he will not return.

And finally remember, as the Furniture World aptly says, that while there is nothing complicated about all this, yet it is not so easy as might at first blush appear. To become accustomed to it, it is necessary sometimes—perhaps often— to do violence to one's own feelings, to be polite to disagreeable people, pleasant with grumblers, patient with the undecided, agreeable and in good humor with everybody. Once the habit is formed, everything will go easily.

Failures in commercial enterprises are due frequently to the neglect to know accurately the cost of the articles sold—take notice that the word "sold" is used and not "bought," for in the latter case the cost is represented simply by the price paid, whereas to know what they cost after they have passed over the counter is a more intricate matter, and one the neglect of which has spelt failure for many a retailer who, enthusiastic to give his customers the best value possible, overlooked that it cost him his success.

Every merchant should know the exact cost to him of each individual article he sells and the lowest price he can afford to sell it for with a fair margin of profit, says Business Helps, of London.

In the manufacturing branches of almost every industry the cost is compared on every unit produced. For instance, in a factory conducted in a systematic manner on good business principles, the cost of production of each single article is known, and while, of course, the margin of profit on one is very small, where many are turned out, each at some profit, the aggregate represent a profit on the entire business that is commensurate with the capital involved.

As the manufacturer figures his profit on each single article produced, it will be advisable for the retailer to do likewise. Of course, the retailer, with his comparatively small volume of business, must have a larger percentage of profit than does the producer, but the principle is the same—the difference and very often the only difference between the success and failure of a business is an accurate comprehension of the cost of conducting it.

Retailers generally know in a general way the amount of hire, rent, lighting, etc., but as a rule the real cost of the business, with all the main items and incidentals, is not well understood. Consequently the business is conducted in a more or less haphazard manner, articles of certain grades being sold at standard prices, and if there is a balance on the right side at the end of the year the merchant considers that he has "had a good year."

The profit to be made on each article will depend altogether upon the volume of business, and it is suggested that for setting a standard retailers should use the preceding year's total sales as a basis for calculation.

A stream of opportunities is constantly going by. Pick out the ones you can use and nab them.

He who would be a judge of men must be able to withhold judgment until certainty takes the place of assumption.

All work and no play makes Jack a dull boy, and a dull boy will sell very few goods and make no satisfied customers.

The man at the front is the man who bears the brunt of the fight. Don't be in a hurry to get there until you are fit for the position.

A good many employers seem to forget that the clerk has the same right to want a desirable boss as they have to want desirable help.

INTEREST in the Gillette Safety Razor is greater than ever since the introduction of the New Process Gillette Blades.

This New Process Blade is the keenest shaving edge ever devised by the skill of man—a new steel, made to special formula. It takes an edge so sharp, a temper so hard and tough that no cutting implement has ever been known to compare with it.

These blades are packed in handsome nickel-plated boxes, hermetically sealed, sanitary, damp-proof, anti-rust and antiseptic—unaffected by a sea voyage or any climate.

There is no razor like the GILLETTE: no handle, no blade like it.

It is the one "safety" razor that is safe—cannot cut the face. It is the only razor that can be adjusted for a light or a close shave.

Any man can give himself a clean, comfortable shave with the Gillette Safety Razor—despite tough beard or tender skin. No stropping; no honing.

The Gillette Safety Razor is easier to sell than any other. It is the only razor backed by broad national advertising.

Men believe in the GILLETTE. Two million satisfied users are talking about it. The GILLETTE is the razor that every man wants.

Dealers all over the country are getting a steady income out of the new blades alone.

Our free printed matter and trade helps are at your service.

NEW YORK
CHICAGO
MONTREAL

Gillette Sales Company

519 Kimball Bldg., Boston

Factories: Boston, London, Paris, Berlin, Montreal

Gillette Safety Razor

NO STROPPING NO HONING

OUTLOOK FOR THE NEW YEAR.

A Leading Business Man Reviewing the Trade Situation, Says That Good Has Come from the Halt in the Hot Pace Which Characterized Industrial and Commercial Life a Year Ago—Every Man Should Now Put His Shoulder to the Wheel.

The opinions of successful business men are read with keen interest in all lines, and the following expressions of George N. Pierce are well worthy of close perusal. Mr. Pierce was a pioneer bicycle manufacturer, and was the first to see the trend toward automobiles, and has built up an enormous business in that line as well. He is of the type of American who does things, and this is what he says concerning the new year. In a chat with The World Mr. Pierce said:

"The trade outlook for the new year is exceptionally bright; the depression of 1908 has passed into history. No tremendous disaster nor any great suffering is traced to this latest depression of business, and it may be seriously argued, from the viewpoint of general economy, that much good has resulted from the halt in the hot pace which characterized industrial and commercial life a year ago. Then credits were unquestioned, financial operations were conducted loosely and oftentimes manipulated for selfish ends. Labor of any sort was hard to obtain and high-class workmanship could only be had at exorbitant wages. The most extreme condition was met with in the lack of raw material. Manufacturers, in order to continue in business, had to anticipate their requirements by a full year.

"During the past several months credits and banking have been adjusted and finances are now sanely conducted. The employe now works with his old-time zest at a fair wage. Manufacturers are able to obtain anything they need within moderate time. Best of all is that money tied up a year ago is now in circulation, and the retailer, who for years had carried along dead, or at the best, slow-moving stock, has, by ordering little and selling as much as possible, disposed of surplus stock, consequently there is a very apparent tendency throughout the retail trade to order substantially for 1909. These conditions are gratifying alike to manufacturer and dealer.

"In order that times may steadily improve it is necessary that every man in commercial life should put his shoulder to the wheel. Every effort should be made to buoy up the public confidence in our governmental administration and in our banks. There is no reason why confidence should not be continued on every hand. So able an administration and such a well-regulated banking system as we enjoy merits nothing but trust from every man. Since the times are steadily improving, and especially in view of the fact that people in general have done but very little purchasing during the past year, except for things strictly necessary, retailers would do well to push their wares. The whole economic system upon which this country operates is fatally wrong unless money is kept in circulation; neither employer nor employe should hoard

GEORGE N. PIERCE.

his income. The retailer can do much to disseminate currency, and in doing so he assists the country, at the same time making himself prosperous.

"There is still another point which it is well always to bear in mind—the point of quality. This applies alike to all classes, from the producer to the consumer. A cheap article may be likened to a sickly child; neither lasts long and both were better not to have been. No dealer can expect to continue long in business if he peddles off inferior goods on his customers. High-class goods sold at a fair price insures continued patronage, and furthermore it invariably means more profit to the dealer, even at the outset.

"First-class goods, push, perseverance and honest dealings will bring success to any dealer, and it is not only pernicious but actually means ruin to adopt any other policy."

MOVING PICTURES IN HAWAII.

Part Played by Picture Shows in "Paradise of the Pacific"—How a Volcano Was Taken—Hawaii in Touch With World's Progress.

(Special to The Talking Machine World.)

Honolulu, Hawaii, Jan. 1, 1909.

A year ago a moving picture machine was a novelty in Hawaii. To-day half a dozen creaky phonographs, with horns protruding through holes in fronts of transformed store rooms, call attention to as many separate 5 and 10-cent shows of the motion picture class, in the city of Honolulu alone. Probably five or six more are scattered over the other islands, furnishing never failing entertainment to the hundreds of the motley population which surround them during every day, afternoon and evening.

"Canned theatricals" fill a long felt want in Hawaii. Owing to the 2,000 miles and more of ocean which separates the territory from any other land, the hero and heroine of the "realistic" one night stand "melodrama" find it difficult to negotiate the distance, and the territory not having a white population sufficiently large to maintain a stock company, went amusement hungry most of the time until the picture shows came.

The moving pictures have not only taken the place of the regular theaters, but their comparatively cheap cost makes them patronized far more regularly than the average troupe which spends a few weeks here once or twice a year. The cosmopolitan character of a picture show audience is one of the most interesting things to the visitor in Honolulu. The small auditorium will be crowded nightly with several hundred Americans, Portuguese, Japanese, Chinese, Hawaiians, with a sprinkling of almost every other nationality, and admixtures of the whole in every proportion. Old and young, men and women, attend in the broadest kind of democracy. A bevy of white girls, of Honolulu's upper crust of society may often be seen enjoying the active pantomime, while on one side a solemn visaged Chinaman in oriental splendor, may be convoying one or more demure little pantalooned ladies and a whole brood of almond-eyed children; and on the other side a Japanese family party may be gathered. Then there will be Hawaiians and Part-Hawaiians, and all the rest of the heterogeneous races which go to make up Hawaii's population. As elsewhere, these shows are continuous performances, and the audience is constantly changing.

Several of the theaters are located in the Oriental quarter and draw their patronage almost entirely from Japanese and Chinese, and when it is remembered that each one has to pay a license fee of $5 per day, and that the pictures have to be secured from the mainland, at no inconsiderable expense, some idea of the way the places are patronized may be gained.

Hawaii has been fortunate, moreover, in having had as a resident for the past two years one of the most expert moving picture artists in the United States, in the person of Mr. R. K. Bonine, whose Hawaiian films have attracted much attention all over the country. Recently he achieved his greatest triumph in successfully photographing on the moving picture film, the tremendous activity of the great volcano of Kilauea. Nearly a month was spent in securing the pictures, a portion of which shows the molten lava flowing like a thick sluggish river as seen by daylight. But the most remarkable, and only thing of its kind ever secured, are his pictures of the lake of fire taken at night by its own light. The result is a reproduction, tinted in flame color, that is spectacular in the extreme. Only two copies of this film have been sent to the mainland, where they are being displayed by prominent lecturers, and are making a great hit In securing the pictures of the

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Will not leak carried in any position.
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Especially adapted for carbon copy work, ruling and drawing.
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No. 2 " long " 5½ " " . . . 2.00— " 16.00 " " "

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A Complete Line of Superior Ink, Paste, Musilage, etc. Send for catalog.

179-181 Lake St., F. W. McINTOSH CO., CHICAGO

eruption Mr. Bonine found it necessary to encase his apparatus completely in asbestos, in order that it might escape injury from the great heat, while he himself had to wear a mask and gloves, and was able to remain on the brink of the fiery pit but a few seconds at a time.

WILL J. COOPER.

THE NEW TARIFF ON POST CARDS.

Various Post Card Manufacturers Send Statements to Ways and Means Committee on the Question—High Duty Assessed on Quality Rather Than Weight Seems to be the Concensus of Opinion—Some Interesting Suggestions Made in This Connection.

(Special to The Talking Machine World.)
Washington, D. C., Jan. 5, 1909.

Among the various statements received by the Committee on Ways and Means, which recently held sessions in this city for the purpose of getting information on which to base a new tariff bill to be introduced at the Congress immediately following the inauguration of W. H. Taft, a great many were received from American manufacturers of post cards. The following is a synopsis of the demands made by the respective concerns:

The Crescent Embossing Company, of Trenton, N. J., state in brief: "With the return of business prosperity now setting in, the manufacture of post cards, pictures, and calendars in this country can be developed wonderfully if foreign goods are made to pay a reasonable duty. The present duty on post cards is only 5 cents per pound, which is practically nothing on high-priced cards, as it amounts to but about 35 cents to 40 cents per 1,000, and it seems a shame that the post cards representing views of all American cities should be made almost entirely in Germany, as they are at present. We do not feel that the American manufacturers are going out of business if the tariff is not made more protective, but we do feel that a reasonable increase in the tariff, amounting to 25 cents to 35 cents per pound, would result in a wonderful development of the industry in this country."

The Gray Lithograph Company, of New York, also asked for a substantial increase in the duty on post cards, owing to the fact that most of the colored cards were being printed abroad where workmen receive from $5.00 to $8.00 a week as compared with $18.00 to $25.00 for the same class of work in the United States.

Gartner & Bender, of Chicago, stated "that a rate of 35 cents per pound would be desirable and proper protection for domestic manufacturers."

The Rose Company, of Philadelphia, stated that "During 1907, $2,600,000 worth of post cards were imported from Germany alone in one year at an average of $4.00 per thousand. The duty on these cards on a basis of eight pounds at 5 cents per pound or forty cents per thousand, would total $260,000, with the average cost to the manufacturer at $4.40 per thousand, or $2,860,000. If a duty of 50 per cent. were levied and only $520,000 worth of cards were imported the United States government would receive a revenue fully as large as it did receive during the time specified. It is certain that no matter what duty is levied many cards will be imported on account of the originality of design, the novelty of make-up, or some other attractive feature, and we think the above estimate a fair one."

The following manufacturers of post cards in San Francisco: Edward H. Mitchell, Britton & Rey, Schmidt Lithograph Company, The Union Lithograph Company, Galloway Lithographing Company, William Hagen, Louis Roesch Co., petitioned for a duty of one-fourth of one per cent. on each picture postal card, and stated that at the present time these cards have no distinct classification, the result being that no uniform duty is charged on them at the various ports of entry, adding, "A tax of a fixed amount on each card would be more satisfactory, as it would eliminate all question as to the exact process by which the cards were made, whether printed, lithographed, or made by both processes and would thus make it impossible to deceive inspectors."

The Detroit Publishing Company, of Detroit, Mich., after an extended history of the evolution of the post card industry, claim that in order to give the American manufacturer an equal chance with the foreign manufacturer, it would be necescary to impose a specific tax per card in addition to an ad valorem duty on same as exists in the present tariff on playing cards. They say further, "In that case there is a specific duty per pack of cards plus 20 per cent. In the case of the souvenir mailing card we think there should be a specific duty of not less than one-fourth cent per card ($2.50 per thousand cards) plus the highest percentage rate applied to other prints of the same medium in any size."

The Lithographers International Protective and Beneficial Association also presented an argument for higher tariff on post cards and other lithographed matter. Letters of similar vein were received from the Chilton Printing Company, Philadelphia; Eugene A. Behr, 29 Mercer, street, New York, and J. C. Marble & Son, Mangum, Okla.

Among those who filed briefs in opposition to any increase in tariff rates are V. L. Johnson, of Germantown, who claimed that American post cards were inferior and that the foreign cards were necessary for the retailer to transact a successful business in this country.

CHILDREN AND PICTURE SONGS.

A Man With a Family Thinks the Songs Want Censoring, Too.

A man with a family, who has attended more than a thousand moving-picture shows in this city, pointed out the other day that there was one feature of the entertainment which has escaped attention, but which was just as demoralizing to the children as the pictures shown. This feature was the illustrated songs.

"The men who conduct the moving-picture shows," he said, "have always been on the watch to keep the moving pictures clean. The American makers of the pictures will not take any 'plot' for a picture show that portrays crime in any form, or in which vice is triumphant. The French pictures, however, show such scenes.

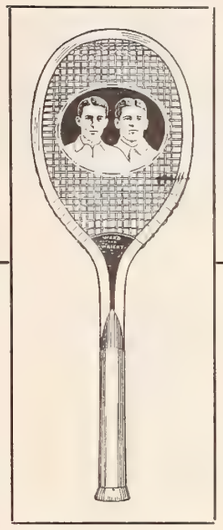
"There has not been such care apparently in the selection of the illustrated songs, which are an important part of the program in that class of amusement places. As the songs are sung the scenes are thrown upon the screen. Some of these songs are highly offensive to good taste, not to say decency, both in the words and in the scenes shown.

"Not long ago I went into a 'show' where there were fifty children. After a harmless and humor-provoking series of moving pictures a young man got up and sang in a cracked voice one of these offensive songs, while equally objectionable pictures were flashed for the entertainment of that juvenile band. The scenes were in a saloon, and showed men and women carousing together. They were offensive to the eye, but the words of the song ought to have attracted the censor to them before ever they were illustrated and sent out to corrupt the young.

"No series of pictures that I have seen have ever been directly indecent. They are watched too carefully for that; but as a matter of fact they furnish a too advanced course of education for very young children."

PAYS TO MENTION THE PRICE.

"Whatever you put into your windows, put the price on it," says a well known writer. "To fail to do this is to take about 50 per cent. off the value of the display. The window displays are to make money for you. To do that they must sell the goods; to sell the goods they must have the prices on them. There is no getting around the fact that nine hundred and ninety-nine people in a thousand like to walk into a store and say, 'I'll take that,' without having to ask what it costs and perhaps back down if the price is too high. Men are even more that way than women. It makes the average man feel about seven feet high to be able to buy things that way."



WRIGHT & DITSON

LAWN TENNIS GOODS

Dealers in Talking Machines who want to add a profitable side line to their business should put in a full line of Wright & Ditson's specialties. There is a splendid margin of profit, particularly on the rackets. The Wright & Ditson Lawn Tennis goods are the best known and are the best.

Our balls are used in all National Championships of the United States Lawn Tennis Association, and all the Champions use the Wright & Ditson rackets.

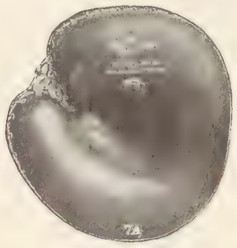
We supply catalogues free with dealers' imprint.

Correspondence solicited; send for catalogue and prices.

Wright & Ditson
344 Washington St., Boston, Mass.

BRANCH STORES:

18 West 30th Street, NEW YORK CITY
84 Wabash Avenue, CHICAGO, ILL.
76 Weybosset Street, PROVIDENCE, R. I.
Harvard Square, CAMBRIDGE, MASS.



THE SIDE LINE

THAT WILL FIT IN WITH YOUR BUSINESS

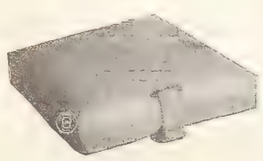
REACH

Base Ball Goods

WRITE AT ONCE FOR ILLUSTRATED CATALOG, IN COLORS, AND FULL INFORMATION WHY IT WILL PAY YOU TO PUT IN A LINE OF THESE GOODS

A. J. REACH COMPANY

DEPARTMENT A PHILADELPHIA, PENNA.



BILLIKEN, GROUCH-DISPELLER.

One of the Greatest Sellers of the Day—It Forces Joy Into the Home of Its Possessor.

Once in a blue moon some super-enterprising genius hits upon some little, simple, really ridiculous thing, which, by a freak of fate, or fortune, or perhaps just plain, ordinary, bull-headed luck, makes a hit which is the only original "loud noise."

Not often, however, does it happen that anything produces the stir and elicits the instant interest that have been occasioned by "Billiken," a grinning, hideous, atrociously mirth provoking little pseudo-Japanese image, red of hair and expansive of countenance, and though ugly enough in all conscience to startle a Hindu idol-worshipper, withal so ludicrous as to provoke a smile from the most confirmed old grouch who ever looked a pepsin tablet in the face.

Of all psychology, that governing our superstitions is perhaps the least understood. Omens, signs, and mascots seem to appeal alike to the ignorant and the educated, the young and the old.

Billiken is a mascot, the "God-of-things-as-they-ought-to-be," and maybe that has much to do with

his popularity. However, be the cause what it may, the fact remains that he has achieved a degree of publicity wonderful to contemplate.

Billiken songs, Billiken cartoons, stories of Billiken—Billiken in humorous vein and Billiken as the leading exponent of the Gospel of Good—Billiken in the library, the office, the department store or the railroad train. Billiken sleeping, waking, sober, drunk, industrious, lazy, but Billiken, Billiken, Billiken, as much in evidence as the mosquitoes in Jersey or the culture in Boston.

The press has accorded him his full share of space. He has been discussed at great length, and from every standpoint. Now, it being held that he encourages idolatry, anon, that he promotes Christian feelings, and so on through every possible phase and aspect of the subject, with the same earnestness, for the most part, as would be accorded to an international peace congress or the age of Ann.

In short, Billiken seems to be the season's only original I-T, IT, and to have "arrived with both feet."

He may be had either seated upon his ivory throne or without it, in sizes from decided miniature up to colossal hugeness, but either way, big or little, he may be depended upon to climb off your shelves with neatness and despatch, not to say alacrity. Why not—he's the epitome of Good Luck?

To be happy one must keep busy. There is no joy in idleness which goes further than rest and becomes one's profession.

PROFIT IN PHOTOGRAPHIC GOODS.

Sale of Cameras as a Side Line Means Steady Trade in Supplies—Summer the Best Season—The Possibilities in Handling Such a Line.

The retailer looking for a profitable side line cannot do better than investigate the possibilities of building up a trade in cameras and photographic materials in his particular locality. The leading makes of these goods are kept before the public by means of liberal advertising in the general magazines, and the dealer has only to acquaint his own trade with the fact that he handles such makes to attract business. And the competition is of the cleanest as prices are set by agreement, and it fares ill with the dealer who attempts to sell a camera below the stipulated price. Quality and possibilities therefore constitute the sole selling arguments, price being left out entirely.

Another feature worth noting is that a sale of a camera means necessarily many more sales of plates or films, developing and printing materials and various specialties in connection therewith. Then, too, visitors to the city frequently find it necessary to get fresh plates or films, and especially in summer this transient trade amounts to a considerable figure.

Rather than being an expensive luxury photography is now the amusement of the masses, for with kodaks and cameras selling at from $1 up, and with which highly satisfactory results can be obtained, there is no one too poor to enjoy the pleasures of the art. And a camera sale today means that the purchaser will be a regular customer next year, and in fact for years to come, thus proving the basis for an established and ever-growing trade.

PROTEST OVERRULED BY APPRAISERS

New York Importers Protest Against the Classification of Post Cards Under Paragraph 403—An Interesting Statement as to the Board's Stand in the Matter of Post Card Classification—General Appraiser Fischer's Ruling.

(Special to The Talking Machine World.)
Washington, D. C., Jan. 2, 1909.

Hensel, Buckman & Lorbacher, et al, of New York, lodged a protest with the Board of General Appraisers against the classification of post cards under Paragraph 403, Tariff Act of 1907, relating to printed matter. In over-ruling this protest General Appraiser Fischer said:

"The merchandise consists of a variety of elaborately made private mailing or souvenir post cards, made either wholly of paper of more than one thickness or of paper in single thickness combined with silk, wood, celluloid, etc. * * * The Board has held that articles of similar character to those here in question, manufactured wholly of paper in more than one thickness or of a single thickness, with silk or other material attached thereto, although some incidental printing appeared thereon, were dutiable as manufacturers of paper or silk rather than as printed matter. In these cases no new issue is raised, and the exhibits disclose merchandise differing in no essential particular from that considered in G. A. 6,547 (T. D. 27,935).

"There have been other and numerous rulings of the courts and this Board wherein articles of paper, though elaborately printed, have been held to be manufactures of paper against a contention that they were printed matter. As we view the exhibits in these cases now under consideration, we are of the opinion that the printing present on the cards should not in any way affect the status of the articles for purposes of tariff classification. We do not regard the printed matter as forming either a necessary or substantial part of the completed cards, and we think it should not determine the classification of the article of which it forms an immaterial part. The articles are not in the nature of material, ground or surface, upon which certain printing is to be exhibited, but as evidenced by the samples these silk, wood, celluloid, or paper cards are in most part elaborately embossed with designs or lettering, and colored by a spraying process.

"Regarding the printing, then, of secondary importance, these cards must assuredly be relegated to the provisons for manufactures of the various materials used in their construction. Coloring matter applied to a mat or screen does not necessarily cause such articles to become paintings. Lace paper tops, dollies, etc., although the actual quantity of printing on them much exceeds that on these post cards, are not printed matter. Lithographically printed wall pockets made by mounting lithographic prints on cardboard, then cut out and embossed, are not lithographic prints not printed matter, but manufactures of paper. Post cards composed of paper and soft rubber are dutiable as manufactures of paper. The cards passed on were printed cards on paper of single thickness, and were not further manipulated or mounted on another card afterwards.

"We may state here that under the postal laws and regulations it is not necessary to print on these private mailing cards the inscription 'post card.' In most of these exhibits, this inscription printed in different languages appears on a thin sheet of paper which is made to adhere to the embossed and sprayed silk, wood, celluloid, or other more substantial part of the completed article, and the part which is of least value should not govern the more valuable portion. To hold otherwise would permit any article to become printed matter by attaching thereto a sheet of paper on which the inscription 'post card' is printed."

LOYALTY—AS AN EMPLOYE SEES IT.

Loyalty in Business Should Not be Confined to Employe—What an Employer Owes His Men.

A well-known manager of a talking machine and sporting goods house in discussing the best method of increasing the efficiency of a force of salesmen said: "I have read hundreds of articles, chiefly written by theorists and heads of large establishments, upon the subject of 'Loyalty,' and, to be frank, about two-thirds of them nauseate me.

"These writers are very enthusiastic in ascribing loyalty as one of the prime requisites of an employe, how it means success and advancement and the appreciation of the powers that be. All very fine sentiments, to be sure, but is loyalty necessarily confined to one side of the business family?

"An employe is expected out of loyalty to make his own interests secondary to those of his employer, but does the employer ever think of the golden rule in that connection. Does he always give careful attention to his employe's interest? Not on your life.

"As a case in point I can cite an instance which occurred in a store not far from New York. A certain salesman had labored hard and faithfully for the house for several years, but when the assistant manager quit he was overlooked and a loud mouthed stranger was taken on to fill the vacant position. It developed that he was mostly bluff and he lasted just six weeks.

"Meanwhile the salesman who had worked quietly rather than boasted of what he could do, got disgusted and secured a better paying and more responsible position with a competing house, where he is making good, quite to the dismay of his former employer.

"How much better it would have been if the salesman had been given credit for having some brains and ability, or in other words, if his employer had been loyal to him all hands would have profited to a considerable extent. You can't tell how fast a horse can trot till you try him, and you can't tell how much a man can do until you give him the opportunity.

"Turn about is fair play and the employer who passes his old men by for outsiders because he is afraid to give them a fair trial under additional responsibility, is certainly not the one to hold up his hands with a pious air and prate about loyalty and what an employe owes to the man who pays him his salary. A salaried man generally exchanges more than the equivalent in work for the salary obtained anyhow."

PIERCE BICYCLES

Of Interest to Talking Machine Dealers

Pierce Agents wanted in every city, town and hamlet

Aside from regular bicycle dealers none can handle bicycles to better advantage than the Talking Machine or Sporting Goods trade. Beware of handling a *dead* line, however. You want the best that modern factory methods can produce and a brand that is known to the public. *Pierce* bicycles have always stood out ahead of any other make and they are made better today than ever in the past. As for reputation, the Pierce name is known everywhere and it is always associated with quality.

Assuredly you wish to *increase the profits* of your business especially when it can be done with little expense or trouble. If you will write us, we will make available to you the *best proposition ever offered to the trade.*

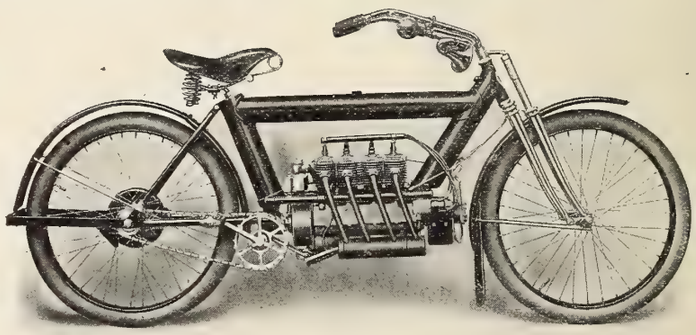
Send for 1909 catalog illustrating cushion frames, racers, roadsters and heavy service models.

THE PIERCE VIBRATIONLESS MOTORCYCLE

The only machine in the world without separate tanks. The only American made 4-cylinder, shaft drive machine.

The Pierce Vibrationless is in advance of all other motorcycles in many features.

Send for booklet which gives the whole story.



Wherever Talking Machines or Sporting Goods can be sold, there is a market for the four-cylinder Pierce. Not in large centers only, but everywhere the demand exists for this remarkable machine. So many orders have been received up to date, that our 1909 production is all but exhausted. Why sell a bicycle with a motor attached when you can have the agency for the only *real* motorcycle on the market?

A PROFITABLE COMBINATION

The combined agency of Pierce bicycles and the Motorcycle is a business in itself. Some dealers have no other resource, handling Pierce products exclusively. When you can secure such an asset *as a part of your business*, isn't it worth while to investigate? We shall be glad to quote you a proposition well worth knowing.

THE PIERCE CYCLE COMPANY

30 Hanover St., Buffalo, N. Y. **Branches: Oakland, Cal., and Denver**

CONDITIONS ARE SETTLED.

Business Prospects Excellent for the Year Says Alfred D. Engelhardt—Says the Sifting Process Has Made Present Conditions Secure.

Alfred D. Engelhardt, resident manager of the firm of F. Engelhardt & Sons, manufacturers of coin-operating pianos, St. Johnsville, New York, remarked:

"I view the business outlook for the new year in a most optimistic manner. It seems to me that trade in all lines must profit materially as a result of settled conditions. Certainly, there is no year that I can recall when we have started out with brighter prospects ahead, and I

ALFRED D. ENGELHARDT.

believe that we are going to have four years of unprecedented prosperity.

"There has been a good deal of a sifting process during the past twelve or fifteen months, and the country to-day is in a position to justify the most sanguine expectations as to business for the new year.

"I am confident that dealers in every line of business will feel the inspiring effect of better conditions. We are running our big factories on full time, and we have a good many advance orders. We are manufacturing a line of instruments which to my mind can be handled with profit by wide-awake merchants in those sections of the country where we are not already represented.

"It seems to me that the more side lines that dealers handle the better their prospects for trade will be. They have more than one string to their bow, so to speak, and when sales stop in one particular line they can place emphasis on the other lines and thus help out in the money-making powers of the enterprise."

THE REFLECTOGRAPH.

One of the Novelties Offered by Chas. W. Mayer of Interest to Dealers Handling Side-Lines—Adds to the Value of the Post Card Collection and Helps Sales.

Talking machine men will find a number of interesting offers in the announcement of Charles W. Mayer, of Rochester, N. Y., which appears on an adjoining page in this section. This enterprising man has by the excellence of his product built up an extensive trade in all parts of the world, and to-day is the largest manufacturer of post cards racks in the United States. The success of a post card department to a large degree depends on the manner in which the cards are displayed. There are good racks and there are decidedly poor racks and anyone desiring the best cannot go wrong by going to headquarters for the goods.

The Reflectograph is one of this firm's latter productions, and is certainly making a record for itself. This machine is not only a quick selling novelty in itself, but its sale greatly stimulates the demand for post cards. It is an ideal side line for talking machine firms, as through its use in connection with the talking machine, illustrated songs are made possible in every home.

FILM SERVICE ASSOCIATION MEET

At Hotel Imperial on January 9—Leading Manufacturers Organize the Motion Picture Patents Co.—To Discontinue Sale of Films Outright and Keep Control of Patent Rights for Renting Purposes—Details of the New Arrangement—Hoped to do Away With the Constant Litigation.

At the meeting of the Film Service Association, in which practically every State in the Union was represented, at the Hotel Imperial, January 9, the organization of the Motion Picture Patents Co. was ratified. The sale of films outright, hitherto the practice, will be abandoned, but the manufacturers in the foregoing company, who include the largest and leading concerns, have agreed to license renting exchanges that acknowledge the patent rights above set forth. An average royalty of $2 a week is to be paid for the privilege of each machine used, to be collected by the company. There are between 9,000 and 12,000 film exchanges in the country, and the granting of future license is to be entirely in the hands of the Motion Picture Patents Co.

The following officers of the Film Service Association were elected for the ensuing term: William Swanson, of Chicago, president; Carl Laemle, of Chicago, vice-president; Herbert Miles, of New York, secretary; Robert Lieber, of Indianapolis, treasurer. The executive committee includes: A. G. Gillingham, of Grand Rapids, Mich.; William F. Steiner and William F. Fox, of New York. The association's offices will be at 10 Fifth avenue, New York.

In response to an inquiry of The World, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., furnished the subjoined facts concerning the new arrangement of the principal factors of the motion picture manufacturing interests in America:

"All of the patents known by experts and authorities to have an important bearing on the manufacture of motion pictures and projecting machines have been purchased by a new concern, incorporated as the Motion Picture Patents Co., of which the following are the officers: President, Frank L. Dyer; vice-president, H. N. Marvin; treasurer, J. J. Kennedy; secretary, George F. Scull. It will be noted that the president and secretary are connected with the Edison Mfg. Co., while the vice-president and treasurer are from the American Mutoscope & Biograph Co. The capital of the new company is not announced, but its purpose is known to be the general betterment of the entire business from the manufacturer to the exhibitor.

"The licensees of the Motion Picture Patents Co. are as follows: Edison Mfg. Co., American Mutoscope & Biograph Co., Pathé Frères, George Melies Co. and the Vitagraph Co., of America, all of New York; Kalem Co., Inc., Essanay Co., Selig Polyscope Co. and the Kleine Optical Co., of Chicago; Lubin Mfg. Co., of Philadelphia, Pa. Motion pictures manufactured under the license of the Motion Picture Patents Co. will be leased, and not sold, and will be subject to return to the various manufacturers at stated intervals.

"Licensed motion pictures will be leased for use only on projecting machines which are also licensed by the Motion Picture Patents Co. There will be a nominal license fee to be paid by each exhibitor and the funds thus raised will be used in promoting the best interests of the business. None of the officers of the Motion Picture Patents Co. are salaried.

"It is hoped by this movement to do away with the vexatious litigation which has long harassed the business, to guarantee to the renters and the exhibitors a sufficient quantity of the best American and foreign films and to prevent the demoralized state of affairs which now prevails abroad, where no organization exists. All the licensees of the new Patents Co. must compete for the business of the country on their own merits. All of the licensees are manufacturers except George Kleine, Kleine Optical Co., who, as is well known, is the American representative of several of the best known and most meritorious of the foreign manufacturers. No increase in price of films is contemplated.

"Among the prominent patents which have been purchased—in addition to those of the Edison Co., and the Biograph Co.—may be mentioned the Armat patents, which are said to control projecting machines; the Jenkins patents, the Pross patents, the Vitagraph patents and the Campbell patent. The new license agreement went into effect January 1, 1909."

ROLLER SKATE POPULARITY

Grows With the Years—A Profitable Side Line for Progressive Dealers—Some Facts in This Connection of Interest to Readers.

The history of roller skating dates back to about 1880, at which time there was a very decided fad in this sport developed, which lasted until about 1886. At this time the skates were used in rinks exclusively. From 1886 to about 1900 there was very little roller skating done. About this time, however, the skates begun to be used by children on the sidewalks and asphalt streets in the large cities where asphalt pavements were laid to a considerable extent, and with the adoption of the asphalt pavement and better sidewalks in smaller towns, the skate has come into universal use.

The general popularity of skating on sidewalks grew to such an extent that about 1903 the roller skating rink again made its appearance, and rinks were opened in almost every town with a population of five thousand or more in the United States. A great many of these rinks are still running and are very popular.

The rink roller skating does not, however, affect the sidewalk skating in any way, for the reason that most of the skating done on sidewalks is by smaller children who would not patronize the rinks.

The improvement in roller skates during the last thirty years has been very great, and skates may be divided into four general classes, i. e., skates which are made particularly for use in rinks, and which are kept for rent. These are heavy strong skates; the extension pattern fitted with ball bearings, and designed for use of private owners who wish their own skates for use in the rinks; extension pattern skates with plain bearings, to be used by children on sidewalks and very small extension pattern skates with plain bearings to be used by smaller children.

The Union Hardware Co., of Torrington, Conn., incorporated in 1864, are among the largest manufacturers of these goods. For dealers contemplating adding this line, this company's special assortment of 100 pairs of best selling skates for $100, is worthy of attention; it consists of 20 pairs No. 2280, 5 pairs No. 2380, 16 pairs No. 11 steel, 30 pairs No. 12 steel, 11 pairs No. 5 steel, and 18 pairs No. 6 steel. The Union Hardware Co. will be very glad indeed to furnish information concerning roller skates as a side line upon receipt of request from jobbers or dealers.

KNOW YOUR GOODS.

It makes not the least difference in the world whether or not you are selling tin pans or pianos, if you do not know the goods, you cannot sell them successfully

Upon the arrival of a shipment at your store, every new article should be gone over critically and its advantages, or attractions, for the consumer carefully noted.

And the salespeople should be made to understand how to use these talking points to the best selling advantage.

You cannot expect people to buy your wares unless they are shown why they should buy them.

It is not enough that you should merely satisfy demands—you must create them.

You will sell more goods, and you will sell them at a greater profit, when everyone in your store thoroughly knows the things you offer for sale,

A MOST PROFITABLE SIDE LINE

THE MAYER REFLECTOGRAPH

THE MOST NOVEL, AMUSING, FASCINATING, ENTERTAINING AND INSTRUCTIVE PROJECTING DEVICE FOR YOUNG AND OLD THAT HAS EVER BEEN PLACED BEFORE THE PUBLIC!

WHAT IT WILL DO!

JUST THINK! You can take an ordinary picture post card, a photograph, or any opaque picture; place it in the "REFLECTOGRAPH" and the picture will be reproduced, life-size, with all the colorings of the original, on a sheet from 6 to 8 feet square. While it will do anything and more than a magic lantern will, it does away with the inconvenient and expensive glass slides. The cost is within the reach of the most humble. An evening entertainment can be given in any home by showing a collection of post cards and photographs through the "REFLECTOGRAPH." This magnificent device is made for use of either Acetylene, Gas or Electricity. It is perfectly safe for use in any home, and so easy to operate that a child can manipulate it.

Agencies Wanted in All Countries :: Liberal Discount to the Trade

DESCRIPTION: Height, 15 inches; Length, 13 inches. Made of Heavy Tin Plate and Steel. Finished in Black Enamel with Gold Panels.

BEST TIGER'S EYE LENSES

PRICES: Acetylene, $4.00; Gas, $4.00; Electricity, $4.00 Complete ready to run

Packed Separately In Strong Wooden Box

17 Styles Post Card Display Racks at Lowest Prices

LARGEST OUTPUT IN THE UNITED STATES

MAYER'S REVOLVING CARD RACK

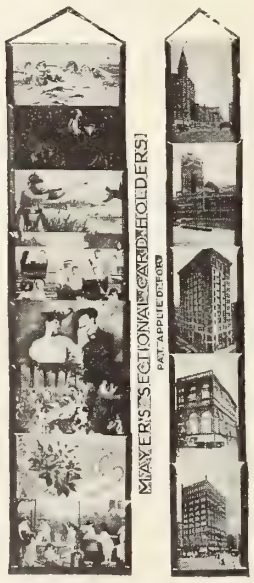
THE ONLY COLLAPSIBLE RACK OF THIS DESCRIPTION MADE HAS 50 POCKETS—HOLDS 1,500 CARDS

Height, 28 inches. Width, 11 inches. Packed in box K. H., 4x6x24; weight, 9 pounds.

This rack is a winner with both dealers and jobbers, and ships in one-third the amount of space as formerly, has specially improved outer arm supports, which prevent arms from becoming broken. Is also fitted with handsome top frame and heavy sectional cast-iron base, which insures steadiness.

MAYER'S SECTIONAL CARD HOLDERS

are the only single pocket holders that frame the cards and lock together. They are being universally used by card

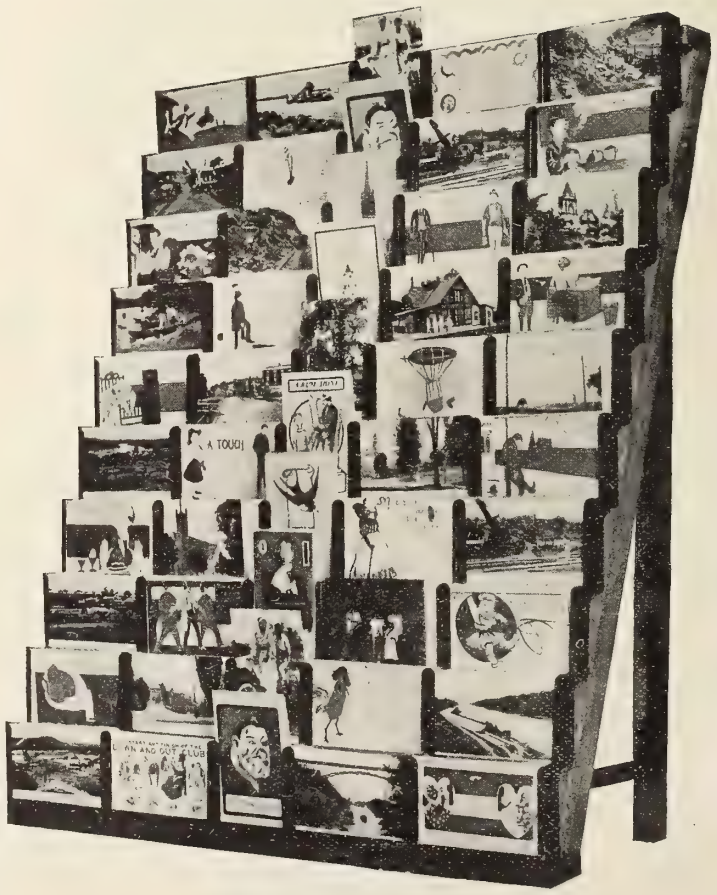


collectors for home use. Dealers find them superior to all other makes because they are mechanically correct; finely finished and can be hung to cover any amount of space.

THEY WILL NOT UNLOCK WHEN CARDS ARE REMOVED

Each section holds 40 cards, made of one piece steel plate and finished in baked enamel.

Packed 100 in a strong paste-board box. Ten boxes to a crate.



THE "ROCHESTER" OAK FRAME

Height, 35 inches. Width, 26 inches. Depth, 12 inches. Weight, crated, 20 pounds.

The Best Rack Made. Shows an Unobstructed View of the Entire Cards at a Glance and will Triple your Sales.

This rack displays 50 views, holding about 4,000 cards; made of heavy tin plate and steel and braced with oak supports; finished in black Japan and varnished.

The "Rochester" is constructed to fold up when used for out-door show, summer resorts and exhibitions, and can be easily carried, holding stock intact.

This rack is purposely designed to stand back to back, side by side, hung from the wall and in most any conceivable position to fit the space you have to spare.

FOR FURTHER PARTICULARS ADDRESS

CHARLES W. MAYER, 10-12 FURNACE STREET ROCHESTER, N.Y., U.S.A.

HAVE WON WORLD-WIDE FAME.

Goods Made by the A. J. Reach Co. Highly Esteemed for Their Excellent Qualities.

The A. J. Reach Co., of Philadelphia, are up to their ears in orders for the coming season. This well-known house have built for themselves a world-wide reputation, making their trade-mark a household word and their product a necessity

THE MAN BEHIND THE REACH GOODS.

to every devotee of the national sport. The Reach agency is worth a whole lot in your town and will mark you at once as an up-to-date and high-class store. They have some territory still open on a jobbing basis. Write early and don't lose this golden opportunity.

SELLING IN BYGONE DAYS.

Methods Adopted by Some of the Old Time Knights of the Grip Who in Their Peregrinations Used to Entertain a Whole Town—The Entertainment Feature Cut Out Nowadays.

"A salesman's life used to be a march of triumph compared to his existence nowadays," said the veteran specialty drummer to a little group of the fraternity gathered on the porch of an up-country hotel one night last week.

"I feel myself growing of less and less importance each year, as I make my trips and find that instead of the happy-go-lucky spendthrift of twenty-five years ago, whose entrance into a town was the signal to the storekeeper for a gala night at the village hotel (says August Carleton in The Traveling Man), I am hustling for trade day after day, and having each expense item scrutinized by a member of the firm. It galls me to have to make out an itemized expense account. My territory used to cover fifteen states, and sometimes visits were a year apart. Those were the times when a drummer could have his samples shipped to a hotel and invite the trade of the town in his line to come and inspect his wares. While the storekeepers were partaking of the best the house afforded at my expense, I could play the part of genial host, and when the conviviality was at its height, land every one of them for good sized orders. Not in these times, gentlemen, not much! Catch any storekeeper now putting himself to the trouble of calling at a hotel to inspect samples! If the salesman's case be as large as a Saratoga trunk it must be carried to the store, and every means and argument used to persuade the buyer to give an insignificant order. Another thing is making the trade more independent of the traveling salesman.

"Twenty-five years ago most of the drummers started from New York, Philadelphia or Boston. Now every town of importance has its wholesale house, and their representatives reach every village and hamlet at regular intervals. This waiting on the storekeepers has completely turned their heads, and instead of looking forward to a salesman's visit with a general line and reserving orders for him, a dozen traveling men a day are soliciting their orders on each individual specialty.

"No such prices, either, as we used to get, boys," continued the veteran, lighting a fresh cigar. "Why, if trade was good, my house could simply smile at an expense account that included theater parties, big dinners for a dozen, and a good time with storekeepers, where wine flowed like water, and Havanas went by the box. But now a little extra car fare, or livery hire, brings a sharp letter to curtail expenses. There used to be some pretty tall hustling when two of us in the same line struck a town at the same time. Then it was a question of entertaining and spending money to see who would get the orders. Those countrymen knew how to take all they could get. I remember one occasion when a rival drummer from a Boston house landed about the same time I did in an Eastern Pennsylvania town. There were about a dozen good stores in the locality and it was nip and tuck who won the palm. We both handled sundries of a similar grade and such talk as you fellows use about quality, advertising and World's Fair premiums did not cut any figure then. Get the storekeeper pat and the order followed. The Boston man opened the ball with a dinner and big time at the local hotel, and I followed with a stage ride and clam-bake next night. Still no orders. The Boston man made gifts of fancy pictures to the storekeepers' wives and promised some elaborate fixtures to the men for their stores. This nearly swamped me, but salvation came in the shape of the annual visit of the circus to town. I took the whole crowd, men, women and children, to the show. Dan Rice was the clown, I think. By an exchange of some of Uncle Sam's greenbacks, I induced him while in the ring to crack a few jokes on the Boston man's goods and root for mine. The storekeepers caught on and guyed the other fellow terribly. He was in the tent and looked sick as a wet cat. After the show they crowded around me like a flock of chickens. I filled the women and children with popcorn and red lemonade and bundled them off home. What a night I put in with those storekeepers at the hotel. When they were full of fire water and enthusiasm I commenced taking orders. A week later, before they were hardly over the effects of that racket, a solid carload of our goods was sidetracked at their nearest shipping depot. The firm nearly had a fit over the expense account, but with the order they were somewhat pacified. Now, compare those methods with those of to-day, and you will know why I feel a common, every day peddler. I arrive in town, take my grip and respectfully enter a store and even more humbly ask for an audience. Like a king the shopkeeper curtly informs me that his stock is amply supplied. If he does need anything in my line the orders are generally trifling and the price is so low that the margin of profit amounts to nothing. Each one of you boys sell some specialty that I used to carry in a general line. If I should mention a dinner or even a cigar to some prospective buyer nowadays my cause is doomed. 'No bribery here, sir!' is hurled at me. There is not the ghost of a show getting any better prices such as we used to. Local salesmen keep the buyer posted, while price lists from all over the country are received in the mail."

THE FIGURES TELL THE STORY.

While somewhat startling, the announcement of the Card Printer Co. in this issue, is based on fact. The figures having been compiled from records kept of these machines during the past two years, while in actual use, supplying as it does a universal necessity. The Card Printer is one of the biggest money-makers ever brought out in the slot machine industry, and, unlike the novelty devices, its attraction for the public is a permanent one. Talking machine men everywhere should write them at once.

MOVING PICTURE POSSIBILITIES.

Mr. Edison is experimenting with cinematograph films in color, but has not yet been able to overcome the difficulty of photographing red, and it cannot be done instantaneously. He is completing his simultaneous cinematograph and phonograph, and says that he finds no difficulty in making figures and voices act at the same moment, but there is difficulty in the perfection of the illusion. If the speaking apparatus is too close to the moving picture the effect of the voice is artificial. At present he is obliged to remove the phonograph some 100 feet behind the cinematograph.

The difficulty will be overcome, and Mr. Edison believes that in a few years every village in the world will be provided with its own cinematograph-phonograph theater, and this will be one means by which, Mr. Edison says, in combination with cheap houses and cheap transport, in the study of which Mr. Edison is also engaged, the great towns will be broken up and the population scattered back to the land.

J. CHAS. GROSHUT

Now Affiliated With the Manufacturers' Outlet Co.—J. S. Meng Becomes a Director.

J. Charles Groshut, for many years secretary of the Edwin A. Denham Co., has been elected secretary and treasurer of the well-known firm of the Manufacturers' Outlet Co., 271 Broadway, New York, of which W. L. Eckhardt is president, and he will devote his energies toward the further advancement of the firm in general.

J. S. Meng, head of the well-known banking establishment of Henry Bishoff & Co., has also been elected a director of the Manufacturers' Outlet Co.

This firm, having grown with such leaps and bounds during the past six months, will, at a very early date, move into more commodious quarters, which are now being fitted for their requirements.

The Manufacturers Outlet Co. are selling agents for The Acetograph, Cremona Pianos, Peerless Talking Machines, Rossmassler-Bonine Electric Motors, etc., besides being manufacturers of the well-known Peerless Suction Cleaners.

A SELLING SYSTEM.

Kohler & Campbell Have a Selling Plan Which Will Interest Dealers.

Talking machine dealers who are looking for widening business possibilities will do well to examine the announcement made by Kohler & Campbell, the well-known piano manufacturers of New York. They have a piano selling system which is meeting with wonderful success in trade building in various parts of the country.

The regular representatives of this concern have expressed great enthusiasm over the possibilities of this plan, and it would be a capital idea for talking machine men to address a communication to this company requesting special information as to how this plan will work with talking machine dealers who are contemplating taking on pianos.

AN OFFER WORTH CONSIDERING.

The American News Co., of this city, are making a special offer to this trade in their advertisement which appears on the inside front cover of this section, which will be of interest to all talking machine firms looking for live side lines. Beside being the largest publishers of view cards in North America, this company are direct agents for all the leading publishers in the world. Their stock includes every known card of merit, and buying as they do, in enormous quantities, they can quote rock bottom prices on all lines. Our readers should not fail to send for their complete catalog and vital hints on the successful handling of these goods.

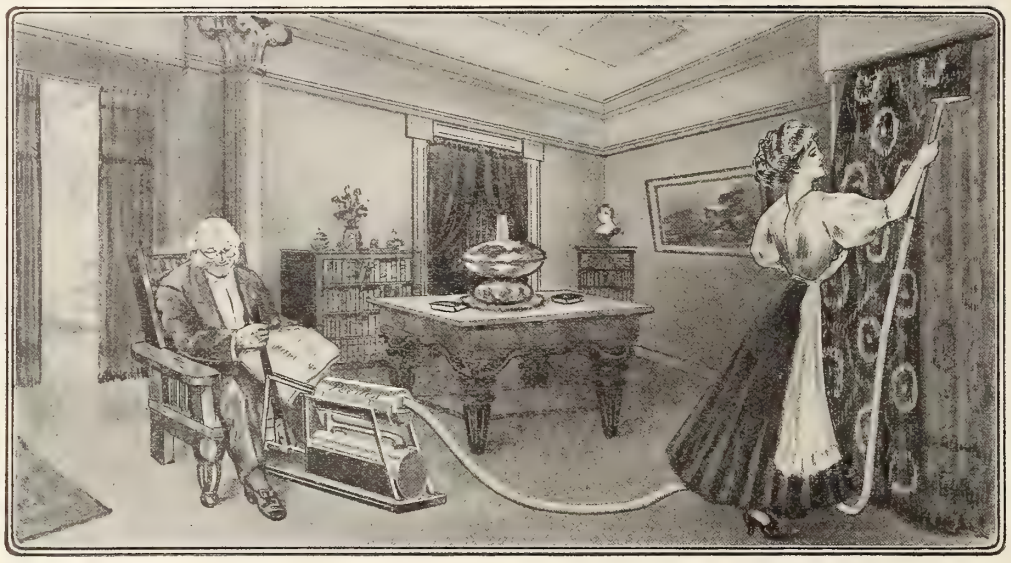
There is displayed in front of a concern in Murray street, New York, the following sign: "If you don't buy here, we both lose money."

It takes a live fish to swim up stream. Any old lobster can float down.

Salesmanship is the fine art of knowing a thing thoroughly and telling about it intelligently.

WE WANT LIVE FIRMS EVERYWHE

PEERLESS SUC



A Line Which Offer
Is a Necessit

A Line On Which Th
Except Price Mainten

THE PEERLESS SUCTION CLEANER
IS THE IDEAL MACHINE FOR HOME USE

A house cleaned every day with a broom is never clean, as the dirt rises to settle again. A weekly cleaning with the **Peerless** by the suction process is more effective and surely more healthful.

Brooms, brushes and carpet sweepers are harmful in their effect on rugs, carpets and draperies. **The Peerless renews their life and color.**

It is difficult to use brooms and sweepers without much moving of furniture. The **Peerless** floor tools can be used under and behind all heavy pieces without moving them. Daily or weekly cleaning by the ordinary method does not save the semi-annual house cleaning, with rugs, carpets and draperies removed for their usual "whipping." **With the Peerless, semi-annual cleanings are unknown.**

Dirty carpets and rugs breed vermin, germs, odor and disease.

Brushes, brooms and sweepers force a part of the dirt further in—the **Peerless takes it out.**

Brushes, brooms and sweepers distribute a part of the dirt over the furniture and draperies, also through the air you breathe. **The Peerless removes it entirely.**

With brushes, brooms and sweepers the same dirt is handled repeatedly. **With the Peerless the dirt is handled but once.**

Dirt may be present although hidden in the fabric of your rugs and carpets. The **Peerless Cleaner cleans the fabric.** It is not superficial but goes to the bottom.

Cracks and crevices impossible of access with brooms, brushes and carpet sweepers are easily cleaned with the **Peerless** which removes all roaches, bugs and germs concealed.

In the store and office as well as in the home the **Peerless Suction Cleaner** is a great time, labor and money saver. Talking machine men will find it of especial value in keeping their stock clean and salable.

Peerless Cleaners are easily carried from room to room and every machine is guaranteed against defects in material or workmanship.

SPECIFICATIONS :

MODEL A—Hand power with 9 feet special suction hose and Sectional floor tool, $15.00

MODEL B - Horizontal stroke, 12 feet special suction hose and Sectional floor tool, $25.00

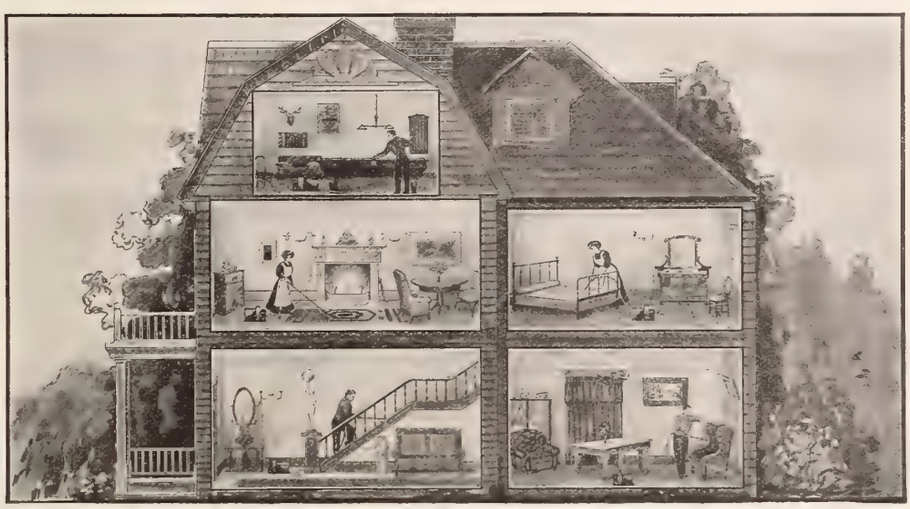
Manufactu
Co

271 BROADV

AS EXCLUSIVE AGENTS FOR OUR
ON CLEANERS

Large Profits and
very Home

re No Restrictions
nd No Competition



THE PEERLESS SUCTION CLEANER AGENCY

THE IDEAL SIDE LINE

The talking machine business is one that depends to a large degree for its custom on the women folk—they are the purchasers.

Here is something that will appeal to each and every one of them, and what is more, on their most susceptible side, that of the Home and its proper management.

No one so fully realizes the immense amount of worry and care necessary to keep a home in a clean, bright and cheery condition, and anything that will not only give better satisfaction but will also decrease the work 75 per cent. will be greeted with spontaneous approval.

Handle the Peerless Suction Cleaner and Every Housekeeper in Your City or Town will Advertise it For You.

Easy to demonstrate and occupying but little floor space they make an ideal side line.

We Want You, Mr. Talking Machine Jobber or Dealer, to investigate this exceptional opportunity to broaden out and increase your earning capacity; we don't ask you to take our word about the Peerless, order a sample of each, electric and hand machine—test them thoroughly in your store, your office or your house, and when you are convinced of their utility and salability—write us concerning exclusive territorial rights and special discounts to agents.

rs Outlet
ny
NEW YORK

SPECIFICATIONS:

MODEL C—Electric motor for use with direct current, 12 feet special suction hose, 20 feet special insulated wire cord and plug, and Sectional floor tool - - $55.00

MODEL D—Same as Model C, except equipped with motor for alternating electric current, $65.00

SELLING POST CARDS FROM RACKS.

Customers Like to Wait on Themselves When Choosing Cards and Take Plenty of Time—Very Small Loss from Theft—How the Automatic Selling Idea Would Apply to Other Lines—A Suggestion Worth Considering.

Yesterday I was strolling through a big department store and saw something new. Down the center aisle were four very large revolving cases filled with souvenir post cards. On the top of each case was this sign: "Post cards, 1 cent; pay cashier."

Between the two center cases in this row was the cashier's desk.

Customers were swarming around the cases, and when one had chosen the cards he desired, he handed them to the cashier. She counted them and took the change.

No one paid attention to the selling of the cards, and the first thing the average merchant would ask is: "My! Wouldn't the people steal a lot?"

I don't know.

I know that that cashier had no time to watch for possible thieves, and I know that that firm had this system of selling postals figured down to a profitable basis.

If they didn't they wouldn't have done it that way.

The last time I was in that store they sold their post cards like any other merchandise—from behind the counter, with clerks to do the selling and wrappers to wrap them up and a cash carrier system to attend to the balance, says the Tramp in The Dry Goods Reporter.

I talked to a floorwalker, and he said they sold ten times as many cards as formerly and he thought it was because they let people pick them alone, so they would feel at liberty to take all the time to it they cared to. He thought that when clerks were in attendance on the sale of penny articles that the customers felt that they were taking up too much of the clerk's time for such small sales, and consequently walked away before buying as many as they would have done should they have been allowed to shop alone.

There is something in the floorwalker's argument, and it strikes me that the same could be done with many lines of low-price notions throughout the store.

The price need not be a penny for each article; let it run up to 5 cents, say.

Call it "Our Penny Counter." No article on this counter for more than 5 cents. Make your selections and pay the cashier.

Lay off this counter in square bins and fill each bin with goods at one price for choice, and have a price-ticket on each bin.

Have a girl to take in change and keep the stock in order and be pleasant.

But don't let her attend any customer who is shopping.

Let the goods and prices sell themselves.

You could fix up a whole of a counter of this kind right from your present stock.

You can pick goods for this purpose out of your home goods, hosiery, jewelry, neckwear, ribbons, ruching, laces, handkerchiefs and hundreds of items from the notion counter.

If it worked well you could get busy buying goods a purpose for it.

Would it work?

I don't know.

This is just a theory of mine. Maybe you can add to it.

Everything that ever did work was a theory first.

DEMAND FOR DRUMS AND TRAPS

Created by the Moving Picture Show—How the Drummer Helps the Pictures.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 10, 1909.

The moving picture business in its latest development is creating an immense demand for drums and traps. When the five cent theatres first began to blossom in Chicago, their musical equipment consisted, as a rule, of an electric piano, which kept things stirred up during the intermission, and a talking machine which did the illustrated song stunt. As competition increased singers were employed to accompany the song slides, and this required, of course, a real piano and a real pianist. The next step adopted by one or two of the big down town shows was an orchestra of four or five pieces. This proved too expensive, however, and it was reduced to piano and drum. This equipment furnishes plenty of noise and the drummer can imitate the various rough house stunts depicted by the films, such as collapse of a building, the tumble of a hero from the seventh story window, etc. The patter of a horse's hoofs as the steed bears its rider to the rescue of the villain-persued heroine, the merry shuffling of the feet of the southern nigger in a plantation break-down, the squeak of a pig as he wobbles away from a murderous-looking farmer's wife, all give the overworked drummer additional labor for the same money and create a demand for traps. "Almost every new film brings the moving picture people skirmishing over here for additional auxiliaries for the drum man," said a salesman for a small goods house this week. "Practically all the shows are using the drummer as the principal part of their equipment now and he keeps us wiring east to keep up with the demand."

POSITIVENESS IN CHARACTER.

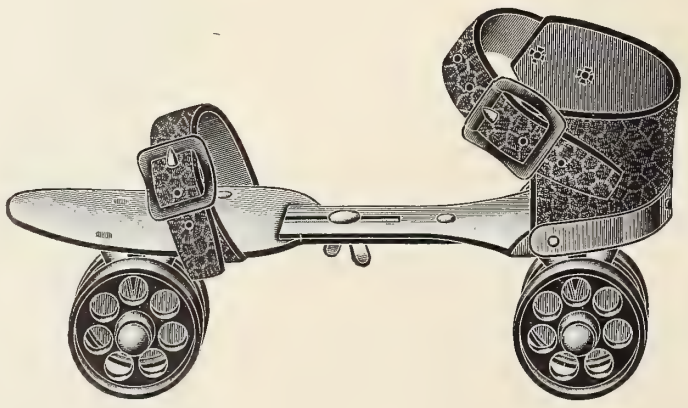
We should all endeavor to acquire a positiveness and strength of character so that those with whom we come in contact will feel an enlightening and encouraging influence. There are many human beings in this wide world who need a sustaining and agreeable personality cast about them in order to develop into charming men and women.

Said an old merchant to his son: "When you are tempted to write a letter on impulse, write it. Make it as hot as you can. But don't mail it until the next day. Nine times out of ten you won't mail it at all."

ROLLER SKATES

USED EVERYWHERE

We manufacture a full line for RINK USE and for SIDEWALK USE, with Wood, Steel and Hemacite Rollers.



An Ideal Side Line

Catalogue sent on application.

Union Hardware Co., Torrington, Conn., U. S. A.

MOVING PICTURE MANUFACTURERS' VIEWS ON TARIFF

Present Interesting Statement Before Ways and Means Committee Describing the Method of Production and the Growth and Importance of the Industry—Those Who Control the Production—80 Per Cent. of Films Used Are Made in This Country—The Present Duty and Its Uncertainty—Duty of 45 Per Cent. Ad Valorem Asked For.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 4, 1909.

At the recent tariff hearings by the committee on Ways and Means, held in this city, the manufacturers of moving pictures presented the following statement regarding duties on moving picture machines:

GENTLEMEN: We, the undersigned, manufacturers of moving pictures, address the committee on behalf of the moving picture manufacturing industry of this country.

Moving pictures are of comparatively recent origin, and at the date of the tariff act in 1897 they were known only to a very limited extent and not considered an important article of commerce. At that time the pictures were usually viewed directly in a coin-operated machine, whereas at the present time they are projected upon screens so as to be simultaneously viewed by hundreds of persons. It is true that to a very limited extent projecting machines were in use in this country in 1897, but such use was practically limited to a few foreign exhibitors and it has not been until very recent years that the industry has developed to an extensive size, although, as is well known, the art was first developed in his country by Mr. Edison a number of years before.

Because of these facts, moving pictures were not specifically provided for in the act of 1897, either as to the machines, which, like the magic lantern, project the pictures on a screen, or as to the pictures themselves, comprising very long strips of celluloid from 1 to 2,000 feet in length, and containing an enormous number of photographs of moving objects.

METHOD OF PRODUCTION.

The production of moving pictures is essentially an artistic work, the scenes being acted by trained performers before a moving picture camera containing sensitized negative film and in large studios having most of the accessories of a theater, and it was not unnatural, therefore, that the business should have found its first great development in France.

In recent years, however, the American manufacturers have very materially improved the quality of their output, so that the domestic pictures compare favorably with the best foreign productions.

Having obtained a suitable negative film in the studio, as explained, as many copies or positives are printed therefrom as may be necessary, and these copies or positives are sold by the manufacturers to various rental exchanges, by whom they are rented out from day to day to the many thousand 5-cent theaters or nickelodeons.

IMPORTANCE OF INDUSTRY.

At the present time, the business in this country, so far as manufacturing is concerned, is conducted by the following companies:

American Mutoscope and Biograph Co., whose studio is located in New York City, and whose printing and developing plant is located in Hoboken, N. J.; Edison Manufacturing Co., of Orange, N. J., whose studio is located near the Bronx Park, New York, N. Y., and whose developing and manufacturing plant is located at Orange, N. J.; Essanay Co., with a studio and printing and developing plant at Chicago, Ill.; Kalem Co., with a studio and printing and developing plant in New York City; S. Lubin, with a studio and printing and developing plant in Philadelphia; George Melies Co., whose studio is in Montreuil, France, and whose printing and developing plant is in New York City; Pathé Freres, whose studios are located at Paris, Vincennes and Montreuil, France, and whose printing and developing plant is located at Bound Brook, N. J.; Selig Polyscope Co., whose studio and plant are located at Chicago, Ill.; and the Vitagraph Co. of America, whose studio and plant are located near Brooklyn, N. Y.

These concerns comprise practically the entire manufacturing industry in this country, and turn out probably 99 per cent. of the moving pictures of American make. All of these concerns, with the exception of Pathé Freres and the George Melies Co., perform all of their manufacturing operations in this country, their studios being located here and the negatives pictures being manufactured at very great expense. In the case of Pathé Freres and the George Melies Co. the negatives are made in France and are exported into this country and positive prints manufactured from them here, but it is interesting to note that the celluloid films for both negatives and positives made by these companies are the products of the Eastman Kodak Co., of Rochester, N. Y., which supplies a very large part of the films used by foreign manufacturers for their own home consumption and for exportation to the United States.

Up to the past year considerably more than half of the moving pictures used in the United States were imported, but with the removal of the Pathé plant of this country in the summer of 1908 the large importations of films by them were stopped and an equivalent amount added to American manufacture, so that at the present time probably upward of 80 per cent. of the moving pictures used in this country are manufactured here.

The value of the actual investment at the present time in manufacturing plants in this country, excluding patents, trade-marks, and good will, is over $2,000,000, and between 1,000 and 2,000 employes are actually engaged in making the pictures, but the industry is developing rapidly and will, no doubt, in the future be very much larger.

COST OF AMERICAN MANUFACTURE.

At the present time the cost of moving pictures to the American manufacturers is not far from 6 cents per foot, the raw material purchased from the Eastman Kodak Co. costing 3 cents per foot, the cost of printing and developing and fixed charges amounting to about 1 cent per foot, the remaining 2 cents being taken up in the cost of manufacturing the negative. Of course, the cost of making the negative depends very largely upon the subject-matter and, in the case of an outdoor scene, the cost may be very low, and, besides this, the negative cost per foot depends, of course, upon the number of positive prints actually sold, but it is a fair statement to make that the average cost of the negative film per foot is not far from 2 cents. The films which thus cost the American manufacturers about 6 cents per foot are sold in this country for prices ranging from 10 cents per foot down to 5 cents per foot, depending upon the age of the film, the deterioration in value when a film is not sold promptly being such that the manufacturers are compelled, in order to get rid of them, to sell them below cost. In other words, the moving picture manufacturers are compelled to sacrifice their product when it is no longer current, in just the same way that a magazine publisher is unable to obtain the ordinary price for an out-of-date copy of his publication.

THE PRESENT DUTY AND ITS UNCERTAINTY.

When moving pictures were first imported into this country, they were classified by the customs authorities under section 17 of the act as "articles of which collodion or any compound of pyroxylin is the component material of chief value, sixty-five cents per pound and twenty-five per centum ad valorem." The specific duty of 65 cents per pound corresponds to substantially 5 per cent. or more on an invoiced value of 6 cents per foot or 1 franc per meter, which is the valuation accepted by the customs authorities in New York. The importers, however, protested against this classification and urged that the films should have been classified under section 458 of the act as "photographic dry plates or films, twenty-five per centum ad valorem." The matter of the 65 cents per pound specific duty was therefore protested, and these protests have recently been argued, we understand, by the importers before the Board of General Appraisers, of New York, who have not yet decided the question. If this specific duty is remitted by the customs authorities, the films under the present tariff act will be supject only to a duty of 25 per cent. ad valorem. A duty corresponding to that levied by the customs authorities under section 17 of the act (25 per cent ad valorem and 65 cents per pound) amounting in the aggregate to 30 per cent. ad valorem is necessary, as we shall show, if this industry is to develop in the face of foreign competition. It is, however, unsatisfactory to have any uncertainty on the question, and the American manufacturers respectfully hope that a duty on moving pictures be specially provided for in a future tariff schedule. Furthermore, it is a matter of common rumor that in the near future the Eastman Kodak Co. intends to put out a noninflammable film, which, we understand, is not made of celluloid or pyroxylin or collodion, so that unless a definite duty is now laid there will be grave doubt whether any section of the present act applies to this industry.

ADVANTAGE OF FOREIGN MANUFACTURERS.

The industry is a young and struggling one and is jeapordized at all times by the importation into this country for foreign films. In fact, the moving picture industry, so far as the films are concerned, offers an opportunity par excellence for "dumping," because the foreign manufacturer has a large home market from which he makes a profit, and he can afford to regard his negatives as being paid for by the European trade. Prints can be struck off with the same facility as one would make copies of a photo-lithographic plate, and the foreign pictures which are thus sent to this country are brought here for very much less than the cost of manufacture to the American producer. The foreign manufacturer, unless suitable protection were given, could afford to sell foreign-made moving pictures in this country for 6 cents per foot and still make a handsome profit, because his negatives have already been paid for by the demand in his home market and the prints which would be sold in this country would not cost more than 4 cents per foot. With the present duty, however, of 25 per cent. ad valorem based on an invoice value of 6 cents per foot and an additional 5 per cent. for the specific tax, the entire duty which the importer pays amounts to about 1.8 cents, so that the foreigner can land his films in this country for about 5.8 cents per foot or very slightly under the cost of manufacture by the American producer.

THE DUTY WHICH THE INDUSTRY REQUIRES FOR ITS PROTECTION.

All that the American moving picture manufacturers ask is the maintenance of a duty which places their domestic films on an equality with the imported foreign films, so that both practically compete on the same cost of production. A duty of 30 per cent. ad valorem, to which the present duty amounts in the aggregate, would add no more than this, and, if provided, the American manufacturers would be able to encounter the competition of the foreign manufacturers, who would then be required to sell their pictures in this country on terms of exact equality with the domestic product. We respectfully ask that this duty be specifically provided for in the forthcoming tarfiff schedule. As a matter of fact, the readiness with which foreign pictures may be dumped in this country would apparently make it necessary, in order that the industry may be properly protected, to have the tariff actually raised. This is especially true when we consider the fact that the invoiced value of 6 cents per foot placed on these films by the customs authorities in New York is purely arbitrary, since it is a well known fact that foreign films are now being imported into this country for as low as 5.4 cents per foot. If, therefore, foreign films were dumped in this country at cost (excluding the expense of the negatives), the invoice value might

be reduced to as low as 4 cents, so that the duty of 30 per cent. would enable them to leave the custom house at a total cost of 5.2 cents, or almost 1 cent below the actual cost to the American manufacturer.

At the present time moving pictures are immensely popular, a very great demand exists for them, and good, but by no means large, profits are obtained by the American manufacturer, as well as by the importers of foreign films; but this situation is due largely to the fact that the demand is greater than the supply, and when normal conditions are reached and it becomes a question of more active competition between the American and foreign pictures the American manufacturer will be no longer able to stay in the business unless he is given protection to at least the difference between what it costs him to make the pictures and the cost at which such pictures can be laid down in this country.

The industry which we represent is not large when compared with many American industries, but it contains the germ of enormous possibilities, and the time may not be far distant when most of the theatrical entertainments in this country will include, as a very important part, a moving picture machine.

THE DUTY ON MOVING-PICTURE MACHINE.

So far as the duty on machines is concerned, at the present time this is 45 per cent. ad valorem. It is difficult to make a fair statement as to the exact facts of this duty for the reason that the conditions of the American fire underwriters require the use of attachments and improvements which have so far not been adopted by the foreign manufacturers, so that practically no foreign machines are imported. The manufacture of moving picture machines is, however, an ordinary mechanical operation. Of the undersigned, only the Edison Company, the Selig Company and S. Lubin are active manufacturers in this country of these machines, although they are also manufactured by other makers in this country, who may be heard by the committee. Our conclusion regarding machines, therefore, is that they should have the same degree of protection that any similar piece of machinery should have, which under the present act is 45 per cent. ad valorem.

Very respectfully,
H. N. MARVIN,
Vice-President American Mutoscope and Biograph Company.
FRANK L. DYER,
Vice-President Edison Manufacturing Company.
GEORGE K. SPOOR,
President Essanay Company.
SAMUEL LONG,
President Kalem Company.
SIEGMUND LUBIN,
J. J. LODGE,
Vice-President George Melies Company.
J. A. BERST,
Vice-President Pathé Freres.
W. N. SELIG,
President Selig Polyscope Company.
W. T. ROCK,
President Vitagraph Company of America.

STRIKING SHOW WINDOWS

May be Created With the Title Pages of Music —A Line Which Blends Harmoniously With Talkers—A Suggestion to Wide Awake Merchants.

Talking machine dealers have not appreciated as yet the benefits of many side lines which can be used as a drawing power to their establishments. Take, for instance, sheet music.

What an attractive show window may be created with this attractive stock.

Take some of the bright title pages and the merchant may prepare a striking window in connection with talking machines. And when you come to think it over, what line can be more harmoniously blended with the sale of talking machines than music?

We would suggest to our readers that they take up the subject of representation with leading music houses. Certainly, there are business arrangements which may be entered into which will result in profit for the talking machine dealer. There is no question as to the truth of this.

We speak of a window being made attractive. In just the same manner any section of the store may be lighted up in a pleasing manner with the beautiful title pages of sheet music. There is an opportunity for business here which should not be overlooked. It is a field worth exploring, for it promises the most satisfactory kind of results.

One of the best selling instrumental catalogs at present on the market is that of the E. T. Paull Music Co., who publish all of E. T. Paull's great march compositions, which have a tremendous sale all over the country.

One of the chief characteristics of this catalog is the continual steady sale of the various instrumental numbers. It has been fourteen years since E. T. Paull placed his first composition, "The Ben Hur Chariot Race March," on the market. Since that time there have been any number of big sellers on the market, both instrumental and vocal, which at the present time are practically dead, whereas the sale of "The Chariot Race" has increased every year since it was first placed on the market. This experience is the same as with the additional march compositions of E. T. Paull's, which have been issued since "The Chariot Race."

Talking machine dealers from one end of the country to the other will find the publications of the E. T. Paull Music Co. big sellers and the universal satisfaction they give makes it both a pleasure and a profit to push the sale of their music.

In this section of The Talking Machine World, dealers will find a page advertisement of the E. T. Paull Music Co., making a special offer on their publications, which should be taken advantage of by every talking machine dealer. It will certainly be well worth the time and attention of every dealer to consider the proposition they offer, inasmuch as the special offers they make are the lowest prices ever made to the trade.

Every firm needs a head, but no firm can profit from blockheads, deadheads, or soreheads.

100% PROFIT for Jobber and Dealer.

Two Parts—Holder and Blade.

It's all in the Blade — Equal to any $5.00 Razor

No. 1 — Packed in a Metal or Cardboard Box. Three "Burham" Blades. A Perfectly Finished Nickeled Handle. Complete Instructions in Box. — Retails for 25c.

No. 2 — A Highly Finished Silver-plated Handle. Seven "Burham" Blades. Packed in an Imitation Leather Box. — Retails for 50c.

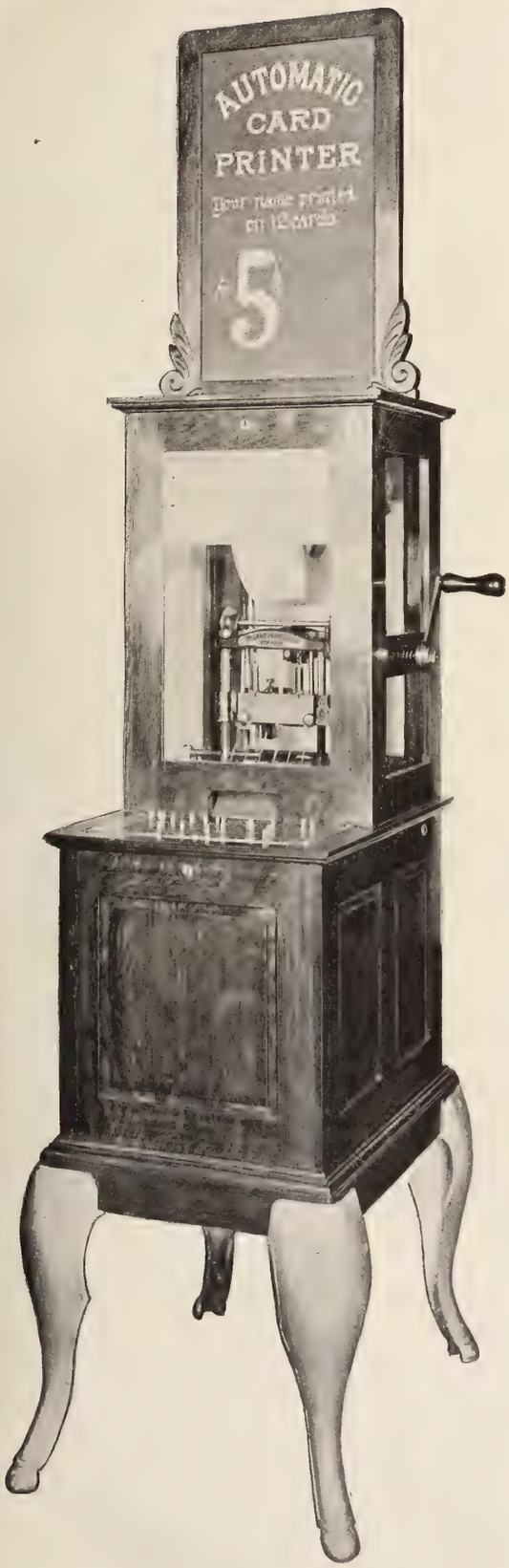
No. 3 — An Extraordinarily Fine Gold-plated Handle. Seven "Burham" Blades. English Cloth Covered Wooden Box, Plush Lined. — Retails for 75c. and $1.00

SPECIAL PRICES TO JOBBERS AND DEALERS

The Burham Safety Razor Co., Inc.

64-66 Murray Street, New York, N. Y.

An Income for Life



Will you pay $3,000 for a life income of over $3,000 per annum?

¶ No time taken from your regular business

For particulars address

THE CARD PRINTER CO.

79 East 130th Street - - - - NEW YORK CITY

A NOVELTY IN PICTURES.

Moving Pictures of Naval Training Station at Newport.

(Special to The Talking Machine World.)

Newport, R. I., Dec. 31, 1908.

For the first time in the history of the Navy Department permission was given to-day to take pictures at the Naval Training Station for moving picture shows. A professional poser appeared on the scene. The man went through the various details of a recruit appearing on the island as a "rookie," and the progressive stages through the various barracks, until he has become a trained product ready for drafting to a sea-going vessel. While the film will be produced to afford amusement, its circulation through the thousands of picture shows about the country will undoubtedly assist in enlisting. For that reason the government afforded every possible facility for the making of the pictures.

M. HOHNER INCORPORATED.

The Celebrated Manufacturers Take This Step in Germany Merely as a Business Precaution —Went Into Force on January 1st.

The incorporation of M. Hohner, manufacturers of harmonicas and accordeons, Trossingen, Germany, is announced as having gone into effect January 1. The concern is incorporated in Germany, with a capitalization of 4,000,000 marks ($1,000,000), the five brothers, including H. Hohner, managing partner of the American branch house, 475 Broadway, New York, being named as incorporators, directors and officers. This step was taken simply as a business precaution.

INCORPORATED THIS MONTH.

The Unique Novelty Co., New York, has been incorporated at Albany with a capital of $20,000 to manufacture postcards, Easter cards, pictorial and other novelties. Incorporators: Dudley E. Phelps, 48 East 75th street, New York; Thomas F. Garrity, 286 President street; Patrick Moffat, 33 Marion street, both of Brooklyn.

The O'Brien Electrical Tubular Lamp Co., of Camden, has been incorporated under the laws of the State of New Jersey, to manufacture electric and gas lamps, globes, tubes, signs, novelties, etc., with a capital of $300,000. Incorporators: Walter C. Waldron, 431 Washington avenue, Brooklyn; William P. Fairman, 740 Drexel Building, Philadelphia; Dennis J. O'Brien, 5000 Locust street, Philadelphia; Matthew Jefferson, 301 Market street, Camden.

The Bart Manufacturing Co., Lynn, has been incorporated under the laws of the State of Massachusetts to manufacture and sell novelties with a capital of $20,000. President, Walter E. Bartholomew, Lynn; treasurer and clerk, George L. Johnson, 34 Mt. Everett avenue, Boston.

The R. E. Taylor Co., New York, has been incorporated under the laws of the State of New York, with a capital of $50,000, to manufacture moving picture machines and accessories, photographic business, theatrical, etc. Incorporators: Elmer E. Earnshaw, 1240 Broadway, New York; Roy E. Taylor, 941 Simpson street, The Bronx; Charles F. Goddard, 15 William street, New York.

American Phono-Film Co., No. 134 Monroe street, Chicago, have incorporated to manufacture phonographic and photographic supplies; capital, $25,000. Incorporators: Lavern W. Thompson, William C. Burns, M. Morrison.

The Cowles-Camp Co., of Rochester, has been incorporated with the Secretary of State of New York to manufacture metal, wood, card and paper novelties; capital, $25,000. Incorporators, Charles D. Camp, Ward H. Fisher, Howard F. Barnes, Rochester.

THE OUTLOOK IN THE CAMERA TRADE

Fred K. Townsend, of the Seneca Camera Co., Rochester, N. Y., Speaks Optimistically Regarding the Future of the Business—Rapid Development of the Camera Permits Amateurs to Get Almost as Good Results as Professionals—Summer the Best Season for Selling Cameras.

(Special to The Talking Machine World.)
Rochester, N. Y., Jan. 8, 1909.

In a chat recently with Fred K. Townsend, secretary and treasurer of the Seneca Camera Mfg. Co., of this city, he said: "Here in Rochester we are taking all bets that our good old Uncle Samuel will start something right away; at least as soon as he has changed business managers. When Mr. Taft gets under way he will undoubtedly swing along with some considerable momentum, and we expect more motion and less emotion. Business is coming all right.

"Replying more seriously to your query in regard to the general trade outlook, permit me to add that camera makers are as busy right now

FRED. K. TOWNSEND.

as they want to be, and they would much rather be busy as they are than talking about prospects.

"Of course it is true that we could do more; the fact is, we are extending our business all the time, that's why we are in the trade. The camera business is built on a firm foundation, for pictures interest everybody. Of late years inventive attention has been turned upon simplifying processes of picture making, until to-day the beginner will get as good results with his first achievement as the expert of a decade ago used to attain after months of study. Then, again, photography is profitable. There is always sale for good prints of interesting subjects.

"I know that the camera trade are appreciative of your efforts to interest talking machine dealers in cameras as a side line, and I am confident that you will be successful. The heaviest season in the camera business is in the summer, which, as I understand it, is the lean season for the talking machine business. For that and other reasons it seems to me the two lines of trade would work well together. It needs only push to win success."

TOOK ADVANTAGE OF A CHILD.

A small boy importuned his father for a baseball mask. "I can get one for twenty-five cents down at the notion store," he said.

His father gave him a dollar bill and said: "All right. Run and get one."

In a few minutes he came back. "Where's the change?" the father asked.

"There ain't any," said the little fellow. "The woman in the store said they had a much better one for a dollar, and here it is."

The father naturally was vexed; not at the boy, but at the mean trick played on him. "You take that back to-morrow," he said, "and get the other one, and make her give you the change."

After school on the following afternoon, the boy did as was ordered, and came home with his report. "She wouldn't take it back," he said. "They won't take back anything after it has been kept twenty-four hours."

The father knew what would happen if he went down to the store, but thought best to drop it. He simply passed a word to his wife, and the store lost from henceforth a customer who on the average was good for ten dollars a month.

THE BUILDING OF A BUSINESS.

A Story Which Goes to Show How Side Lines Help to Develop a Business—The Success of the Subject of This Talk Can be Duplicated by Any Live, Ambitious Reader of This Department Who Is the Owner of a Store.

[Written for the Side Line Section of The World, by F. B. Warner.]

It was just an ordinary pawn-shop; it was started in a city of about 60,000 population, by a man named—well, we will not reveal his identity (because he is still in business) but will simply call him John Enterprise Integrity.

John first had a hole in the wall and loaned money on such collateral as pawn-brokers in general come in contact with. John knew merchandise, was shrewd and conservative (by the way he was a "Yankee") as a mere matter of course he prospered.

Our hero soon realized that he required a watch maker; later on he had five, but before he reached the stage where five watch makers were needed other developments were taking place in his shop. His unredeemed pledges were not sufficient to supply the demand of the bargain seekers, therefore to supply this demand new goods for which there was a constant demand were put in stock. This was nothing new; other pawn-brokers had done the same before; John's methods of doing it were new, that's all. He did not attempt to make the new goods appear old; he sold them for what they were. To illustrate, the writer was in his place one time when a customer inquired if he had a high grade second-hand shot gun, mentioning one or two standard grades. John promptly replied "No, but I have them new." The customer demurred on account of the price. Oh, yes, John responded, there's nothing new so cheap as second-hand, nor nothing second-hand quite so good as new. With such logic as this seekers for second-hand goods were changed to new.

After a time an adjoining store was added to John's hole in the wall and the new lines added began to take the form of distinct departments. To-day John Enterprise Integrity occupies an entire building; his pawn-shop has become a department store with a manager for each department; his gun and sporting goods department occupies an entire floor; other lines are equally as important in size.

The pawn-shop department still exists, but its business is done in a space no larger than the original hole in the wall, which makes itself evident that if John had always adhered strictly to pawn-broking his success would have been a small one.

NOT ASHAMED OF ORIGINAL BUSINESS.

Although pawn-broking is to-day only a unit in the establishment, the pawn-brokers' sign of the golden balls is the first that catches the eye as you approach the building from either side. I once inquired of the manager if he thought the pawn-shop was to any great extent a factor in building up the business, to which he replied: "Yes, it supplied both advertising and customers; that the old man (John) saw the opportunity and rose to it."

Talking machine dealers have one of the greatest opportunities to introduce new side lines to their customers; the new issue of records brings your customers back month after month. Perhaps they ask for things. If you get many inquiries for the same thing that is a pointer. One successful general store-keeper never would say he did not have any article that was inquired for, but would reply, "I am getting it in; call again in a few days."

Don't injure your present business for the sake of experimenting with new lines. Don't go in debt for new lines, expecting they will make good before the bills are due; but when your line of talking machines and records is complete and there is nothing you can add that would enhance your revenue and you have some spare-capital, then look to add some new attraction. What? That depends upon your locality and trade. For one dealer it might be music and musical instruments, another jewelry or optical goods, while fire-arms and sporting goods is always a good line. It is sub-divided into many lines and you can take up one line at a time. Revolvers are something that always sell. They take up very little space but are attractive.

Aim to do just as much talking machine and record business as ever, plus all that you make on side lines. If you execute these ideas properly you will be surprised at your progress made in a year's time. Start with a few good specialties, something that is attractive both in price and quality. There are just as many cornerstones to build on in the talking machine business as in any other business. Don't get discouraged, brother.

GAMES AS A SIDE LINE.

Form an Attractive Quick Selling Line for Dealers Who Wish to Add Paying Novelties.

An attractive, desirable side line and one that adds brilliancy and interest to the store is a line of leading games.

Pastime Picture Puzzles, made by Parker Bros., the game of Deck Ring Toss (which had a very large sale in numerous sporting goods houses), Pit, Crazy Traveler and Japanola are items of great interest. To these should be added playing cards. The idea of the dealers should be to carry perhaps a dozen of these standard games such as above named, these having sale all the year round and as most of the sale is in the range from 50c. to $1.00, they move quickly where they are displayed and give brilliancy and life to a store, which is a thought well worthy always of a dealer's attention.

A side line of this class does not require much money to start. Fifty to one hundred dollars will sample these lines for a dealer. Few dealers can afford to pass by a line of this class in connection with sporting goods. A trial is relatively inexpensive and results in nine cases out of ten in a development of a very sizable business and one which catches the fancy of the public, acting as an added attraction to the store, which is a valuable consideration. Parker Brothers, Inc., Salem, Mass., are among the largest manufacturers of games of this class.

WRITING PINS AND RINGS.

Of the many novelties in the jewelry line the "writing pin" and "writing ring" are worthy of special mention. As is implied by their names, these articles are, respectively, a combination scarf pin and pencil and a ring, similarly equipped.

Both are arranged to use the regulation small leads made for fancy pencils, and are of practical utility for use in emergencies. They are made in a wide variety of styles and of solid gold as well as plate and, to quote the manufacturer, "literally sell themselves."

The gold pencils are invisible while the articles are being worn and do not in any way detract from the fine appearance of the goods.

The margin of profit on this line is large, and it should prove an attractive addition to the stock of the dealer who is looking for something at once up-to-date and unusual.

HERE AND THERE IN THE TRADE.

Conditions Improving Everywhere—Increased Call for Bicycles—Preparing for Tennis Season—Roller Skating Becoming More Popular—Reflectograph Now in Demand—Camping Equipment and Cameras Excellent Side Lines for Talking Machine Dealers.

After an extended tour throughout the country and after making a close study of conditions in various sections, it is apparent that business during the coming year will take a wonderful spurt. Everywhere one goes it's the same story. Dealers and jobbers in almost every line, after having taken inventory, are finding their stocks run down and are now rushing off their orders to the factories lest they be caught short. What is the consequence? Manufacturers who have been taking things easy are suddenly swamped with business, and though in many cases running extra shifts, find it impossible to make prompt deliveries. 1908 with its many disappointments is now a thing of the past. The new year, laden with golden opportunities, is before us. Are you preparing to get your share? If not, why not? It is time to wake up.

* * * *

"In the bicycle line there is almost sure to be an increased demand for the coming season." So says the New York Sporting Goods Co. Now that manufacturers in all lines are beginning to operate again with a full complement of men, the factory workers will once again have use for this admirable conveyance, and dealers can feel justified in making sales on the instalment plan. We also understand that the advantage of bicycling from the standpoint of health is again in the air, and it is certainly true that many old riders are turning to the wheel. Good work. Put a little more ginger in your talk this year, Mr. Dealer, and we'll yet have the old palmy days back again.

* * * *

Do you bear a reputation for always discounting your bills? No? Well, try it for a while. It is not only a nice thing to have such a reputation, but, you know, a little extra 2 per cent. does somehow figure up enormously by the end of the year. Sort of makes you feel good all over, too.

* * * *

Mr. Wright, the head of the well-known firm of Wright & Ditson, spoke very encouragingly of the outlook for tennis goods and supplies when seen by The World the other day. This game has steadily grown in popularity in this country until to-day it almost rivals its national competitor (baseball). One of the best things about this line is that it brings to the dealer's store the better class of trade—a customage that have money to spend and spare no expense in satisfying their hobby.

* * * *

The Stevens Arms & Tool Co., of Chicopee Falls, Mass., are preparing to bring out several new model guns, and hope to be able to give details by the time the February World goes to press.

* * * *

The Horton Mfg. Co., of Bristol, have inaugurated an extensive advertising campaign in all the leading periodicals throughout the country. Dealers handling their lines will find this a big help, as it not only saves them money, but will bring them numerous new customers.

* * * *

Who said roller skating has died out? You wouldn't think so if you had been along with The World representative when he visited the extensive factories of the Union Hardware Co. at Torrington, Conn., a week ago. This enterprising concern have just closed the biggest year in their history. To-day no matter where one goes their famous line of skates and fishing rods will be found. Dealers and jobbers who have pinned their faith to their standard are more than satisfied. For example, not long ago a World representative, in looking around for good side lines for the talking machine trade, called on S. B. Davega, of this city. When asked for his advice on the subject, he unhesitatingly pointed to the Union product and said: "There is the best seller I've got. The only kick I ever have is that I can't sometimes get the goods fast enough."

* * * *

Chas. Mayer, the well-known novelty manufacturer of Rochester, N. Y., reports an unexpectedly large demand for his post card projecting machine, known as the Reflectograph. This machine is one of the most powerful on the market and reflects all objects with remarkable clearness. Dealers would do well to investigate this article, as it sells for a price well within the reach of all, allowing a handsome margin of profit.

* * * *

One of the best and least exploited lines in the sporting goods field is that of tents and camping equipment. This branch of the industry has leaped into prominence during the last few years and every summer adds a large number of converts to this healthful recreation. The line is an extensive one, and takes in not only tents but cooking utensils of all kinds, clothing and a hundred and one other articles, all of which will mean much profit for the dealer handling them. Make your store headquarters this year; a little money spent in the local papers will do much and stir up a horde of new prospects.

* * * *

The Seneca Camera Co., of Rochester, N. Y., one of the largest independent manufacturers in this business, reports the outlook for 1909 as highly encouraging. Their products are known the world over for their high standard, and all a dealer has to do to move his stock is to hang out his sign and let the people know he has them in stock. Such is the power of a name.

* * * *

To sell a customer goods, and to sell and tie him to you for good, are two different things. Transient trade is all right, but regular custom is better. Acquire the art of making friends with your patrons. It pays.

* * *

Your best salesmen will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

FOR LIVE DEALERS ONLY

Here is a chance, Mr. Talking Machine Dealer, to form an alliance with a business concern which will mean a revolution in the money-making powers of your business.

We have the product and the plans which will help you to make money easier and more rapidly than ever before.

KOHLER & CAMPBELL

have a Piano Selling System which works Wonders For Dealers who co-operate with them. Positively sells pianos without expense to dealers. Without question the greatest scheme ever inaugurated. Hundreds of their representatives have reaped big returns from the plan. Why not you?

Do not delay writing for particulars concerning this business creating proposition. Delays will mean the postponement of money making. Can you afford to delay?

You can command our experience and knowledge gained and immediately apply it to your own trade development.

WRITE FOR PARTICULARS

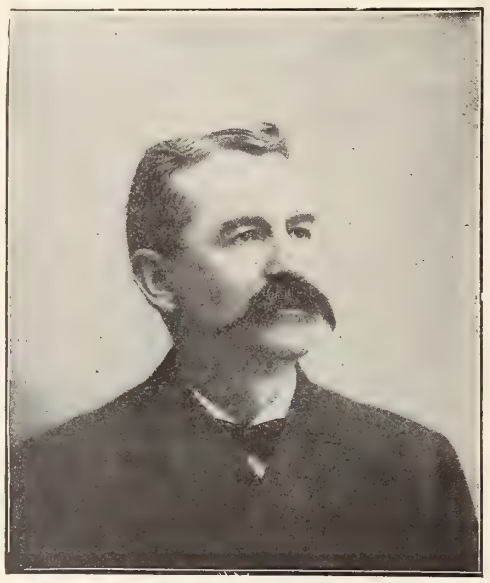
KOHLER & CAMPBELL, PIANO MANUFACTURERS STATION G, **New York City**

Note—Mention "Side Line Section."

DO IT NOW

TALKING MACHINE DEALERS!!!

Does This Interest You?



WHY NOT CARRY A SMALL STOCK OF GOOD SALABLE SHEET MUSIC?

GOOD PROFITS :: SMALL OUTLAY

¶ It is in keeping, and right in line with your present business. You can make your expenses from the sale of sheet music alone, without any additional cost to your present business.

¶ Why not give it a trial? You have everything to gain and nothing to lose by handling our Publications, which are the handsomest issued by any Publisher in this country.

SPECIAL NOTICE — GREAT REDUCTION IN PRICE ON OUR BEST SELLING PIECES

Every Talking Machine Dealer Should Certainly Take Advantage of This Special Offer

We give a specially selected list below of our very best, steady-selling publications, on which we are making a special offer to Talking Machine Dealers who will make up an order, giving the number of copies wanted, of any of the pieces named below, and who will mail the order to us not later than February 10th, mentioning this "ad." Every piece is a good seller.

Magnificent Titles—Elegant Editions—Splendid Music—Easy to Play—Easy to Sell—Always Give Satisfaction

NOTHING BETTER PUBLISHED

BEN HUR CHARIOT RACE.
CHARGE OF THE LIGHT BRIGADE.
AMERICA FOREVER MARCH.
DAWN OF THE CENTURY MARCH.
CONQUEROR MARCH AND TWO-STEP.
ICE PALACE MARCH AND TWO-STEP.
MARDI GRAS MARCH AND TWO-STEP.
N. Y. AND CONEY ISLAND CYCLE.
DELLA FOX (Little Trooper).
THE JOLLY BLACKSMITHS.
A SIGNAL FROM MARS.
ARIZONA MARCH.
ELKS GRAND MARCH AND TWO-STEP.
WE'LL STAND BY THE FLAG.
UNITED NATIONS MARCH.
SUNSET MARCH AND TWO-STEP.
THE MIDNIGHT FLYER.
THE HURRICANE MARCH.
THE MASQUERADE.
ZIZ (March-Two-Step).
MIDNIGHT FIRE ALARM.
PAUL REVERE'S RIDE.
THE TRIUMPHANT BANNER.
SILVER SLEIGH BELLS (Novelette).
THE STORM KING MARCH.
THE CIRCUS PARADE.
THE BURNING OF ROME.
WARMING UP IN DIXIE.
UNCLE JOSH'S HUSKIN' DANCE.
UNCLE JASPER'S JUBILEE.
PLANTATION ECHOES.
DANCE OF THE FIRE FLIES.
SWEET IRENE SCHOTTISCHE.
ROXALA (Dance Characteristic).
THE ROMANY RYE. (Intermezzo).
PASSING SOLDIERS PATROL.
PHANTOM DANCE.
QUEEN OF BEAUTY (Waltz).
CUPID'S AWAKENING (Waltz).
SWEET MEMORIES (Waltz).
THE STRANGER'S STORY (Waltz).
RICHARD CARVEL (Waltz).
THE WITCH'S WHIRL WALTZES.
NERO'S DELIGHT WALTZES.

READ THE SPECIAL OFFERS WE MAKE TO TALKING MACHINE DEALERS:

To any Talking Machine Dealer who will write us and ***mention this "ad."*** we will agree to make the following special rates for an introductory order of our Publications:

We	will	supply	5 to 25	copies	at	10	cents	a	copy
"	"	"	30 to 50	"	"	9	"	"	"
"	"	"	55 to 75	"	"	8	"	"	"
"	"	"	100 and over	"	"	7½	"	"	"

It is absolutely necessary to mention this "ad." to obtain these special low prices. Order now.

SEND SAMPLE ORDER AND WRITE US FOR ANY INFORMATION YOU MAY WISH ABOUT HANDLING MUSIC

Send Your Order Direct to the Publishers

E. T. PAULL MUSIC CO., 46 WEST 28th STREET NEW YORK

OUR CHICAGO NEWS BUDGET.

Post Cards and the Tariff—Sewing Machines as a Side Line—Talking Machine Dealers Using Goods as an Auxiliary—The Output Co. Makes Its Debut—Other Items Worth Noting.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 2, 1909.

Various expressions concerning the tariff on imported post cards are to be heard among the local manufacturers. Some hold that the duty of 5 cents a pound on imported souvenir post cards should be greatly increased. Others take a different position and say if they cannot produce an article of such obvious superiority that the consumer will prefer it, they are willing to forfeit their share of the trade. The post card line is one that can be handled to advantage by every talking machine dealer and one that should be utilized by them in the expansion policy that is becoming general.

The moving picture business has become an enormous one in this city. Nickel theaters are springing up more rapidly than ever, and the town seems to be moving picture mad. Films of almost every conceivable subject from a battle royal prize fight to the Passion Play keep the enthusiasm keyed up to a high pitch. This is going on all over the West. Even the small towns are catching the fever. This is certainly an opportune time for dealers to get in on the home moving picture machine business and reap the benefits incited by the "theaters."

Sewing machines furnish a side line opportunity, advantage of which has already been taken by quite a number of talking machine dealers. A fair-size stock takes up little room, and a dealer in "talkers" is already experienced in the handling of an instalment proposition. Furthermore a large percentage of dealers already have canvassers visiting homes in their city and vicinity, and need not increase their force in order to give the line proper attention. Another strong point is that women form a large percentage of the record purchasers, and in their frequent visits to the store can easily be interested in the latest models of sewing machines.

Many of the Chicago talking machine dealers are using sporting goods as an auxiliary line. This line is always a seasonable one, with its fishing tackle, golf equipment, baseball goods and tennis rackets for summer use; guns, ammunition and necessary clothing, to say nothing of football goods for fall; hockey sticks, skates and sleds for the red corpuscled winter lovers. Striking window displays can be made of these goods. The fact that there are no better athletes and sport-loving people in the world than can be found in this country, and that these are confined to no particular locality, is evidence of the salable qualities of these goods.

Fountain pens have become a modern necessity, and a good display on the record counter, reinforced by an attractive showing in the store window, should be the means of turning many a quick sale and materially enhancing the dealer's profits.

Talking machine jobbers are becoming alive to the advisability of catering to the demands of the dealers for attractive side lines. James I. Lyons, the well-known talking machine jobber, has long featured good side lines in his own retail stores, and is now making a push especially on home moving picture machines, post card projectors, and stereopticons, in a wholesale way as well.

The Output Co. of America, with offices at 1110 Heyworth building, is a new company in which talking machine men are largely interested, which is making a business of selling the outputs of factories making good specialties in the talking machine line or which can be handled to advantage with talking machines. They control the output of a large cut glass factory making a peculiarly attractive line of goods, which can be sold at a reasonable price. Enterprising dealers would do well to investigate this line, which, of course, lends itself to decidedly effective display.

SPECIAL POST CARD OFFER

Made by the F. & H. Levy Mfg. Co. of New York Should Appeal to Live Dealers.

An excellent opportunity to install a line of post-cards at low cost is offered by the F. & H. Levy Manufacturing Co., New York, who have a new rack and 3,000 cards for the special introductory price of $25. The rack holds 300 cards and runs on ball bearings facilitating inspection by the customer. The cards are all good quality, lithographed and embossed and including, as they do, new styles of Lincoln's and Washington's birthday, Easter and St. Patrick's Day and Fourth of July cards, etc., they should enjoy a ready sale. As a matter of fact, the cards themselves, if sold separately would bring over $25, and the rack, with the first order, is an inducement not to be overlooked.

THE PRESIDENT INK PENCIL.

Attractive Side Line for Talking Machine Men.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 7, 1909.

The President ink pencil is offered to dealers as an attractive side line by the manufacturers, the F. W. McIntosh Co., 179-181 Lake street, Chicago. While it fills with ink like a fountain pen it writes like a pencil. Stress is laid on the fact that it will not leak, carried in any position. It should commend itself especially to talking machine dealers, as it appeals to all classes of their customers. Business men will buy it on sight, women can carry it in their hand-bags with perfect safety, and the company have letters from teachers recommending it for the use of children learning to write with ink, as it avoids stains on hands or clothing, and blots on books. By properly displaying this article and by giving practical demonstration by using it before the customers in making out orders, memoranda, etc., a lucrative trade can be worked up.

THE "BRISTOL" LINE

OF STEEL FISHING RODS IS A PROFITABLE SIDE LINE FOR YOU

Three Qualities Now to Supply All Demands:

"Bristol" Steel Fishing Rods

Everybody now recognizes that the "BRISTOL" is responsible for the great demand for steel rods. Made of the best imported, high carbon, cold rolled steel hardened in oil, clock spring tempered. Nothing finer in material, workmanship or practicability can be made. Guaranteed for three years.
The wise dealer never sells a cheap article when he can sell a high-priced one; never sells a poor article when he can sell the best; never sells an unknown article when he can sell one with a big reputation. The steel fishing rod demand is for "BRISTOL"—the known and best and higher price rod.

"Rainbow" Steel Fishing Rods

But if a buyer cannot afford a "BRISTOL," the next best steel fishing rod is a "RAINBOW." Younger brother of the "BRISTOL" and actually better than any other steel fishing rod except the "BRISTOL." Moderate in price.

"Luckie" Steel Fishing Rods

The baby of the "BRISTOL" family. Sure to be the sensation of the year. Entirely reliable. Made purposely to supply the demand for a popular priced steel rod. Useful for boys and to loan to borrowing friends. Cheapness in price appeals to another class of buyers. Sell them the "LUCKIE." They will be better satisfied with it than with any other low-priced rod.

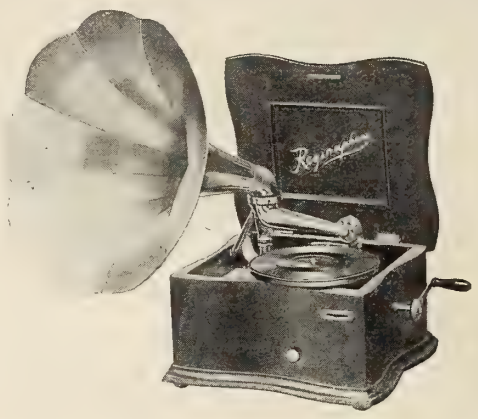
If interested, write for catalogs and trade prices. On receipt of your inquiry we will send you a copy of our beautiful 1909 "BRISTOL" Calendar mentioned on page 28 in this issue—*being sure to mention this Journal.*

THE HORTON MANUFACTURING COMPANY

Bristol, Conn., U. S. A.

COMBINATIONS

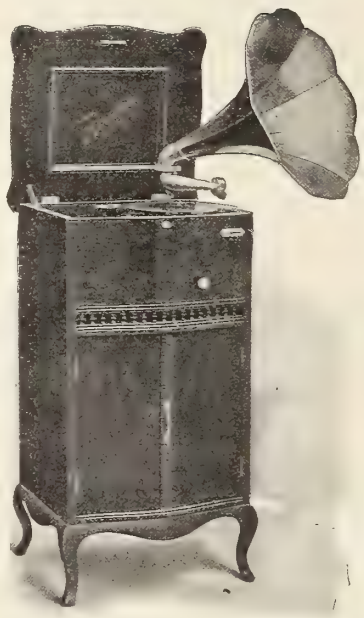
¶ Combinations—that's a live word in the business world to-day, and the right kind of a combination usually assists in business building. ¶ We have that kind of a combination. ¶ Have you seen it? ¶ It is The REGINAPHONE.



¶ It is a combination of the best music box in the world with an excellent talking machine.

¶ It's a combination that is simply unbeatable in the trade sense, and what is the most pleasing statement to make in this connection is that you get this combination—two instruments in one—at practically the price of a single good instrument. Worth considering, is it not?

¶ There is nothing created by human hands to-day that blends so perfectly with the talking machine line as the REGINAPHONE. ¶ It's a half brother to the talking machine and requires no effort on the part of the dealer to make sales.



¶ Just place a REGINAPHONE in your window, or in a good position in your store, and your sales begin from that hour.

¶ The motor mechanism is of the best and the workmanship throughout is unsurpassed. ¶ The illustrations shown on this page will give you an idea of just how the REGINAPHONE appears. But, you should see the real article—hear it—test it, then you will become a REGINAPHONE enthusiast.

¶ While on this subject, we might add that the complete REGINAPHONE line can be handled with advantage—It's replete with sellers—there is the REGINA HEXAPHONE which is a multiple cylinder talking machine holding six different records of the standard size. It is operated by a spring motor, and is provided with a coin-attachment for nickels or pennies. It contains a tune selecting device by means of which any one of the records may be played at will.

¶ Ask us about our REGINA specialties. They are all trade builders.

THE REGINA CO.

RAHWAY, N. J.

BRANCHES:

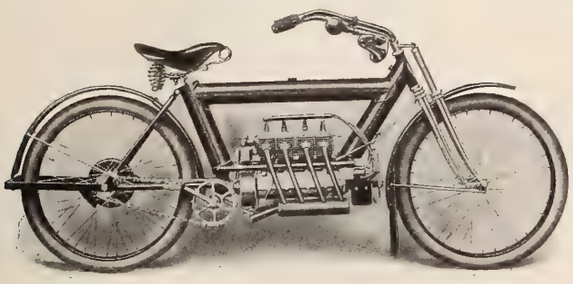
Broadway and 17th St., New York

259 Wabash Ave., Chicago

THE BICYCLE AS A SIDE LINE

For Talking Machine Men Is a Paying Investment—These Machines Have Won a New Vogue While the Motor-Cycle Is Wholly Up-to-Date and the Big Seller of the Day.

There are thousands of talking machine dealers who could largely increase their annual profits by handling some side line which would fit naturally into their business. Discrimination should be exercised in the selection of this side line. In deciding any business problem there are two issues to be considered: First, logic; second, experience. It takes but a moment's thought to show very clearly the feasibility of handling bicycles as a side line to talking machines. There is a kinship between these two lines that is readily recognized. A talking machine and a bicycle can be displayed side by side in a salesroom without incongruity. The experience of thousands of dealers who handle these two lines is very expressive of the success that attends such a business combination. During the winter, when bicycles move slowly, if at all, the dealer can devote all his time to phonographs, and, as a consequence, talking machines are recommended to the bicycle dealer as a good side line for his business.



PIERCE FOUR-CYLINDER MOTORCYCLE.

It may be very well to come to a decision to handle bicycles as a part of one's business, but it is quite as essential to have a good brand. In every branch of commerce there is one article, or brand, that appeals to the public. That is what the Pierce does in the cycle trade. Pierce bicycles are world renowned. This reputation has been made in part through the accustomed channels of advertising publicity, but mostly it has been made and altogether supported by a single factor—merit. Manufactured by a concern that has been established for over forty years—a house shipping goods into all parts of the world and everywhere known for the excellence of its product—the Pierce bicycle has naturally stood ahead of all competitors. All of the models made by the Pierce Cycle Co., of Buffalo, N. Y., are worthy of consideration. Their catalog for 1909 shows nine distinct types, with twenty-four assortments. A new model now produced for the first time is the heavy service bicycle. No other manufacturer produces a bicycle that will withstand abnormal use. There are also the Roadster and Racer models and the cushion frames—chain and chainless. The Pierce chainless cushion frame is acknowledged the world's foremost cycle construction. All the parts that go into a Pierce bicycle are made up in the Pierce factory. All hubs, cups, bearings, binders, etc., are turned from solid bar stock. Other makers use all or part sheet metal stampings. Every cone in a Pierce bicycle is made of the best cone steel, not from ordinary screw stock. A cheap bicycle may look as good as a Pierce, but the quality is not there. This the rider often discovers to his sorrow and cost. Cheap bicycles have been a great detriment to the industry, and dealers should sell high-quality goods, as they will thereby establish a profitable trade.

THE MOTORCYCLE AS A BUSINESS FACTOR.

With the advent of the Pierce vibrationless motorcycle—a four-cylinder, shaft-drive machine having every modern improvement—motorcycling has come more than ever to the fore. It is admitted on every side that not even automobiling is as pleasurable as riding a motorcycle. The sale of motorcycles thus far is as nothing compared with the number that will be sold in the near future. The Pierce motorcycle is one which takes readily with those who are acquainted with motorcycles. The general public, too, will consider riding the Pierce before giving thought to any other make. The Pierce is vibrationless, practically noiseless, has large tubing which dispenses with the use of separate tanks. There is no chain or belt to break or give trouble. The machine also has a phenomenal range of speed, viz.—six to sixty miles per hour.

A POPULAR PIERCE STYLE.

There are a good many talking machine jobbers and retailers who handle motorcycles, and all of them consider the combination exceedingly profitable, especially when supplemented by the sale of bicycles. The Pierce Cycle Co. establish exclusive agencies for their product, giving to the dealer most advantageous prices and terms. The combined agency of Pierce bicycles and motorcycles can be made to pay good profits as a business in itself. When that agency is an adjunct to another line the opportunity is well worth grasping, and talking machine dealers everywhere would do well to investigate the exceptional proposition offered for either of the Pierce lines. The investment necessary to secure the Pierce agency is inconsiderable and the money is turned very quickly.

GERMAN POST CARD MEN MEET.

Our Germanic Cousins Complain of the Decrease in Shipments of Souvenir Post Cards to America—Delegates to Convention in Rather Pessimistic Frame of Mind.

(Special to The Talking Machine World.)

Berlin, Germany, Dec. 31, 1908.

German manufacturers of souvenir post cards held a meeting in this city last week to consider the state of the trade, which it was agreed was going from bad to worse. The consensus of opinion among the long-faced delegates was that the slump in the post card craze in the United States was the chief cause of their troubles.

One or two years ago cards made in Germany were shipped to America literally by the million. Nowadays, the manufacturers state, they rejoice if they can get orders for as many thousands.

The meeting came to the lugubrious conclusion that the post card industry had seen its best days. The hope was expressed that people would soon take up another fad which would bring as rich profits as the post cards had.

AN ATHLETIC LINE.

Products of an Old Established Firm Who Make a Specialty of Athletic Goods.

The firm of Wright & Ditson, established in Boston in 1871, are manufacturers of fine athletic goods and have established a splendid quality reputation, so that whenever the name of Wright & Ditson appears upon any tennis goods, it is at once a guarantee of quality. Their rackets are used by the leading players, and in this connection we may say that the championship of America has been won with this company's rackets every year with one exception. Wright & Ditson's tennis balls are also used in all the national tournaments. Dealers who desire to handle a standard brand of all kinds of athletic goods will find that the Wright & Ditson firm, Boston, can meet all necessary requirements.

VALUE OF INITIATIVE.

The less you require looking after, the more able you are to stand alone and complete your tasks, the greater your reward. Then if you not only do your work, but direct intelligently and effectively the work of others, your reward is in exact ratio, and the more people you direct, and the higher the intelligence you can rightly lend, the more valuable is your life.—Fra Elbertus.

IT WILL PAY YOU TO INVESTIGATE OUR SIDE LINES

PEOPLE BUY NECESSITIES WHEN THEY WON'T BUY LUXURIES

Clocks	Disc and Cylinder Talking Machines	Watches
Lamps	Statuary	Roller Skates
Wall Racks	Mission Book Cases and Desks	Coffee Percolators
Silverware	Table Mirrors	Telephones
Picture Frames	Baby Carriages	Japanese Porcelain Sets
Framed Pictures	Scissors and Shears	Novelties

Write now for complete Catalogues and Discount Sheets.

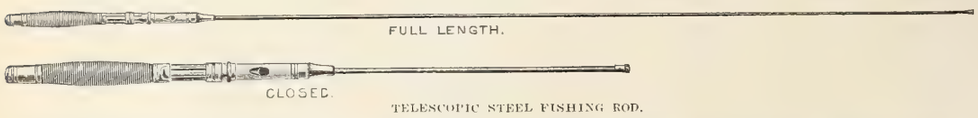
E. S. PEASE COMPANY, Suite 1654-1655 Hudson Terminal Bldgs. New York

STEEL FISHING RODS BIG SELLERS.

Popularity of This Feature of the Angler's Outfit—Manufacture of Steel Rods Begun Over Twenty Years Ago—Story of Its Growth—A Side Line That Sells in Any Community.

Perhaps there is no sport which boasts more disciples than fishing, for once a fisherman always a fisherman, the boy with his crooked stick and bent pin growing up as an angler, but with a desire for better outfits. There is hardly a city or town in this great country of ours which does not offer a good market for fishing tackle, for even the village boasts of its fishing hole or trout stream. It holds, therefore, that fishing tackle, as a side line, should prove a paying proposition if handled intelligently.

At the present time there is a strong demand for steel fishing rods, and in this connection it would be well to investigate the leading features of the steel rods made by the Horton Manufacturing Co., Bristol, Conn. The manufacture of steel fishing rods was begun over twenty years ago by this company in a small wooden factory, employing less than a dozen men. At the present time they occupy a large modern brick factory and give work to over 100 employes during the season. The original output consisted only of two styles which were of the telescoping pattern. This, of course, refers to the original "Bristol" steel rods which were later made in the same style as wooden rods with joints which could be taken apart. "Bristol" rods are now made in nearly thirty different stock styles which can be furnished in a variety of special trimmings and with a large variety of different styles of handles.



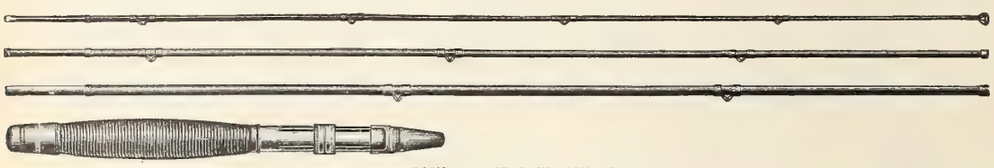
TELESCOPIC STEEL FISHING ROD.

The "Bristol" rods are strictly high grade rods, guaranteed against breakages due to defective material or poor workmanship for three years after leaving the factory. These rods have been extensively advertised for many years and have an enviable reputation among fishermen.

In addition to the "Bristol" rod, the line also consists of the Rainbow rods which are a medium priced rod, and the Luckie rod, which was made to supply the demand for a popular priced steel rod, very serviceable for boys and to sell when it is merely a matter of price.

It is not necessary for a dealer to invest any great amount of money in order to carry a small stock of steel rods, for if he has a few sample rods which would not represent an outlay of more than $10 to $20, he can order other rods from catalogs as he may have orders, although, of course, it is much better to carry a fair assortment so that a sale can be completed when a would-be purchaser is interested and ready to buy.

Catalogs and window signs are furnished gratis to dealers who do handle or intend handling fishing rods and also fishing cuts for local newspaper advertising. Dealers may also obtain, free, the handsome calendar issued each year by the Horton Manufacturing Co.; to other than dealers the calendar will be sent on receipt of 15c.


JOINTED STEEL FISHING ROD.

MOTION PICTURES IN MEXICO.

In answer to the many enquiries coming to the consulate at Tampico, Mexico, as to the possibilities of introducing the cinematograph and other motion-picture machines in that district, Vice-Consul Russell H. Millward states that the following information relative to the conditions at Tampico may be applied generally to other parts of Mexico:

"Little difficulty is found in renting suitable rooms or halls at a moderate rental and obtaining the necessary licenses, consisting of a federal, $6 gold per month, and a municipal, $2.50 to $5 per day. Two motion-picture shows are now being operated in Tampico, and while patronized to some extent can not be said to return more than a fair profit. Great care should be exercised before engaging in this new enterprise This city is lighted by electricity. The cost of installing averages about $1.50 per light (16 candlepower) and of maintaining about 75 cents per month. Lumber costs, in the rough, from $35 to $40 per thousand feet; dressed, $60 up per thousand feet."

"BRISTLES WITH PROFIT."

Those dealers who have been carrying "side lines" have doubtless discovered ere this that there is a ready market for razors, both "safety" and "old style." The logical accompaniment of a good razor is a good brush, and those who know from experience can testify as to the difficulty of securing a really dependable article of this character.

The most recent departure in this line is a brush which, to quote the manufacturer, "bristles with profit."

For more than a year an extensive advertising campaign has been under way, and the general masculine public has become thoroughly familiar with the good points of the brush.

The demand having been created, it is the part of wisdom for the retailer to place himself in a position to fill orders which are sure to be large if reasonable efforts on his part be made.

The vital point, naturally, in the manufacture of any brush, is to make certain that under all conditions it shall remain as near as possible in its original serviceable condition. In this case a setting of hard rubber insures that neither hot water nor hard usage shall interfere with the shape or the utility of the article. The most exacting tests have demonstrated the reliability of this brush in every condition of service, and no amount of bad treatment will affect its good qualities.

The same company has been working for several months to perfect a shaving cream which should fulfill certain ideal conditions, being at once aseptic, healing and profuse in lather. This end has been accomplished, and the cream is now offered for sale, and is sharing in the liberal advertising accorded to the brushes.

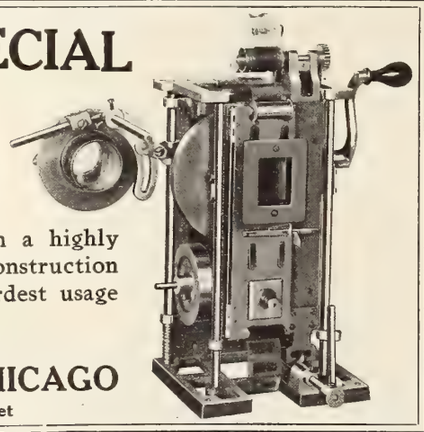
BILIOUSKIN.

I am the God of Grouchiness,
I hate like sin to smile;
For life is mere existence,
Not a cussed thing's worth while.
I put the worker on his neck—
Really it is no sin—
For I'm the God of Grouchiness,
My name is Biliouskin.

A violin with a string out of tune is of just as much use as an employe who is dissatisfied.

The VIASCOPE SPECIAL
NOW READY

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.



Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO
Department A, 112 East Randolph Street

IF YOU ARE INTERESTED
IN
ELECTRIC-PLAYERS
Write us for Latest List of Up-to date and Popular Selections in
PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.
Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Would You Employ a Tramp as a Salesman?

THEN WHY ATTEMPT TO SELL POST CARDS WHEN THEY ARE SHABBILY DISPLAYED

Our BLISS RACK is a SILENT SALESMAN and Displays 300 Designs

IT

S SERVICE COSTS YOU NOTHING

DRAWS NO HIGH SALARY

PERFORMS ITS DUTY: SELLING POST CARDS—BETTER THAN A SALESMAN

ALWAYS WORKS IN YOUR INTEREST

ATTENDS TO SEVERAL CUSTOMERS AT THE SAME TIME

IS AN ATTRACTION TO YOUR STORE

SELLS POST CARDS WHERE OTHER SYSTEMS FAIL

AND

3000 Assorted Embossed Cards

ALL UP-TO-DATE NOVELTIES, SUCH AS

Embossed Valentine Cards
Easter Cards
St. Patrick's Day Cards
Birthday Cards
Best Wish Cards
Many Happy Returns
Tinselled Greetings of Your Town, etc.

EACH CARD LITHOGRAPHED AND EMBOSSED

Retail price ranging from two for five and five cents each. No cheap printed comics, telegrams or red or green mottos, but strictly a line of High Grade Novelties.

EVERY CARD A WINNER

GENERAL DESCRIPTION OF RACK

Height, filled, about 6 feet 5 inches.
Floor space required for base, 22 in. x 22 in.
Gross shipping weight, about 65 lbs.
Number of pockets, 300.
Rack revolves on ball bearings.
Iron base is provided with four ball-bearing casters.
Rack can be assembled without any tools.

Price of Rack and above 3000 Cards **$25.00**

Owing to Special Introductory Price, cash must accompany orders. Our proposition—MONEY BACK IF DISSATISFIED.

If you are looking for a profitable side line, this is your opportunity

F. & H. LEVY MANUFACTURING CO.

PUBLISHERS AND IMPORTERS

111 EAST 14th STREET, NEW YORK

An Opportunity for Trade Broadening

Do you realize what you can win in dollars by handling coin operating pianos? Let us explain the situation to you. We can tell you how your profits may be increased in a most substantial manner.

Do not put off dollar making too long in the New Year. Investigate the opportunities afforded you in the Peerless Agency. Take it up now.

Live Agents Can Make Good Money in Unoccupied Territory

The Agency for the Peerless Coin Operated Player is a Veritable Gold Mine for the Hustling Dealer

The Talking Machine World

Vol. 5. No. 1. New York, January 15, 1909. Price Ten Cents

CHARTING THE VOICE.

A New Machine Called "the Tambour Apparatus" Invented by Dr. Scripture Which Records the Vibration of the Human Voice —Its Value from a Medical Standpoint Disclosed—Something of This Wonderful Creation—Will Interest Talking Machine Men.

When the science of melody has reached its last stage of development and the human larynx has become a plastic thing in the hands of the surgeon and scientist there will be a Caruso in every flat in town and a Tetrazzini in every kitchen. The three-thousand-dollar high C will become almost common property.

And recently a great stride has been made in this study of the voice of man. Dr. E. W. Scripture, the pioneer in this science, whose name is famous the world around among scientists, has just completed a machine for investigation of the vocal chords which he expects to use in the actual discovery of how each tone of the voice is created and discover incidentally just where defects lie, chart down these defects, note exactly how the big tones of famous artists are procured, and eventually perfect the science so that the voice may be brought to perfection and become not merely a "gift" but a properly acquired physical right of humanity.

In his investigations with Dr. L. Pierce Clark, Dr. Scripture discovered that the voices of epileptics, for instance, produce a chart that has a certain characteristic which the voices of normal humans avoid. With his voice-photographing machine—if it might be called such—he has picked out of 100 epileptics 75 who gave the epileptic voice chart so plainly that there could be no question of an actual physical means of the discovery of epilepsy having been made.

Dr. Scripture and Dr. Clark, seeing the great value of this discovery for the neurologists, immediately prepared a paper making it known and presented it to the New York Neurological Society. Outside of the value of the discovery for the alienists there is a humanitarian value in that a parent, fearful of hereditary epilepsy in his child, may have its voice charted, and if the epilepsy is denoted then begin early treatment for its eradication. Dr. Scripture says that even before the first epileptic convulsion the voice of the child will show whether it is the voice of an epileptic.

The news of this discovery is just reaching the outside world, for the little world of scientists is pretty well walled in from the timid and unscientific millions. No report of this event in science has reached the lay press until now.

In the little group of men bending their efforts for the fullness of scientific research into the mysteries of melody, Dr. Frank E. Miller offered a valuable suggestion. He thought that much might be found in the throat of Enrico Caruso, and Dr. Scripture forthwith went after the great tenor and soon had him in his laboratory a wondering but lamblike martyr to science.

The tenor sang into the record machine, and

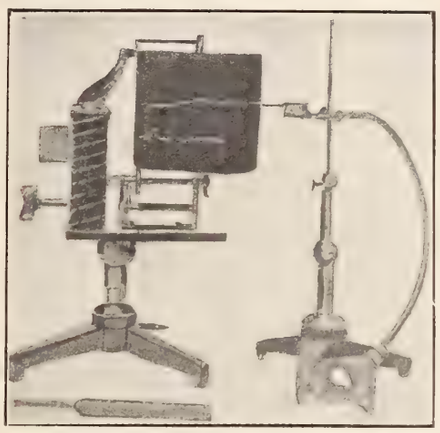
CARUSO'S HIGH C SUNG INTO RECORD MACHINE.

a strip of his high C from the aria in the last act of "Trovatore" is shown in the illustration in this article. But this is but a tiny pinch from the end of the record, for so fine is the machine in recording every vibration of the human voice that this one note required a film 160 feet in length. Caruso was astounded at the result. He had a pretty good idea that he was doing considerable artistic work for his wages, but he had never an idea that he was giving such quantity of melody for the money he got. To record all of his singing in one of the operas would require enough material to print a number of volumes.

Dr. Scripture is not at liberty to give to the scientific world as yet the products of his study of the great tenor's voice, the voice of Emperor Wilhelm, the voices of great statesmen, poets, thinkers and others, but it is promised that they bring out physiological and psychological facts which would be as interesting to the lay world as to the scientific world.

Dr. Scripture has named his new machine for the voice "the tambour apparatus."

The picture shows the mouthpiece at its base. This is connected to a small metal cap, the tambour, the top of which is covered with thin rubber, which yields to puffs and vibrations. A lever connecting to the rubber reaches to a revolving drum of smoked paper. This goes at high speed, for an average number of vibrations to the second is about 435, and one or two words



THE TAMBOUR APPARATUS.

will require much space to chronicle. When this record is finished the sounds are measured, and between given spaces are studied the vibrations, the microscope being used, and from these observations the pitch is secured. Then a tracing of a voice's record is made and the curves appear, as in the illustration depicting the record made by Caruso. This is the record of a normal man.

TO IMMORTALIZE TETRAZZINI.

Phonographic Record of the Diva's Songs to be Placed Sealed Under the Paris Opera House—Gift of Alfred Clark to Future Generations—Has Been Instrumental in Preserving Other Great Affairs.

A strange ceremony will be repeated in a few weeks in an underground passage of the Opera House in Paris, France. Then Mme. Tetrazzini's beautiful voice (for to be strictly accurate a phonographic record of it) will be buried solemnly, to remain silent, undisturbed for a hundred years. After three generations have passed to their tombs the record will be taken from its resting place and the voice which has delighted two hemispheres will sound again for people who, perhaps, may have forgotten even the name of Tetrazzini.

To Alfred Clark, a wealthy American, living in Paris now, belongs the credit of thus preserving those dulcet notes to which fickle fame might be deaf otherwise.

Mr. Clark has given to the French Government other phonographic records, which were gratefully accepted by the Minister of Fine Arts and the opera house officials, who were delighted with Mr. Clark's unique idea. The Government has decorated him in token of its appreciation.

Before a notable company, just a year ago, Mr. Clark gave records of the voices of Mmes. Patti, Melba, Schumann-Heink, Calve and other songstresses; of Caruso, Scotti and Plancon; of the wonderful Jan Kubelik's violin playing.

The casket in which these mute voices, these dumb records, repose under the opera house was scientifically sealed by direction of Charles Malherbe, keeper of the opera house archives.

Mr. Clark promised then to add to the collection from time to time, and the ceremony soon to be performed shows he is keeping his promise. Mme. Tetrazzini's voice will be the only new one laid away to charm the music-lovers of the year 2009, but records of new songs by Mme. Calve, Plancon and Renaud will be preserved.

SYSTEM IS ORDER

And the Lack of It Chaos—Some Remarks Worthy of the Consideration of the Man Who Wishes to Succeed.

System is order, instead of chaos. It is the neatly arranged shelves, instead of the miscellaneous heap in the corner. It is music, instead of noise. It is the organized army, instead of the mob. It is calmness, instead of confusion.

The systematic man works according to method, instead of in a haphazard way. He proceeds logically, instead of helter-skelter. He knows where to find his things when he wants them. He knows the what, the why, the where, and the when, of every phase of his business. He knows the quantity of goods he has on hand, how much was ordered, how much is yet to come, how much it cost, who made it, and how the stock is being kept.

He can tell from his records how fast the goods are going, how long it would take to get a repeat order, and what extras there are to consider. He can show what he wrote last year, and what the other man said in reply. He can locate a trouble quickly, and remedy it effectively and permanently.

When he takes hold of a new proposition he can think clearly, because his mind is not cobwebbed with the tangled threads of unfinished business, says Waldo P. Warren in his "Thoughts on Business." When he leaves the office he enjoys the assurance that something important has not been overlooked. When he retires at night he does not chase skywagons filled with the leftovers of a busy season. And when he rises in the morning it is with a clear head for another successful day.

"TALKERS" FOR CORONER'S DEPARTMENT

Many are the devices used by the police and subsidiary departments of a large city, but none is more interesting than the phonograph as it will be used by the coroner's department in Chicago. The phonographs will be used when possible in making records of the last denials or confessions of murderers about to pay the life penalty, and the dying statements of persons who have met with foul play. These records, in the actual voices of the persons deceased, will be filed away for reference or used in court as testimony.

FRENZIED FINANCIERING.

Columbus Washington Johnson Smith—W'at's de price er dem watermelons, Mr. Jackson?

Mr. Jackson (cunningly)—Ten cents erpiece and I picks 'em; 20 cents erpiece and you picks 'em, Mr. Smif.

Mr. Smith—All right, Mr. Jackson. I gesses I'll take 'em all, and you picks 'em, ef you please!—Puck.

PROSPERITY IN MILWAUKEE.

Talking Machine Men Close One of the Best Holiday Seasons in Many Years—All the Leading Dealers Are Enthusiastic and the Pessimism of Nine Months Ago Has Wholly Disappeared—Post-Holiday Trade Has Also Been Active—Auxetophone in Concert—Talkers for New Year's Festivities.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1909.

That the holiday trade was never better in all of their experience is the general opinion of Milwaukee talking machine dealers. Business was especially satisfactory in both the retail and wholesale lines, and sales far exceeded even the expectations of the most optimistic. The fact that there are so many new records and new machines in the field did much to brighten up the trade and to create the big demand that was evident for several weeks before Christmas. The after-Christmas trade even took on ample proportions, and at the present time there is every indication that the revival in business will hold good for the year 1909. Dealers were never more pleased with the past and present trade and with prospects for the future than at the present time. While the heavy trade of the holidays will probably not be maintained, the prospects for the year are exceptionally bright. General business and industries of all kinds have practically returned to the normal once more, and the natural result is that money is more plentiful and people will continue to buy talking machines. Cash sales are becoming more frequent and payments down are daily growing larger, say the dealers.

"The holiday trade was remarkable," said Lawrence McGreal, the well-known retailer and jobber. "In all of the years that I have been in the talking machine business I have never experienced such a rush as we did during the recent holidays. Machines, records and attachments, all were in demand, and my dealers all over Wisconsin seem to have met with the same success. The prospects for the new year were never better for Wisconsin talking machine dealers."

"The Christmas business this year was so far ahead of that of 1907 that a comparison is ridiculous," said A. D. Herriman, manager of the Columbia Phonograph Co. "It was a pretty dilapidated and worn set of salespeople who gathered about after we had closed up Christmas eve, and each one was congratulating himself that the two following days, Christmas and Saturday, would be days of rest. The Saturday following Christmas, however, was anything but a day of rest, and from 8.30 in the morning until long after regular closing hours the retail force was on the jump, and the remark, 'I thought Christmas was over,' was a by-word all day. When we opened for business the following Monday morning there was not much left to sell, especially in the line of machines and cabinets, and right here you can put me down as saying that the new indestructible and double-disc records are the real champions, and have come to stay. It was noticeable that the majority of sales consisted of the better and higher-priced outfits, and the initial payments on installment sales were in excess of requirements, which goes to show that prosperity has returned and the outlook for the coming year is bright indeed."

Now that the holiday trade is out of the way and dealers about the State will have something in the nature of a breathing spell, efforts will be made to complete the organization of the new Wisconsin Talking Machine Dealers' Association, the initial steps in the formation of which have already been taken. The new Milwaukee Talking Machine Dealers' Association is proving to be a most valuable organization to the dealers and trade. While little was done during the holidays the association planned several features for the holiday trade which were highly successful.

F. K. Dolbeer, general sales manager; E. H. Philips, manager of the credit department, and Peter Weber, superintendent of the Edison establishment at Orange, N. J., spent a recent Sunday with Lawrence McGreal.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., is spending a few days in Milwaukee, after a holiday visit with his parents at Cedar Rapids, Ia. Mr. Hope reports that the holiday business was phenomenal, and that the Amberol records and Edison attachments were wonderful sellers. Mr. Hope believes that had it been possible to secure more Home attachments sales would have reached even greater proportions.

The Columbia Graphophone played a very important part in the "Me, Him and I" production which played Christmas week at the Alhambra Theater, this city. R. W. Craig, the comedian, has Columbia records made especially for him at the factory at Bridgeport, Conn., and these are used to good advantage. The Graphophone is down on the program as "My New Partner," and goes through its part with a good, loud, clear ringing voice which brings forth many favorable comments from the well-pleased audience.

Milwaukee dealers are well pleased that they are now able to secure all of the new Edison attachments as readily as they care for them. No trouble was experienced during the holiday season in this line, except that there was some difficulty in securing Home attachments.

George D. Ornstein, manager salesman of the Victor Talking Machine Co., spent Christmas with relatives at Milwaukee and incidentally called upon Lawrence McGreal.

E. K. Courneen, Wisconsin representative of the Victor Talking Machine Co., spent Christmas with his sister and mother at Rochester, N. Y.

Many New Year's festivals and watch parties at Milwaukee were given added interest by the fact that Lawrence McGreal had supplied them with Victor and Edison machines for the occasion. The Sylvester party given by the Milwaukee Press Club was made merry by a big Victrola furnished by Mr. McGreal, and the club members were entertained by Caruso, Scotti, Eames, Gadski and other operatic stars.

Milwaukee talking machine dealers are much interested in the campaign that is being directed against the nickel theaters. Following the action of Mayor McClellan, of New York, Mayor Rose, of Milwaukee, has ordered a thorough investigation of all establishments of the kind in the city. Safety in particular will be looked to, as these theaters are becoming so numerous in different sections of the city that the authorities must be vigilant in watching them. In addition there is an ordinance to prohibit "barking" at the five-and-ten-cent theater entrances, and this bids fair to become a law. The measure has been acted upon favorably by the judiciary committee of the Common Council and will undoubtedly become a law.

The honors of a recent Sunday afternoon concert of Prof. Christopher Bach and his well-known Milwaukee orchestra were carried away by a Victor Auxetophone furnished by Lawrence McGreal. The idea of introducing a phonograph into a concert of this nature was a decided innovation in Milwaukee and was a daring venture upon the part of Professor Bach. That the introduction of the machine proved a happy one was proved by the great applause of the audience. The instrument carried songs by world-famous artists and accompanied by the Milwaukee orchestra, which found no end of difficulty in playing the part of accompanist. It was the universal opinion that the Auxetophone added to rather than detracted from the event. It is expected that the innovation will go far to settle the vexing problem of orchestra and soloist, and that the way will be paved for orchestra concerts without orchestra musicians.

"TALKER" GUILTY OF SEDITION.

British Authorities in India Prevent Sale of Records of Seditious Utterances.

Sedition by "talker" is a novel menace with which the British authorities in India are confronted. It has just been discovered that a German firm of disc record makers sent a representative to India equipped with all the appliances for turning out talking machine records. On his arrival he is said to have got into touch with the sedition mongers whose activity the Indian Government is endeavoring to stem.

The effect produced on the rural population in the interior of Bengal by inflammatory speeches uttered in the vernacular by their own coreligionists is said to be amazing. The ignorant ryots believe that a god speaks to them through the machine, which turns out to be a far more dangerous vehicle of subversive propaganda than printed pamphlets. The sale of these seditious records has been prohibited by the government.

The latter, in spite of the new law, continue to make their appearance periodically in the native quarters of the Indian cities.

The man who is right behind the counter sees things that the man in the office never sees. Encourage suggestions from the people who come into direct contact with the public.

OUR

VICTOR RECORDS

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

New Victor Records for February

10-inch—60 cents

No.	
5639	Under the Double Eagle March..Sousa's Band
5634	Angel's Serenade (Violin-Cello Duet). Rattay and Heine
5662	Mexican Dance (Habaneras) (Guitar Solo). Octaviano Yanes
5651	An Evening in Naples (Clarinet-Flute Duet). Christie and Lyons
52011	"Joys of Spring" (Intermezzo). Whistling Solo .....Guido Gialdini
52903	Carnival of Venice. (Xylophone Solo). Albert Muller
5663	Intermezzo—Cavalleria Rusticana (Violin Imitation) .....Edith Helena
5635	Hail Smiling Morn (Old English Glee). Whitney Brothers Quartet
5643	The Song That Reached My Heart. Henry Evans
5658	Kathleen Mavourneen.....Alan Turner
5650	Brown Eyes, Good-Bye (March Ballad). Harry Macdonough and Haydn Quartet
5653	Arab Love Song (from Marie Cahill's "Betty and the Boys").....Harry Macdonough
5657	The Glow Worm.....Elise Stevenson
5641	Frieda (from "Girls of Gottenberg"). Elise Stevenson and Chorus
5655	I Want Someone to Call Me Dearie. Miss Stevenson and Mr. Stanley
5654	That Wasn't All (from "The Soul Kiss"). Ralph C. Herz
5661	Very Well, Then! (from "The Soul Kiss"). Ralph C. Herz
5640	I Used to Be Afraid to Go Home in the Dark (from "Miss Innocence").....Billy Murray

Accompaniments by the Victor Orchestra

No.	
5626	When a Fellow's on the Level With a Girl That's on the Square (from "Talk of New York").....Billy Murray
5642	Pet Names (from "American Idea"). Miss Jones and Mr. Murray
5659	Old Oaken Bucket—Parody.....Nat M. Wills
5637	Pauline, Otto and Fido (Descriptive Specialty). Miss Jones and Mr. Spencer
5652	Rainbow Medley—"Roses Brings Dreams of You," "Grandma's Days," and "Rainbow." Peerless Quartet
5636	The Darky and the Boys (The Walnut Story). Humorous Talk.....Edwin M. Whitney
5638	Uncle Josh and the Photographer (Yankee Talk).....Cal Stewart
5664	The Liars; or, My Uncle's Farm (Comic Dialogue).....Golden and Hughes

12-inch—$1

31726	Rose of Schiras Waltz (Valse Rosen). Sousa's Band
31727	La Paloma.....Sousa's Band
31724	The Cheerful Wanderer (Mendelssohn). Whitney Brothers Quartet

New Victor Red Seal Records

Five New Farrar Records.

Geraldine Farrar, Soprano.

87024	Robin Adair (Burns). 10-inch, $2. In English.
87023	Manon—Gavotte, "Obeissons, Quand Leur Voix Appelle" (Hear the Voice of Youth) (Massenet). 10-inch, $2. In French.
88146	Manon—Adieu, Notre Petite Table (Farewell, Our Little Table) (Massenet). 12-inch, $3. In French.
88144	Carmen—Je Dis Que Rien Ne Me Pouvante. (Micaela's Air, "I Am Not Faint Hearted") (Bizet). 12-inch, $3. In French.
88145	Nozze di Figaro—Vol Che Sapete (What is This Feeling) (Mozart). 12-inch, $3. In Italian.

The Great Ernani Finale, with Battistini.

Mattia Battistini—Emilia Corsi—Luigi Colazza—Aristodemo Sillich—with La Scala Chorus and Orchestra.

92046	Ernani—O Sommo Carlo (Oh, Noble Carlos) Verdi). 12-inch, $3. In Italian.

Three Records by Ruffo, Italy's Greatest Baritone.

Titta Ruffo, Baritone.

92037	Hamlet-Brindisi (Drinking Song) (Thomas). 12-inch, $3. In Italian.
92039	Barbiere di Siviglia—Largo al Factotum (Room for the Factotum) (Rossini). 12-inch, $3. In Italian.

Maria Galvany—Titta Ruffo.

92500	Hamlet—Nega se Puoi la Luce (Love Duet) (Thomas). 12-inch, $4. In Italian.

Two New Records by Williams.

Evan Williams, Tenor.

74126	Messiah—(a) Recitative—Thy Rebuke; (b) Air—Behold and See (Handel). 12-inch, $1.50. In English.
74128	Martha—Like a Dream (Flotow). 12-inch, $1.50. In English.

Victor Double-faced Records. 10-inch **75 cents**; 12-inch **$1.25.**

You ought to have every one of these records. We are advertising the complete list in our double-page advertisement in the leading magazines for February, and calling attention to them in our advertising in the principal daily newspapers throughout America on January 28. We are telling millions of readers that these new records can be had at all dealers on the simultaneous opening day, January 28.

Don't take chances of disappointing a single customer. Have the records asked for and you not only make a liberal profit, but increase your prestige as a progressive up-to-date dealer.

All *Victor Records* are of the highest musical quality and give the utmost satisfaction. Sell the people what they want and they'll come back regularly every month for the newest *Victor Records.*

Victor Talking Machine Company, Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records

INDIANAPOLIS A BUSY CENTER.

Dealers Wearing Broad Smiles, All Having Closed a Great Holiday Trade—Mayer & Co. and Joseph Joiner Recent Columbia Dealers —Big Demand for Victor Victrolas—Indiana Co.'s Great Edison Trade—Outlook Most Encouraging and Dealers Are Optimistic.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1909.

Talking machine dealers are wearing broad smiles. The talking machine business during the last two months has been excellent and the holiday business was far beyond expectations. Many say that the holiday trade was fully up to that of two years ago. There was an increased tendency toward buying the best machines and the best records and the class of buyers was somewhat different from that of previous years. There were just as many buyers from the lower and middle classes, but there were more from the best families. The talking machine business in Indiana during the last year probably ran ahead of the business in any other line of musical merchandise.

The Columbia Co. have been having unusually good sales on the double disc records. These have been on the market only a comparatively short time, but they have gone like hot cakes. The indestructible records also are meeting with great favor. There was such a rush at the store of the Columbia Co. that twice during the week before Christmas the stock in certain lines was exhausted, and these were lines in which a heavy stock is always carried. Mr. Devine, the local manager, ordered goods by express to make up the deficiency. He says that a remarkable feature of his business during the pre-holiday trade was the cash sales, which were considerably in excess of that of past years, while the cash payments on installment sales were unusually large.

The Indiana Phonograph Co., who handle Edison machines, report an unusually good business during the last year. This firm was not under the same management this year that it was last Christmas, but the owners were well pleased with the holiday trade and they had good reports from all their dealers out in the State. The business was good during the thirty days before Christmas. The Indiana Phonograph Co. have been unable to keep "Rainbow" records in stock. This selection has proved to be one of the most popular that has been presented in Indiana in many years. "We haven't a single 'Rainbow' record in the house," said the manager of the store; "and what is more, we are unable to keep them in the house. This record has been in demand in the rural districts as well as in the city." This company are also having a great demand for the latest combination types of the Edison machines which play the two-minute and the four-minute records.

The Kipp-Link Co., Edison dealers, who report a good business, are advertising that by means of an inexpensive attachment any Edison machine may be equipped to play a four-minute record. The four-minute records are proving a "hit" in Indianapolis.

Carlin & Lennox, who handle the Victor machine, report an excellent Christmas trade on talking machines and music boxes. The trade in Mira music boxes, it is said, was far better than had been expected.

Mr. Israel, of the D. Sommers & Co., who handle the Columbia line, reports that this was the best season he has ever had in the talking machine business. He says it has been demonstrated to him that the talking machine is an essential, and that every up-to-date installment house should handle talking machines. His great increase in business he attributes to the double disc and indestructible records.

The literary society of the Manual Training High School gave an informal dance Christmas week, and the music was furnished by a Columbia Twentieth Century machine. The music went to every part of the large auditorium. Special dance records were used and were greatly enjoyed by the young people.

Charles Mayer & Co., one of the largest novelty stores in the middle west, have put a line of Columbia machines in their big West Washington street novelty and silverware store. It is expected that it was interest a class of talking machine buyers who otherwise would not be reached.

Joseph Joiner, piano dealer, Massachusetts avenue, has added the Columbia line to his stock, and he reports that he had a brisk holiday trade in talking machines, including also Victors and Edisons.

Among the out-of-town talking machine dealers who called in the city Christmas week were: George E. Cook and L. L. Bair, of Anderson, Ind.; Francis T. Mezingo, Kempton, Ind.; C. M. Carter, Arcadia, Ind., and John H. Whitlock, Rushville, Ind.

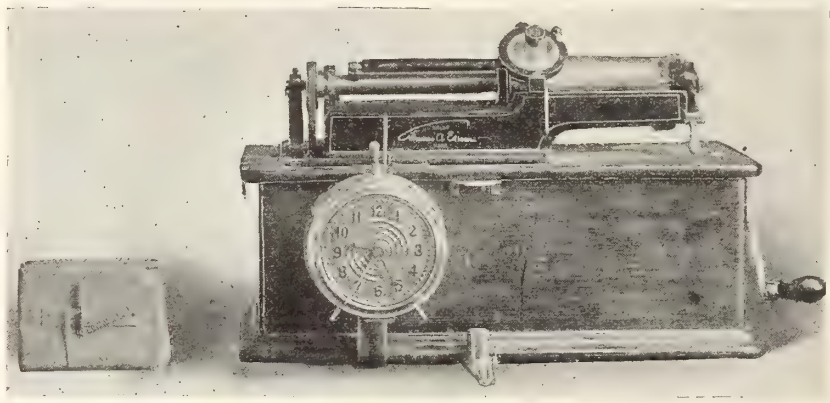
The five-cent theatres and penny auditoriums have done an excellent business during the last month and are looking to a good business during the next two months, when the regular session of the legislature will bring many country people to the city, and when many meetings of state societies will be held here.

The Mystic, on Pennsylvania street, has been featuring religious pictures. This is one of the theatres which was established to cater to the higher classes. In featuring religious pictures it has used a Columbia disc graphophone with special chimes record, "Lead Kindly Light." The graphophone was hidden behind a curtain and the chimes of a large bell served to draw the people to the amusement place.

The West Indianapolis five-cent theatre, which has always been a good paying proposition, has changed hands. This theatre, which was formerly under the management of John Ennis, is now controlled by John R. Truelock. Mr. Truelock is an experienced moving picture man, and it is expected that the theatre will be kept up to its usually high standard both as to attractiveness and in a financial way.

H. H. Myers, traveling representative of the Columbia Phonograph Co., spent Christmas with friends in Indianapolis.

Among the inquiries received by the Columbia Co. here during Christmas week was a card with the following: "Dear sirs: My hours are such that I cannot get to see you during business hours. I want to know the best price you will make on one of the mahogany graphophones in your window. Please call me up where I work and if possible send a man to see me. I want a machine and I want the one in your window, if it can be bought." This man was an engineer and he bought a $65 BY Columbia graphophone. This is one of the cases in which a good sale is attributed directly to an attractive window.



Patented

The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.
It will surprise and startle evening guests.
As a trade attractor in the store it is unexcelled.

It sells itself.
Can be operated by a child.
Is a perfect device. Does not get out of order

RETAIL PRICE, $5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

P. M. RAVENSKILDE

Patentee and Sole Manufacturer — CABERY, ILL.

UDELL'S DISPLAY AT GRAND RAPIDS.

Will Show Their Full Line at the Furniture Exhibition This Month.

The Udell Works, of Indianapolis, Ind., will make a handsome display of their full line of cabinets for talking machines, sheet music and piano-player music at the Furniture Show, to be held in January in Grand Rapids, Mich. They will have the same space on the fourth floor of the Furniture Exhibition Building as before, and many new things in disc and cylinder cabinets will be shown that will doubtless interest the trade. Notwithstanding the depression of the past year the Udell Works have closed a most satisfactory business. They start in the new year with a busy plant and splendid prospects.

INDIANS LIKE THE TALKER.

Dance Around a Talking Phonograph in Wild-eyed Amazement.

(Special to The Talking Machine World.)

Hobart, Okla., Jan. 6. 1909.

Chief Lone Wolf, head of the Kiowa Indians, has taken a great liking to "canned" music. Recently he took a phonograph and some blank records among his people and had a number of his tribesmen talk and sing into the instrument. He then had the machine run off the newly made records much to the delight of the Indians who danced about the machine and eyed it with amazement.

The Chelsea Phonograph Co., Chelsea, Mass., who formerly conducted a talking machine business at 219 Summer street, Lynn, and also at 33 Washington avenue, Chelsea, will hereafter be located at 429 Broadway, Chelsea, Mass. This company carry a complete line of Edison phonographs, Victor talking machines, records and supplies of all kinds. Morris Robinson is manager.

A good deal of time is wasted in idle visiting. Find out what your visitor knows that you do not know and talk about that subject. Every man knows more about something than you do.

Quality

That's the big idea behind the *Victor*, the thing that has made the *Victor* business what it is to-day.

Quality has placed the *Victor* in a class by itself—has put it above competition.

That's the kind of instrument you are handling, Mr. Victor Dealer.

Make use of this "quality" idea. It will help you to build up your business, to make the most sales and the greatest profits, to add to your prestige, to establish yourself firmly with music lovers and people of wealth and refinement.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

Full information can be obtained from the following Victor dealers:

Albany, N. Y.—Finch & Hahn.
Altoona, Pa.—W. H. & L. C. Wolfe.
Atlanta, Ga.—Elyea-Austell Co.; Phillips & Crew Co.
Baltimore, Md.—Cohen & Hughes.; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister.
Bangor, Me.—M. H. Andrews.
Birmingham, Ala.—E. E. Forbes Piano Co.; The Talking Machine Co.
Boston, Mass.—Oliver Ditson Co.; Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y.—American Talking Machine Co.
Buffalo, N. Y.—W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt.—American Phonograph Co.
Butte, Mont.—Orton Brothers.
Canton, O.—The Klein & Heffelman Co.
Charlotte, N. C.—Stone & Barringer Co.
Chicago, Ill.—Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O.—The Rudolph Wurlitzer Co.
Cleveland, O.—W. H. Buescher & Sons.; Collister & Sayle.; Eclipse Musical Co.
Columbus, O.—The Perry B. Whitsit Co.
Dallas, Tex.—Thos. Goggan & Bro.
Dayton, O.—The Fetterly Piano Mfg. Co.
Denver, Colo.—Hext Music Co.; Knight-Campbell Music Co.
Des Moines, Iowa.—Jones Piano Co.; Harger & Blish.
Detroit, Mich.—Grinnell Bros.
Dubuque, Iowa.—Harger & Blish.
Duluth, Minn.—French & Bassett.
El Paso, Tex.—W. G. Walz Co.
Escanaba, Mich.—Grinnell Bros.
Galveston, Tex.—Thos. Goggan & Bro.
Grand Rapids, Mich.—J. A. J. Friedrich.
Honolulu, T. H.—Bergstrom Music Co.
Indianapolis, Ind.—Kipp-Link Phono. Co.; C. Koehring & Bro.
Jacksonville, Fla.—Alexander Seewald Co.
Kansas City, Mo.—J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb.—Ross P. Curtice Co.
Little Rock, Ark.—O. K. Houck Piano Co.
Los Angeles, Cal.—Sherman, Clay & Co.
Memphis, Tenn.—E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis.—Lawrence McGreal.
Minneapolis, Minn.—Minnesota Phonograph Co.
Mobile, Ala.—Wm. H. Reynalds.
Montreal, Canada.—Berliner Gramophone Co., Ltd.
Nashville, Tenn.—O. K. Houck Piano Co.
Newark, N. J.—Price Phono. Co.
Newark, O.—Ball-Fintze Co.
New Haven, Conn.—Henry Horton.
New Orleans, La.—Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y.—Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; The Jacot Music Box Co.; Landay Brothers, Inc.; The Regina Co.; Stanley & Pearsall.; Benj. Switky.; Victor Distributing & Exp't Co.
Omaha, Neb.—A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill.—Chas. C. Adams & Co.
Philadelphia, Pa.—Sol Bloom.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Musical Echo Company.; Penn Phonograph Co., Inc.; Western Talking Machine Co.; H. A. Weymann & Son.
Pittsburg, Pa.—C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me.—Cressey & Allen.; Portland Talking Machine Co.
Portland, Ore.—Sherman, Clay & Co.
Richmond, Va.—The Cable Co.; W. D. Moses & Co.
Rochester, N. Y.—The Talking Machine Co.
Rock Island, Ill.—Totten's Music House.
Salt Lake City, Utah.—Carstensen & Anson Music Co.
San Antonio, Tex.—Thos. Goggan & Bro.
San Francisco, Cal.—Sherman, Clay & Co.
Savannah, Ga.—Phillips & Crew Co.
Seattle, Wash.—Sherman, Clay & Co.
Sioux Falls, S. D.—Talking Machine Exchange.
Spokane, Wash.—Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo.—Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn.—W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y.—W. D. Andrews.
Toledo, O.—The Hayes Music Co.; Whitney & Courier Co.
Washington, D. C.—John F. Ellis & Co.; E. F. Droop & Sons Co.

F

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

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Cincinnati: Bernard C. Bowen.
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ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞ **IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.**

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1909.

IN reviewing the business industry, of which this journal is the exponent, it must be admitted that during 1908 conditions were far from pleasing. Talking machine men had to suffer from the depression in business which affected all trades, but beyond this they had the added troubles which came from disturbed inner trade conditions; in fact, during the entire year there has been a feeling of unrest in talking machine circles. Changed conditions and restrictions imposed have all had the effect to disturb the trade in the talking machine line, and when everything is taken into consideration 1908 was a year filled with business disappointments.

Perhaps the talking machine men, on the whole, have been no greater sufferers than the men in other lines, but we have all had enough to make us sit up and take notice. There is no doubt about that. But let us forget it. Let us turn to the new year with confidence and with a fixed belief that things will move along all right during the next twelve months—that is, if we will all help them to move.

A YEAR ago the currency panic obtruded its terrifying effect upon a supersensitive people, many of whom were frightened into extreme measures of hoarding money. Currency and legal tenders were so difficult to get that substitutes for money were made with more or less disturbance to confidence. It seems peculiar now even, when we look back upon it, that such conditions could have existed, but, quite natural, such a panic was followed by extreme industrial depression and the country was filled with foreboding. Then, too, we were getting ready for the big presidential struggle, and, of course, that retarded business, and, in fact, when we commence to review the situation a dozen elements at once come to mind which helped to block the wheels of progress during 1908. So, perhaps, as the great Talleyrand once said of the "Reign of Terror," the most remarkable thing was he lived through it. We, too, have lived through the troublous times of 1908 somehow, and now thank heaven and Taft the indications point to a complete resumption of manufacturing and general business. Trade in all lines has received an impetus, and the railroad reports for December show an increase in the transportation of products and goods. The improved business conditions mean increased labor demands on all sides and a greater investment of capital, so let us not return to last year's business page. Let us close the book and leave it closed. Let us remember that the world demands good work in its development from each one of us, and let us figure that we may all contribute in a greater or less degree toward the complete restoration of business confidence. Let us remember that real progress is moving ahead, and let us remember we can all contribute toward assisting business on its onward and upward march.

SPECIAL attention is directed to a new feature of this publication designated the "Side Line Section." This is not a new idea, but one which has been carefully planned. For some months past we have conducted a feature of this paper a "Side Line Department," and advertisers who exploited their product in this particular department were successful in securing from talking machine men a goodly number of orders. Encouraged in this direction, we figured upon the establishment of a separate section which would give a broader and more comprehensive representation to the special products which can be harmoniously blended with the talking machine line. There are thousands of dealers who read The Talking Machine World regularly, who are naturally desirous of increasing their incomes, and many of them have ample space in their establishments which can be conveniently utilized for the display of special products and novelties. These have the power to attract trade in the business establishment, and the profits on the sales made help to defray fixed overhead charges and bring money storeward and supply talking machine men with a new trade with which to increase their business. Relying on one line of goods gives but one feeder, but when a number of specialties are sold it follows quite naturally that more money will be brought to establishment than if the sales are confined to one line exclusively. Everything which can contribute to increase the income of business men is certainly desirable, and there are a number of specialties offered in the "Side Line Section" which can with advantage be handled by talking machine men. These do not require a large investment, and the possibility of salesmaking is extremely good. By all means consult this new feature of The World, because it is put forth with a view of creating new business and new profits for the readers of this publication.

THE talking machine industry has established a record for legal encounters, and it is said that in this limited industry more than half a million dollars have been expended for litigation during the past few years. Surely that is a snug amount, and from present indications it will be increased materially, for there are a number of matters to be settled before the courts, which will probably be brought to point of issue during the present year. It would seem, too, that some of the matters which are now before the courts will have a far-reaching effect upon the future of the industry.

A MOST singular feature in connection with the sale of talking machines during the past twelve months of unprecedented dulness is the fact that high-priced machines and outfits have been steadily gaining demand. In fact, there has been such an insistent demand for the outfits which cost from $100 to $300 that the manufacturers have been unable to keep pace with it. It was felt by some that there was considerable doubt about the American people being willing to pay high prices for talking machines, but what has been the result? The higher the price the greater the demand, and there seems to be no limit to this branch of the trade. Plans are now being made to take care of the high-grade trade for the new year. Those who were sceptical at first admit that this demand has come to stay, and there is no more speculation as to whether the people will buy high-grade talking machine outfits or not. The record for the past twelve months has settled that, and no query mark can be placed after high-priced machines. Quality trade is a trade to be sought for and located if possible, and the greater the number of high-priced outfits put forth the greater the respect for the talker.

THE enormous advertising which the Columbia people are doing along lines of double-disc publicity is having the anticipated result in increasing the demand for the two-sided records. When double pages, back covers and single covers are secured in the leading magazines to exploit a special product, it would be strange indeed if the demand for the advertised specialty did not grow with surprising rapidity. The advertising campaign of the Columbia Co. is a most extensive one, and it shows that the battle of the records is now on in deadly earnest. The Columbia plan of exclusive representation, too, is creating a stir in trade circles.

THE Talking Machine Jobbers' Association under competent official direction has made satisfactory progress during the past year. A number of important matters have been taken up and discussed by this organization, and those who are fully acquainted with its accomplishments realize that it is a strong power for the good of the industry. A variety of subjects are now being considered by this association, which will be announced later. An organization of such character which stands for the general good of the trade should be warmly supported, and should have on its membership roll practically the entire trade. Just keep your trade eye on this organization.

CERTAIN handwritings on the trade wall indicates important changes which will be likely to occur in the talking machine circles before the year shall have advanced many moons. A little bird also whispers that new concerns will be formed, so that it is possible new competitive conditions will be created in this industry before a very long period shall have elapsed. Just what there is pending will be announced in due time in the columns of this publication. Judging from indications there will be plenty of things of interest happening, which will keep the trade tongues wagging at a good lively rate.

TRADE ON THE PACIFIC COAST.

Dealers Experience a Decided Improvement in Business—Columbia Co. News—Eilers Music Co. Make Pleasing Report—Kohler & Chase to Discontinue "Talker" Department in Seattle—Wiley B. Allen Co. Activities—Sherman, Clay & Co. Stock Cleaned Out During Holidays—The New Bacigalupi Quarters.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 3, 1909.

Since the first of December there has been no complaint of dulness among the talking machine dealers in any part of the Pacific Coast territory, the difficulty in general being to provide a sufficient supply of goods to fill the insistent holiday demand. Reports of an excellent business in all lines of machines and records have come in from north and south, while the local dealers have their hands full. The business shows an immense improvement over the last holiday season, and some of the dealers in the city say they have never seen anything like the rush which has prevailed for the last two weeks. The rush of wholesale business may be partly attributed to the conservatism of the trade earlier in the season, which left them short of stock just when it was needed most.

Chas. E. Brown, otherwise known to the coast trade as "Talkophone" Brown, is again in the city after a visit to his store in Spokane, Wash. He says that some of the local dealers may think that he is canned and labeled, but he is still alive, and will show them a thing or two after the first of the year which had not been dreamed of in their philosophy. The trade is waiting to see what will happen.

Byron Mauzy received another shipment of the new Zonophone records a couple of weeks ago, and is now carrying the complete catalog. Now that the first demands of the trade are filled, it is less difficult to keep stock on hand, though they are still large sellers.

Large shipments of the new Columbia records have been coming in since last month, and the coast department is now well supplied with most of the catalogs, though there are quite a lot of numbers which it is almost impossible to keep in stock. The dealers throughout the country have been in a great hurry to get stock for the holidays, many orders coming in by telephone during the week before Christmas, and sales for the month would have been considerably larger if the supply of the most popular records had been on hand. P. H. Beck, manager of the San Francisco store, states that a larger business was done this year up to December 20 than during all last year. The holiday business of the coast department was the best the company has ever had, and the outlook for the next few months is decidedly good. The new $65 Columbia machine, type BY, with a mahogany cabinet, has appeared on the coast, and is proving a big seller. Many good-sized orders were taken before the stock was received, and deliveries are now being made as fast as possible. Edmund Cyrus, one of the outside men, is now in for the holidays, but will go out again by the beginning of next week. Mr. Beck will also probably take the road early in January, and expects to place a lot more exclusive agencies. It is expected that the San Francisco store, which is now on Van Ness avenue, will be moved down town during the spring or summer, though no arrangements have yet been made. The lease on the present location does not expire until next March, and no move will be made before that time.

Hy. Eilers, of the Eilers Music Co., is spending the holidays at the San Francisco store. He gives a very encouraging account of the talking machine business of his stores throughout the north. The D. S. Johnston Company, in which Mr. Eilers is largely interested, has had the lower floor of its store in Tacoma, Wash., remodeled in order to give more room for the talking machine department. This department formerly occupied the balcony, but the business has developed beyond the capacity of the former equipment. The talking machine department of the Eilers Music Company in this city has been placed in charge of the Standard Phonograph Co., which formerly operated the department of the Fillmore street store. This company also has two stores in Oakland. The Eilers department is in charge of Mr. Peel, and probably carries as complete a stock as is to be found on the coast, practically all lines being kept on hand. Mr. Peel states that the December business has been most satisfactory.

Geo. Q. Chase, of Kohler & Chase, is now visiting the Seattle store. The talking machine department of that branch is to be discontinued. C. M. Jones is now manager of the department in the San Francisco store, having charge of both wholesale and retail business. The department is being thoroughly reorganized, and some big developments are promised after the first of the year. The company reports a fine business for the last few weeks, and has had a large sale of new records.

The Wiley B. Allen Co. report an immense business in talking machines at the San Diego store the past month. The Los Angeles store, which recently put in a department, has also done very well. Little is being said at present about the talking machine department which will be installed in the new store in San Francisco, but this company are expected to cut quite a figure in the local trade as soon as the business is started.

For the last month Sherman, Clay & Co. have had a great run on talking machines, and the force in this department has had to work overtime, though everybody that could be was pressed into service. Mr. McCarthy states that the holiday business was the biggest in the history of the company. By Christmas the stock was practically cleaned out in many lines, very few Victrolas being left, and a great business has been done in all lines of Victor machines. Mr. McCarthy says the new double Victor records have not caused any great stir, though they have been on hand for several weeks, and are selling fairly well. Mr. McCarthy was actively interested for the last week in making the down-town New Year's celebration, the first to be held in the old business district since the fire. He was on the celebration committee of the Permanent Downtown Association, and took an active interest in the affair.

Benj. Curtaz & Son report a good all-round holiday business, though they expect to beat it next year, when they will be in their new building on Kearny street. With them, also, there has been an unusually large demand for Victrolas.

It will probably be well toward the end of January before Peter Bacigalupi & Son are able to occupy their new Market street store, though work has been rushed in the effort to have the place ready by the first of the year. The retail department will have seven large demonstrating rooms, and a number of other features are being prepared. Mr. Bacigalupi states that the Edison Amberol records have been large sellers throughout the month. The company has made a special offer for outside retail trade, as a result of which many orders have been coming in by mail.

VALUE OF WINDOW DISPLAY.

Robt. N. Watkin, of the Will A. Watkin Co., Dallas, Tex., Gives Excellent Advice on This Subject of General Importance.

Robert M. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., had the following to say on the subject of securing attention by window display in a recent issue of The Retail Merchant, of that city, which should prove interesting to dealers in talking machines and side lines:

"A store window offers the cheapest advertising a merchant can employ. Windows are often preferred to newspaper space because the results are quicker and surer; because showing an article will sell it more quickly than a printed description. Then, too, it is already an asset, as the rent is being paid just the same whether the window is used or not.

"The merchant is judged largely from the appearance of his window. Hence, the window should always have a fresh appearance and with this in view, they should be redressed regularly with strong attractive displays. The window displays need not necessarily be elaborate, for some of the most effective are simple and inexpensive.

"Put some definite idea into your display. Don't crowd too much into it. A variety of articles is often passed unnoticed where a few articles strongly presented will attract immediate attention. A good window display is one that associates the goods with some other person or event of current interest to the passerby, not in any way connected with the idea of buying or selling. In this manner you command attention and it is a recognized fact in salesmanship that if you can secure a person's attention, a good part of the work is already accomplished."

The Phillips & Crew Co., Savannah, Ga., have been giving a number of successful recitals in Lawson Memorial Hall, that city, at which the Victor talking machine and Steinway piano played prominent parts.

A Business "Because"

¶ To the Dealers of Michigan, Northern Ohio, and Northern Indiana, we send a solicitation for business on the plain business basis of giving the best possible service.

¶ We are safe in the statement that we can fill your orders immediately on receipt; that we can ship goods to you the same day in which we receive your order. We know we carry the most complete lines known to the jobbing trade. It is an exceedingly rare occasion when we are "out" of anything.

¶ You may send your orders to us by mail, or wire, or give them over the Long Distance Telephone, at our expense, and you will find us just as prompt in attending to your wants as we claim to be.

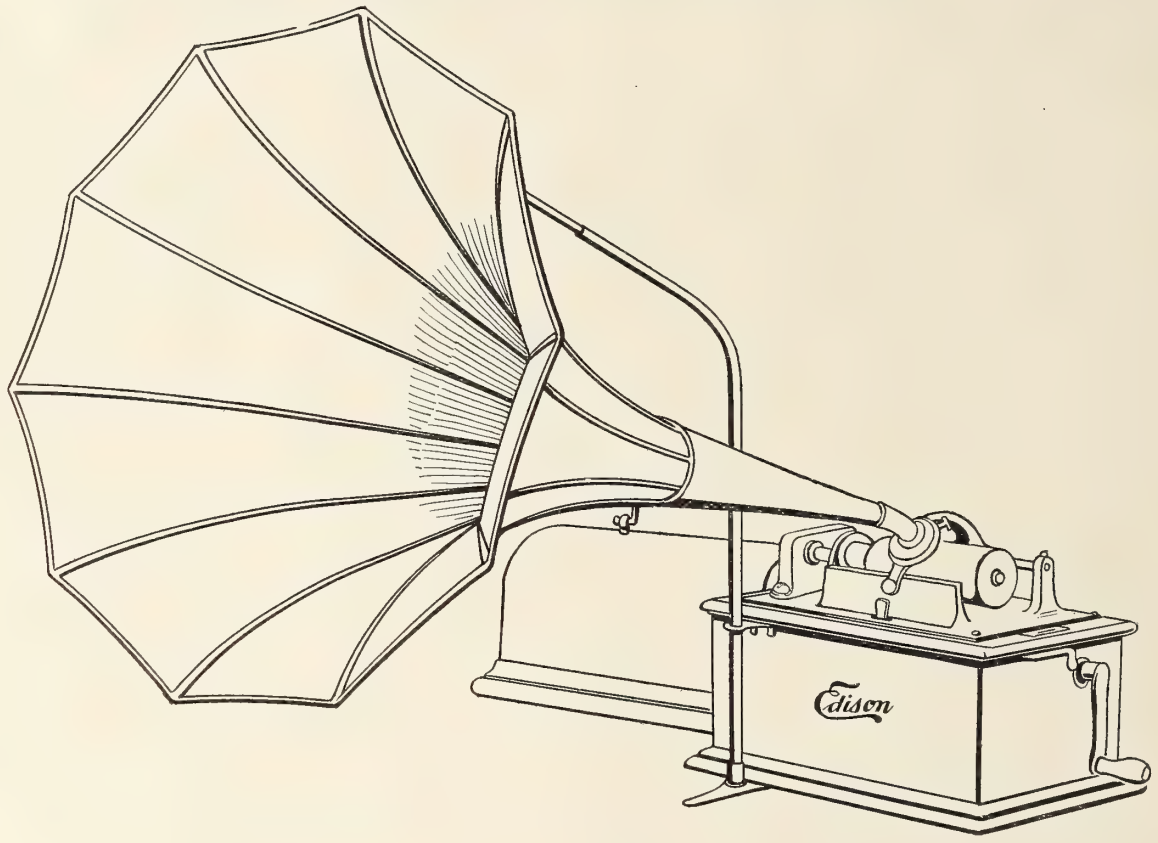
¶ Another thing; in every line our goods are new. We are abreast of our business every minute. As soon as anything new presents itself, we have it.

¶ 1909 is going to be, we believe, a good year and so every dealer should stock up well—not only be prepared for trade that comes but go after it and come to us to supply the goods.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

Have You The Amberol Record Attachments And Are You Putting Them On Phonographs Already Sold?



Every time you equip a Phonograph with the Amberol Attachments you create a new Amberol Record customer.

These attachments are easily put on and they pay you a profit. A Phonograph equipped with them will play both Amberol Records and the regular Edison Records.

So, in making Amberol Record customers of present Phonograph owners, you also retain their trade as standard Edison Record customers.

The new types of Phonographs are all equipped to play both styles of Records—an advantage that wins the choice every time.

You should see that your line is complete on instruments and both styles of Records; also that every Phonograph you have sold is brought up to date with the Amberol attachments.

The demand for Amberol Records grows as people hear them and the profit to you is big.

With the attachments, the Amberol Records and the new types of Phonographs, you ought to have everything your own way this year.

Edison jobbers are all supplied with the new goods. Write the one nearest you.

National Phonograph Company, 59 Lakeside Avenue ORANGE, N. J.

Have You The New Amberol Records And Are You Demonstrating Them?

Once your customers hear an Amberol Record a sale is made.

There is nothing in records that compares with them. Their long playing time is an argument. Their sweet tone is another, and the high grade of music and songs they offer is another.

An Amberol Record furnishes four minutes of delightful entertainment, without record-changing. That is twice the playing time of the standard Edison Records and a longer playing time than any other kind of record affords.

The tone of these new records is remarkable for its clearness, richness and fidelity and the selections are the work of the best talent obtainable.

Not since the perfection of the Phonograph has such a powerful selling argument been given the dealer as that represented by Amberol Records.

You should make the most of it. You should carry a complete stock of both Records and Phonographs. You should advertise them and demonstrate them. They represent your best opportunity for increasing sales during 1909.

Begin the year with a complete line. There is an Edison jobber near you who will be pleased to fill your orders.

National Phonograph Company, 59 Lakeside Avenue, ORANGE, N. J.

THE VALUE OF NEATNESS.

This Art Is a Necessity in the Talking Machine Business and Should be Cultivated by All Dealers Who Would Achieve Success.

Mr. Dealer, a word with you!

Is your place of business as attractive as your home? If not, why not?

This is a serious question and one well worth deep thought. For the success of the "talker" fraternity and the advancement of phonographic melody, it is imperative that the setting which this melody is given should be an appropriate one. Think for a moment of the exquisite surroundings in which grand opera is heard. The dainty decorations, the air of refinement and culture which exudes from every pillar and balcony, exhilarate even before the curtain ascends. Should not your store which is a grand opera house in miniature a place where the golden voices of the great song birds warble as sweetly as they do in the palace of Hammerstein, be in harmony with the goods you sell?

The jobber may say that he caters to the dealer only, and that he has no time to devote to unnecessary display. He is right to an extent, but, there are very few jobbers who do not have more or less retail business as well, and as this is the branch of his trade from which the greatest margin of profit springs, it is imperative that it should receive its full share of attention. The only way to draw retail trade from the class of people who really count—the purchasers of operatic records—is to make your establishment neat, attractive and homelike. Have a window display that will compel Miss Society, down town in her electric brougham on a shopping tour, to step forth and admire, and this accomplished to her satisfaction, to come in and buy. Feature your opera selections in the way they deserve by having neatly framed pictures of the artists, whom she worships, upon your tinted walls. If you do this, your fair visitor will be sure to express her delight. Then she will recline in the easy chair you draw out for her

AN ATTRACTIVE WINDOW.

reception, and pleased and comfortable, select at her leisure the records desired.

I happened in one of Philadelphia's most attractively appointed "talker" shops the other afternoon and witnessed just such an event as I have described above. A stylishly gowned young lady entered and began by congratulating the dealer upon his beautiful store. Then she asked to hear the following grand opera records: Sextette from Lucia, Quartette from Rigoletto, Plaisir d'Amour and Favorita. She was delighted with their superior tone and purchased them all, her bill amounting to $17.00, and she was not in the store more than a half hour.

"I never go into ordinary talking machine places," she remarked in parting, "but when I peeped in your window and saw the cozy room behind it, I could not resist. I shall surely come again very soon. Thank you so much for your courtesy," and with a rustle of silken skirts, she was gone.

It was the neatness and general refinement of the establishment that captured this customer, Mr. Dealer, and in closing, I want to ask you a question: If Miss Society happened to glance in your window to-day, would she favor you with a call?

HOWARD TAYLOR MIDDLETON.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

MENTAL CURE FOR MALADIES.

How the Talking Machine May be Adapted to Some Purpose in These Days of the Emanuel Movement and Christian Science.

Are you insane? Try music. That is the sovereign cure for maladies of the mind, according to Miss Jessie A. Fowler, who spoke on the subject before the Rainy Day Club in the Hotel Astor recently. Miss Fowler has a kind of music for nearly every phase of aberration. Here, for example, is her catalog:

For simple mania, or just ordinary insanity, a few doses of slow, dreamy music on the talking machine. She did not specify in this regard, but it was noticeable that she didn't mention the "Merry Widow" waltz, which, although considered slow and dreamy, probably has made more lunatics than it has cured.

For acute mania, where the mind is agitated and one is inclined to violence, a moderate application of Beethoven's Moonlight Sonata has been found efficacious. Miss Fowler did not say whether this had anything to do with the ancient theory of the effect of the moon on the mind. Melodies like "Drink To Me Only With Thine Eyes" are also suggested, although, on account of the well known harmful effect of liquor on the brain, too much of this is forbidden.

For melancholia, what Miss Fowler calls "bright, quick" music must be applied. In this class one may try a teaspoonful of such lyrics as "I Like to Have a Lot of Little Girls Around Me" or any of George Cohan's works. Pieces like Chopin's "Marche Funebre" and the "Ave Maria" are not good in such cases.

For cases of paralysis—Miss Fowler neglected to say whether she meant paralysis of the mind or body—strong doses of Wagner are recommended. The "Ride of the Valkyries," for example, is calculated to awaken the dead, and certain parts of "Parsifal," although known on occasion to have had a somnolent effect upon certain kinds of minds will prove highly beneficial to those in whom all feeling is dead.

DR. BELL'S NEW FLYING MACHINE.

Dr. Alexander Graham Bell, who with C. A. Bell and Sumner Taintor, was interested in the invention of the graphophone, is reported to have completed a new flying machine. Dr. Bell is famous as an inventor and scientist. He was associated in Edinburgh and in London university, and upon coming to America in 1870 first went to Canada, but settled in Boston a year later, becoming professor of vocal physiology in Boston university. Soon after his investigations began that led to the invention of the telephone, the patent for which was granted in 1876. Various universities have conferred degrees upon Dr. Bell, who also is an officer of the French Legion of Honor, and he is a member of various scientific organizations and regent of the Smithsonian institution. His home is in Washington, and he has an extensive summer home at Sydney, Cape Breton, where he has just completed his new aerodrome.

PARCELS POST TO AUSTRIA.

On January 1, 1909, a parcels post arrangement between the United States and Austria (not including Hungary) went into effect. Under this agreement parcels to be exchanged between the two countries must not weigh more than 11 pounds, measure more than 3 feet 6 inches in length, nor 6 feet in length and girth combined. Postage must be prepaid at the rate of 12 cents per pound or fraction thereof. If necessary, a delivery charge not exceeding 5 cents will also be collected of the addressee on delivery of the parcel.

THE GOOD CHRISTMAS SALE.

How Salesman Franklin's Heart Was Touched by the Condition of a Poor Widow and Her Son—Provided With Christmas Music at the Expense of a Fancy Vest.

Edward R. Franklin decided he might order it. He had inspected, through the window of the Universal Clothing Co., the fancy material marked "Vest, $7.50," every morning this week, but his mind was not settled till to-day. But this morning he had told himself that he did not spend a great deal on his own person, and that the waistcoat might help him along in making sales. So in he went, got measured, and ran out of the store just in time to catch the car which was to carry him and his neat black carrying case to his territory for the day.

Not many hours passed before a heavy rain caused our young friend to take refuge in a small house in a big field.

It wasn't a pleasing Christmas picture he found there.

Just a poor old widow eking out an existence in company with an only son, bed-ridden since childhood with an incurable spinal complaint; but she was able to entertain her visitor: oh, yes—her good, dear husband had bought a "plate talking machine" the year Willie was born, and only a few months before his own life had been crushed out in a coal mine. They had never had any new records since; they simply could not afford them, but she hoped some day to be able to buy some. Willie loved the machine so! Let her put on "Mendelssohn's Spring Song." Willie liked to hear that as he lay in the other room, and she would go and do a little washing in the yard, now it had stopped raining, if the gentleman would excuse her.

Edward R. felt a sort of choking in the throat as he listened to the sweet strains of the "Spring Song" coming faintly from the poor, worn record. How gently he lifted the lid of the box that held the remaining cracked, chipped and seedy-looking records, and then how quickly he opened his own smart carrying case and seemed to lift something heavy out of it, and place it in the box so often touched by loving hands.

He had to go then. He told the old widow the rain had been a nuisance—he had so much to do.

* * * *

Edward R. Franklin walked briskly into the office, and in reply to the manager's inquiry, said he had had some fair sales and placed a small pile of bills on the cashier's desk, as he made out his sales' slips.

"That's a pretty fair sale," said the manager, glancing over the items, "twenty records to one man."

"Yes, sir; the poor fellow is a cripple."

"That's bad; good thing he's got money."

"Yes, sir. May I use the 'phone?"

"Why, of course."

"2684 R, please. Hello! Is this the Universal Clothing Co.? Well, this is Edward R. Franklin. Will you kindly cancel that order I gave you this morning for a vest? Right! Much obliged. Good-bye. ERNEST WERNINCK.

"THE WOLF" THRILLS THE WEST.

Scene of Fight in Which the Howling of Wolves Is Reproduced by Talking Machines.

During its recent visit to Denver, Colo., that intense drama of the Northwest, "The Wolf," written by Eugene Walter, a former newspaper man of that city, caused quite a sensation, and much favorable mention. Of course the fact that the author was a Denver man won for it a special consideration, but it was the howls of real wolves, heard in the play, that amazed old-time ranchers. The play works up to a duel to the death in the dark between the two principal characters accompanied by the howl of wolves, which is almost blood curdling. This realistic effect is secured by means of the talking machine. It will be remembered by readers of The World that records of the howls of real wolves were taken specially for this play and they have added much to the real Bowery or Drury Lane "thrill" occasioned by the performance.

MISCHA ELMAN'S SUCCESS.

Not in many years has a violinist scored such a success in New York as has Mischa Elman, the young Russian, who has been arousing great enthusiasm, both at his recitals and at the Sunday evening concerts at the Manhattan Opera House. Elman's success confirms the high praise bestowed upon him by the leading critics of Europe. He is no longer a boy prodigy, for his reputation

MISCHA ELMAN.

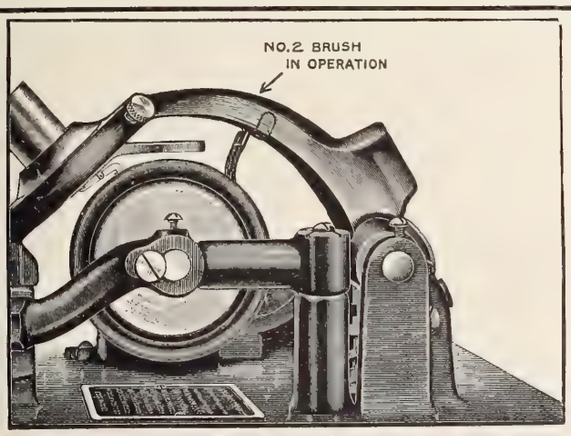
rests on a more substantial foundation. He is a mature artist, and while still a "prodigy" is no longer a boy. Talking machine dealers will find a great demand for Elman records at the different points to be visited by this artist during his six months' tour of the United States. Four fine Elman records are listed in the Victor Red Seal list, and they should be featured by dealers well in advance of the concert to be given by this artist in their locality. They will be well rewarded for their enterprise, because they are records of especial excellence, possessing that individual force which enables Elman to thrill his audiences and enthuse them.

SAVE THE LIFE OF YOUR RECORDS

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph **No. 2** Standard and Home **No. 3** Gem

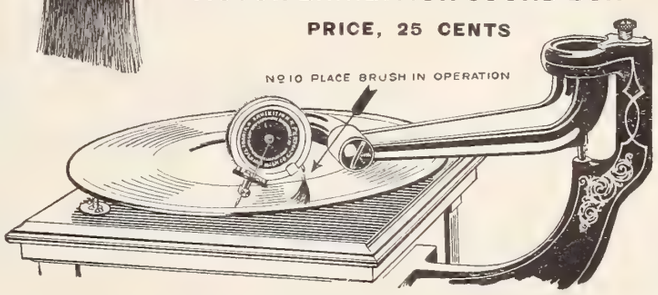
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the **Record Grooves** and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"

TRADE IN THE ANTIPODES.

Talking Machine Business Shows Steady Improvement—Edison Line Gaining Ground—English and German Machines Popular—Low Prices and Too Much Competition Hurt Business—Dealer Restrained by Court from Handling Edison Goods After Being Cut Off List, Wins in Higher Court.

(Special to The Talking Machine World.)

Sydney, N. S. W., December 15, 1908.

Business conditions among talking machine men in this country are slowly improving, dealers reporting an increased demand for high class goods. The Edison line has a steadily growing following all through Australasia, and there can be no question as to the tremendous advertising value of the name of Edison. Of course this doesn't mean that the American manufacturers control the market exclusively for the English and German machines have also many admirers, the latter particularly in the lower-priced goods.

There has been a regular avalanche of cheap stuff on the market for some time past which has tended to injure the business as a whole. Moreover the general complaint is that there are too many factors in the business compared with the volume of trade done in this country. Things will undoubtedly right themselves in time, and it is clear that the line of demarcation between the higher classed goods and the very cheap is becoming more defined. The salvation of the trade seems to lie in having fewer and better factors, and in adhering to fixed prices. The policy of "getting business at any cost" is a mistaken one, and the talking machine men of this country are commencing to realize it. There is room for a national association or some assemblage of men with the interests of the trade at heart who will get the trade together and decide upon a plan of campaign that will tend to clear the skies, and put the business on a sound, healthy basis.

The recent decision handed down by the higher court on the points of law reserved in the action brought by the National Phonograph Co., of Australia, Ltd., a company incorporated and carrying on business in New South Wales, against Walter T. Menck, of Nicholson street, Fitzroy, has occasioned much comment in trade circles. The report of the proceedings and the judges' decision herewith, will doubtless interest your readers:

The plaintiff company deals wholesale in Edison phonographs and phonographic material throughout Australia. Defendant was a dealer, and entered into a certain contract, which purported to be made with the plaintiffs, but which was procured by a jobber of the plaintiffs. One of the terms of the contract was that if defendant was struck off plaintiff's list of dealers he would cease to handle, sell, or deal in goods dealt in by plaintiff, unless authorized by the plaintiff in writing. Plaintiff removed defendant's name from their list, but defendant was alleged to have continued to deal in and handle the plaintiff's goods. Plaintiff company, therefore, claimed an injunction to restrain the defendant from selling its goods, and £250 damages for certain particular breaches of the contract.

It was argued for plaintiff company that it was entitled to succeed on two grounds—that the contract had been broken, and that plaintiff company had attached certain conditions to the sale of goods, and goods must be sold subject to those conditions or not at all. This second right the plaintiff asserted arose from the nature of a patented article.

Defendant denied that such right existed, and, further, he asserted that the contract was illegal, as in restraint of trade, and that the removal of his name was illegal.

The Chief Justice, in delivering judgment, said: "The exact point of law involved has never been decided, and although there are expressions of English and American judges in favor of the plaintiff, I think the matter should be considered from fundamental principles. A patentee can, of course, make and enforce any contract he pleases with a purchaser or with a licensee. But he cannot, apart from the contract, attach to the product of his manufacture any conditions which would inhere in the product when it has since passed into the hands of persons with whom he is not in privity of contract. There is no ground on which plaintiff company can rest the very extensive powers of controlling the sale and use of products of their invention in the hands of the public which they have attempted to assert in this case. On the question of breach of contract, I think there was a contract with plaintiff binding on defendant, but that his name has been unlawfully removed from the dealers' list. Judgment should, therefore, be entered for the defendant with costs."

Mr. Justice Barton and Mr. Justice O'Connor, in separate judgments, agreed.

Mr. Justice Isaacs dissented, and said: "I think that the right of attaching conditions to the sale of patented goods does exist, as contended for by the plaintiff. That is the opinion of a number of English judges, and of some American judges. I am also of opinion that defendant has broken his contract, and that he has been rightfully removed from the dealers' list."

Mr. Justice Higgins agreed with the majority on the question of inability to attach conditions to sale of patented goods, but thought that on the question of breach of contract plaintiff ought to succeed.

Judgment was entered for defendant with costs, in accordance with the opinion of the majority.

A GREAT CHRISTMAS TRADE

Enjoyed by All the Leading Talking Machine Houses—Reached the Dimensions of Two Years Ago—Expensive Instruments Bought.

The holiday business with talking machine jobbers and dealers, in a great many sections of the country, was far beyond expectations. The week preceding Christmas was particularly active, and sales were only limited by failure to have a sufficient supply of goods to meet urgent demands. In short, trade throughout December really reached high water mark. In and about New York, with few exceptions, the jobbers and dealers who are most frequently mentioned as leaders spoke as follows:

G. T. Williams, general manager of the Victor Distributing and Export Co.: "Our December business was tremendous, and I am satisfied that dealers who went after trade have no complaint. It is true in the city some dealers wait for things to come their way, and they are the only ones whom I have heard speak of business other than in a cheerful strain. We could have sold at least 100 more Victor Victrolas if the factory had filled our orders. The outlook for the new year is excellent. Our trade is almost wholly wholesale, as you are aware."

J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Trade: "We had a very active business, and when it came to supplying dealers with goods, no one on our regular list of between six and eight hundred suffered. We managed to satisfy their needs. Of course, dealers who turn up only when an emergency occurs are not always given the preference when it comes to a squeeze and stock is short."

John Kaiser, general manager of the Excelsior (nee Douglas) Phonograph Co.: "We had a great Christmas trade, several times over in volume what was sold last year. Of course, we could not get all the goods we could have handled, but we did a great trade nevertheless."

The Columbia Phonograph Co.: "Sales reached the top notch mark in December, and just before Christmas we worked overtime to fill orders. The year 1909 looks fine for Columbia goods."

WRITING TO THEMSELVES.

Traveling men are noted for doing as well as saying funny things, and one of the latest peculiar things that they do is to write to themselves and send the letter to the next town where they intend to stop. Sometimes it is done for a "bluff," but it is also done for a reason. A prominent hotel clerk, in speaking of the matter, said:

"Some men on the road write letters to themselves before they get to the next hotel, so they will appear important when they register and ask for their mail, but that isn't always the reason. We soon catch on to them, because we see their handwriting on the register and on their mail; and I noticed it once in a man whom I finally got to know very well.

"He wasn't the kind of a fellow who cared anything about appearing important, I found out, so I asked him why he did it. The explanation was very simple. He had a miserable memory, and when he was in another town and would think of something he had to do in Fargo, he would write it on a slip of paper and mail it to himself. He didn't put the memorandum in his pocket for fear that he would forget all about putting it there.

"He said he had used the plan for a long time, always writing ahead if there was something in another town he wanted to remember particularly, and said it was the best plan he had ever figured out to keep from forgetting things."

The Original House

We were the FIRST JOBBER of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "FIRST." We are FIRST in securing anything new, FIRST in making prompt and satisfactory shipments, and FIRST in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

PENN PHONOGRAPH CO.

17 South 9th Street Opposite Post Office PHILADELPHIA

MOVING-PICTURE SHOWS WIN.

Court Decides Mayor Cannot Close All on a Sweeping Order.

Deciding that the sweeping order of Mayor McClellan directing that all the motion-picture shows in the city be closed, was invalid, Supreme Court Justice Blackmar, in Brooklyn, granted to the showmen injunctions restraining the authorities from interfering with their exhibitions.

This order will act as a permanent restraint upon the city officials unless the decision of Justice Blackmar is upset by the higher courts. Mayor McClellan said later that the city would appeal the case as soon as possible. It will probably be carried up to the Court of Appeals.

Justice Blackmar holds that the Mayor was without the power to make the revocation of licenses; that he could not close up both the good and the bad shows indiscriminately. The Mayor, however, is not restrained from revoking the licenses of any or all of the shows not complying with the law upon the presentation to him of proper cause for such action.

It is the view of the court also that the moving-picture exhibitions do not come within the inhibition of the Sunday observance laws. About 540 such shows in the different boroughs of the city are affected by the decision.

In the opinion Justice Blackmar said: "There is a limit to the exercise of the power of revocation. It must not be arbitrary, tyrannical, or unreasonable. The Mayor might, perhaps, have revoked the licenses under whose protection indecent or improper pictures were shown and those licenses which were acquired by bribery. He could have revoked, or suspended, until required changes should be made, the licenses of those places insufficiently safeguarded against fire. And it is possible that there were other conditions shown at particular places which furnished cause for revocation.

"But the Mayor did not confine his act to those places against which cause was shown. He revoked each and every license he had granted. He included in the same condemnation the innocent and the guilty.

"It was held in People v. Hemleb that a moving picture show is not a public show within the meaning of the words used in Section 365 of the Penal Code. I do not mean to say that these shows may not be of such a nature that they would be illegal, but simply that all exhibitions of moving picture shows on Sunday are not necessarily illegal so long as the Hemleb case is unreversed.

"Within certain limits the discretion of the Mayor to determine whether licenses shall be revoked will not be controlled; within those limits the court will not substitute its judgment for that vested in the Chief Executive of the city, but a general order of revocation which is concededly based on an abuse of the privilege by a part only of the licenses is not a valid exercise of the power."

A committee of moving-picture men will call on the Mayor for the purpose, if possible, of adjusting their shows to the requirements of the law.

STANDARD CO. BUYS W. E. HENRY CO.

The Youngstown, O., Establishment of the W. E. Henry Co. Taken Over by the Standard Talking Machine Co., of Pittsburg—Organize Strong Selling Force—Vigorous Campaign for 1909 to be Inaugurated.

(Special to The Talking Machine World.)
Pittsburg, Pa., January 6, 1909.

The Standard Talking Machine Co., Inc., have just bought out and taken over the entire stock, merchandise and fixtures, of the W. E. Henry Co., Youngstown, O., who were jobbers of the Edison line. This, together with their recent purchase of the Powers & Henry Co. and the Pittsburg Phonograph Co., of this city, gives them one of the largest stocks of talking machines, records and supplies in the country. They are just starting out on a vigorous campaign, and expect to give their dealers better service, prompter shipments and more liberal terms than ever before.

S. A. Shirley, formerly of the Powers & Henry Co. and W. E. Henry Co., will represent the Standard Co. in lower West Virginia; J. C. Flinn, formerly of the W. E. Henry Co., in eastern Ohio; A. G. Higgins, formerly of the Victor Talking Machine Co., in Pennsylvania, and E. G. Bachtell in upper West Virginia and Maryland.

Chatting with the manager of the company today, he said: "We have found the fall talking machine business to be away beyond our expectations. In fact, our business for November and December was considerably more than the combined business of the Powers & Henry Co., Pittsburg Phonograph Co. and Standard Talking Machine Co. for the corresponding months of last year, and every indication points to a continued improvement. In fact, we feel confident that the talking machine business is due for a decided boom."

TO TRY AN EDISON STREET CAR.

Experiment With Nickel Storage Battery on Third Avenue Line.

The self-propelling street car with which Thomas A. Edison has been experimenting for the last seven or eight years, is now being put into its final form and will be tried out over the tracks of the Third Avenue system next spring. The car is to be operated by a storage battery the metal parts of which are of nickel instead of lead, and the chemical reaction of which is of an alkaline rather than of an acid nature. By these changes the inventor hopes to turn out a battery whose superior resistance to corrosion will prolong its life an indefinite number of years beyond that of the batteries now in use. Such a battery, he thinks, will make possible an electric car generating its power aboard which can be operated as cheaply as from a central station.

Frederick W. Whitridge, the receiver of the Third Avenue system, is also investigating the merits of another style of self-propelling car.

Fibre Needles FOR DISC RECORDS

ARE BEING SOLD BY THE MILLIONS

THE first and only ones on the market. The kind you have been waiting for. The kind that will not and cannot injure your records. The kind that cleans, polishes and improves your records to a greater extent each successive time they are played. **NO SCRATCHING, NO CUTTING, NO RASPING.**

The Records Are Yours to Enjoy FOREVER

ALWAYS NEW—ALWAYS CLEAN—ALWAYS IMPROVING

A needle that is essentially intended for the home or parlor. A needle that will appeal to the lover of good music—to the one who understands and appreciates a **correct reproduction.** A needle whose tone quality is rich and natural.

The Effect is Ideal In fact, a needle that is logically adapted to the varied and delicate requirements of a disc record—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping. Try them at home when alone. Then wonder how you ever did without them.

Each needle may be repointed with a special device for this purpose.

Send us your sound box so that it may be altered to take both fibre and steel needles.

B. & H. FIBRE MANUFACTURING CO.

208 E. KINZIE STREET, CHICAGO, ILL.

REGARDING USE OF VICTOR NAME

In Connection With Store and Advertising Signs—Important Letter from Victor Co.

Under date of December 30, 1908, the Victor Talking Machine Co., Camden, N. J., sent their distributers and dealers the appended interesting circular letter, as follows:

"A recent action by several of our eastern distributers in regard to the display of misleading signs, advertisements, etc., which tend to make the impression that their house is a branch of the Victor Co., a salesroom of the Victor Co., or directly connected with the Victor Co., has caused us much annoyance, and is such an obvious injustice to distributers and dealers that this circular letter is warranted and sent out to all of our trade. Any advertisement or representation that tends to convey the impression that the store is a branch of, or in any way connected directly with the factory, is misleading, and will not be tolerated.

"It is permissible only for the merchant to advertise his name as 'Victor talking machine distributer' or 'dealer,' or as 'Victor distributer and dealer,' but in each and every case the merchant's name must be fully as large and as prominently displayed as the word 'Victor.' Under no circumstances will one be permitted to use such words as 'headquarters,' 'factory,' 'shop,' 'Victor salesrooms,' 'distributers for America,' 'distributers for the United States' or other misleading phrases in any advertising matter, printed matter, signs or posters.

"The term 'salesrooms for Victor' is permissible in this form, provided the merchant's name is placed over or in front of that appellation in type fully as large and prominent as the above term. This seems to be a popular form with some dealers; hence the suggestion, as it avoids the impression of Victor ownership made by the objectionable 'Victor salesroom.' You are not permitted to advertise guarantees, premiums, unusual discounts, unusual inducements or anything tending to appear as an unusual inducement, such as repairs and adjustments, in connection with our product.

"We feel sure that all distributers and dealers who do not wish to take advantage of their competitors by some innuendo or sharp practice in their advertising will be agreeable to our request for fair play, and give us their hearty cooperation. In the case of further objectionable advertising or offense we shall be compelled to suspend negotiations with the offender."

The next best thing to knowing how to do it, is knowing how not to do it.

PHOTO-OPTICAL APPARATUS

Invented by Dr. Duncan a Great Aid to Medical Students—How Moving Pictures and Phonograph Are Employed.

A photo-optical apparatus, the invention of Dr. Charles H. Duncan, a surgeon-engineer, which was recently given a practical and successful test in New York, will, in addition to proving a great benefit to medical science, prove a relief to the suffering patient who, as is now the case, is placed on an operating table and subjected to the gaze of hundreds of students who attend the clinics throughout the city. This apparatus, which will revolutionize a custom in hospital surgery, according to learned medical men who have witnessed its performance, will be the means of doing away with the dread felt by patients submitted to operations of being exposed before embryonic surgeons, students and the public in general.

The machine, by means of mirrors and camera bellows, transports the vivid scene in its actual colors and proportions, life-size, from the operating room to a huge screen in the ampitheater where are gathered the spectators, not one of whom actually sets eyes on the patient, the nurses or the surgeons who are performing the operation.

In addition to this the patient is absolutely unaware that the operation is under observation; no sound penetrates the operating chamber; danger from septic poison broubht in on the clothes and shoes of the witnesses is eliminated, and annoyance caused by those going to and from their seats is obviated.

Moreover, moving pictures of the operation may be procured. Phonographic records, too, of the accompanying lecture are made, thus obtaining for future use valuable instruction for medical colleges all over the world.

As is now the case, even the best appointed surgical auditorium offers poor advantages for observing an operation. The student sees little beyond the backs of the surgeons and nurses unless he is one of the privileged half dozen guests who crowd around the patient.

The lens of the projectoscope throws the picture upon the screen or patient, so that the resulting actual operation is witnessed by every one in the amphitheater from one point of view. It is as though the spectator were gazing down upon the scene through an aperture six feet above the operating table. The face of the patient is covered and nothing whatever is thrown on the screen except the locality operated upon.

Dr. Duncan has succeeded in restoring in the projected picture the full color values through the employment of certain thin strata of chemical fluids intensifying the red, orange and green rays.

The device, which has consumed many months in perfecting, was transformed to the electrical testing laboratory of the Edison Company at Eightieth and East river, where special facilities were afforded for the application of the electric lights. Twenty-five prominent physicians, surgeons and scientists, together with the medical staff of St. Gregory's Hospital, witnessed the tests. A large number of scientific experiments were carried on.

When Dr. Duncan was questioned about his invention at his office, No. 233 Lexington avenue, he regretted that professional ethics prevented him giving any information aside from the acknowledgment of the fact that he had invented a projecting machine for use in hospital amphitheaters. He said that having invented the device and demonstrated its utility, he left it entirely in the hands of his professional brethren to place the apparatus in operation in the hospitals.

BUSINESS MAN'S TEN COMMANDMENTS.

1. Thou shalt not in any wise boast, brag, bounce, or bluster, or the wise man will hold thee in low esteem.
2. Thou shalt not permit thy wife to be living at the rate of $1,000 a year, when thy business is not yielding more than $999; nor shalt thou withhold from her the business information which, as a helpmate, she is entitled to receive.
3. Thou shalt not mock the unsuccessful man, for he may be richer in his poverty than thou art in thy boasted abundance.
4. Thou shalt not carry the counting house into the domestic circle, nor in any wise spoil the children's hour.
5. Thou shalt not hobnob with idle persons nor smoke with them, nor encourage them, nor approve their evil life.
6. Thou shalt not keep company with an unpunctual man, for he will certainly lead thee to carelessness and ruin.
7. Thou shalt not forget that a servant who can tell lies for thee may one day tell lies to thee.
8. As to hours of slumber and sleep, remember the good old rule: Nature requires five, custom gives seven; laziness takes nine, and wickedness eleven.
9. Neither a borrower nor a lender be, but give where well bestowed right cheerfully.
10. Be honest in copper, and in gold thy honesty will be sure.

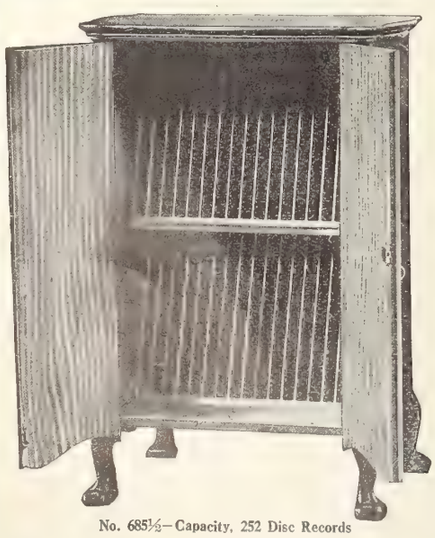
MARION DORIAN AT HEADQUARTRS.

Marion Dorian, who recently arrived in New York from London, Eng., where he was the manager of the branch house of the Columbia Phonograph Co., General, will remain at headquarters in the New York Tribune building in an important position, the exact nature of which has not yet been announced by the company. The post in London which Mr. Dorian vacated will probably be filled by Geo. W. Lyle, general manager, who got away to Europe Wednesday, on his arrival there. Marion Dorian is a brother to Frank Dorian, general European manager of the Columbia Co., and of John H. Dorian, now in China, and the general manager of the company's business in the entire Orient.

THE ZONOPHONE CALENDAR.

The 1909 calendar sent the trade last month by the Universal Talking Machine Mfg. Co., Newark, N. J., presents their "handsome kid" in attractive fashion, the colors showing the Royal machine and the trade-mark, "On Speaking Terms," most effectively.

"A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect."



No. 685½—Capacity, 252 Disc Records

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

We want to sell you our cabinets and offer you a splendid line at very low prices. Exclusive designs, large variety, substantially made, finish unusually good. Need we say more? Write for prices.

Rockford Cabinet Co., 1920-30 12th Street, **Rockford, Ill.**

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

A Retrospective Glance Over Business Conditions for the Past Year—Opportunities for Foreign Trade Expansion Left Unheeded—Fire Damages Edison-Bell Plant—Some Excellent Records Make Their Appearance the Past Month—Gramophones and Sedition—Trade Troubles—The New Clarion Record—Van Biene Helps Music Hall Fund—How the Poor Are Entertained—Amberol Record Publicly Demonstrated—Seymour's New System of Recording—What Mr. Seymour Has to Say—An Interesting Chat With This Gentleman—Interesting Budget of News from the Provinces—After Effects of Labor Troubles.

(Special to The Talking Machine World.)

London, Eng., January 5, 1909.

A short resumé of the course of trade during the past year could not be written down as in any way advancing the interests of this industry, however optimistic one may be. Apart from the very keen competition which has existed, the whole year has been one of unprecedented general trade depression, and it is therefore not a matter of great surprise that the monetary loss has created a set-back from which we cannot hope to regain the normal until at least next season. It is unnecessary to dwell in detail upon the reasons of this decline, for it was largely the result of conditions over which we have no control. No doubt there have been many mistakes made on the commercial side, but traders should now look to the future with a determination to "make good" the lost ground. One great evil that can be remedied is the practice of giving indiscriminate and long credit. That this is an "evil" no trader will question, especially in view of the heavy losses most of us sustained last year. A month's credit is quite enough; at any rate, the limit should not exceed two, and while no hard and fast rule can be laid down, it is fairly obvious that if—say a dealer has sold the goods, or a goodly portion, and does not pay, his credit should be immediately stopped. But to do this and to prevent a delinquent going from one factor to another, a central exchange where such could be black-listed is necessary. It remains for one or two factors to start the ball rolling, and success is assured. Another matter is the enormous wastage of publicity literature. Thousands of pounds yearly are spent by the manufacturers on catalogs, bills, showcards, circulars and other pointers, all for the benefit of the factor and dealer. In many instances, to my own knowledge, this valuable matter is treated as so much waste paper—used up for packing and indiscriminate distribution. And when it gets to the dealer, in nine cases out of ten he just sticks it in some out-of-the-way corner, instead of making good use of the means given him to stimulate his trade. It is safe to say that over 50 per cent. is, without exaggeration, wasted in this fashion. It is a matter which calls for immediate reform, and as competition grows keener the maker will find that he cannot stand this great loss. It is only one of the many things which more strongly emphasizes the necessity for the formation of a trade protection society.

With the exception of perhaps Mr. Edison's latest discovery, 1908 has seen little scientific advance in improvements of the talking machine. I have, however, overlooked the significance of the wooden horn which has just been introduced; that it will supersede the metal trumpet is too much to say, but of a surety it will be a distinct feature in the new year's trade. The disc record, especially the double-sided variety, is far outstripping in popular favor the cylinder record, which succeeding years show is more proportionately on the wane than ever. This latter product still attains a large sale, and no doubt will always do so, but in nine cases out of ten the disc secures the new buyers, and in this connection it will interest our American readers to know that the introduction of double records in England has proved a decided success. If A. offers a single-sided record at 60 cents, and B. can do two of equal merit at 75 or 80 cents, which is the buyer going to have? The question answers itself, for it's human nature to get the most for money all the world over.

While British talking machine concerns are doing good trade with our colonies, it is a remarkable fact that opportunities of creating business with foreign countries are allowed to pass by. If it is not lack of capital, it must be want of enterprise, for golden chances present themselves to the man who will step out of the rut. Let us take an instance: The near East crisis has been responsible for great estrangement between the countries of Bulgaria, Austria and Turkey, in which latter country the Turks are simply clamoring for British goods against Austrian, which they are boycotting very vigorously. This, then, is the hour of the English merchant's opportunity in Turkey, and so far they have shown themselves utterly indifferent to the situation. The consular authorities have pointed out again and again the urgency of direct contact between the British producer and the Turkish consumer. As the Turks prefer to deal personally with an Englishman, and the business is there to be had, it furnishes me with a suggestion to British talking machine manufacturers; and it is that three representative houses with a cheap and high-grade disc product and a good cylinder line, in combination with a maker of accessories, would do well to equip a smart young Englishman knowing the language and send him out to directly trade on their behalf in Turkey. The same idea might apply to Bulgaria, Servia and some of the other small countries round about. Wake up, England!

All Enjoyed a Big Holiday Trade.

My reports from the makers and the leading wholesale houses go to show that they all had a very fine and busy Christmas. The orders were exceptionally heavy the last two weeks in December. Satisfaction is universal—to the coastline north, south, east and west.

Latest Favorite Records.

The following Favorite records are to hand: A pretty musical selection from "The Butterflies," part 1 and 2 (Nos. 2-63009-10), by the Earl of Londale's Private Military Band, which also plays "Unrequited Love" (No. 1-62021), and "Bid Me Good-Bye" (No. 1-62024), both records of exceptional tonal merit. Of songs we have "Loving Smile of Sister Kind" (No. 1-65135), by Harry Thornton, with organ accompaniment; on the reverse "It Was a Lover and His Lass" (No. 1-69077), duet by Miss Jessie Broughton and Harry Thornton, a record which gives evidence of the great advance in quality of the Favorite. In "Never Give In" (No. 1-65158) and "To Anthea" (No. 1-65157) Wilfrid Platt is at his best. "Once Again" (No. 1-65155) and "I'll Sing Thee Songs of Araby" (No. 1-65154) are two popular impressions well sung by Bernard Turner. On the humorous side the inimitable Fred Vernon is responsible for giving us a fund of enjoyment in "Put a Bit of Powder on It, Father" (No. 1-67073), on the reverse of which record is "Oh! Oh! Antonio" (No. 1-67074), the pantomime favorite.

Edison-Bell £6,000 Fire.

On December 21, at 7 a. m., a disastrous outbreak of fire was discovered at the Peckham factory of the Edison-Bell Co. It commenced in one of the molding rooms in the old building and rapidly spread to the new section of the factory, wherein were other molding tanks, boring machinery and many popular matrices, a good deal of which it was impossible to save. The damage is very considerable, and is estimated at over £6,000, fortunately covered by insurance. Some hundreds of employes have been thrown out of work, and altogether, coming, too, at a busy time, the fire has materially interfered with the company's business. The fire originated through a watchman neglecting his duty by letting the wax get 200 degrees too hot. After putting out the fires, instead of letting well alone, he started stirring up the molten wax, thus causing the release of an extra volume of gases, which resulted in spontaneous combustion.

FAVORITE RECORDS

Sales are increasing by leaps and bounds—Why ? ? Because *Everybody* is more than delighted with them. *Every* mail brings in acknowledgments of their *high quality*. Customers, who only lately took them up, regret not having done so before. They are

REAL MONEY MAKERS

There is still room for you to take a share in the profits

FAVORITE RECORDS

bring

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C. 213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Contiuned.)

Postal News.

At most of the important branch postoffices in London letters for the South African mail on Saturdays may now be posted up to 12 noon (instead of 11.30 as hitherto) on the payment of one penny extra postage. Announcement is also made that the cash on delivery system has, besides Egypt, now been extended from the United Kingdom to the Bahama Islands, Bermuda, British Somaliland, Cayman Islands, Cypress, the Fiji Islands, Gambia, Gibraltar, the Gold Coast, Grenada, Jamaica, Leeward Islands, Malta, the Nyasaland Protectorate, St. Lucia, St. Vincent (West Indies), Southern Nigeria, the Straits Settlements, Trinidad, and the British postoffices at Beyrout, Constantinople, Salonica, Smyrna and Tangier.

Edison-Bell Reconstruction.

The Edison-Bell Co. have under consideration a scheme of reconstruction in order to continue business on more economical lines than in the past. Drastic changes are to be made, and in view of the tendency to retrench—and this applies generally to the talking machine trade—the Charing Cross premises will be vacated in the near future. It is a great pity this fine building cannot be maintained, as to some extent it stood for great influence in the talking machine industry, being as it was the most sumptuous and handsomely appointed salon anywhere.

A. O. Limb Retires.

A. O. Limb, after eleven years' faithful service with the Edison-Bell Co., has now severed his connection in order to join his father, who through failing health needs his son to manage their extensive lace manufacturing business in Nottingham. It's a far cry from talking machines to lace, Mr. Limb, but we all hope that as a reminder of old times you may establish a "record" in the Nottingham business, and to this end, allow us to wish you every success.

National Phonograph Co.'s Line Praised.

The National Phonograph Co. report that the new Edison record and the attachments are coming in for a deal of praise from factors and dealers all over the country. The only trouble is the company's inability to supply quick enough the markets of the world, for the demand is universal. This excellent report comes at an appropriate time, and indicates good prospects for the new year trade.

Mr. Birnbaum Resigns.

T. Birnbaum has resigned his position of managing director with the Gramophone Co.

Some Excellent Beka Records.

Some of the prettiest music on any record is contained in the following selections from the Beka records' current list: "Pantomime Memories" No. 1 and No. 2; "King Henry's Song," "Uncle Sammy" (march), "Graceful Dance," from "Henry VIII.," to mention only a few from the innumerable popular titles listed. O. Ruhl reports that trade shows distinct signs of revival, as evidenced by the enormous advance in the Beka sales this season.

No Timber in Twenty Years

A large timber merchant, giving evidence before the Afforestation Committee, said that in a few years there would be a very serious shortage of timber. He could not see how the present forests available for the world could last longer than twenty years. He did not think any substitute could be found for timber, and urged the government to go in for afforestation on a large scale.

A Clumsy Misquotation.

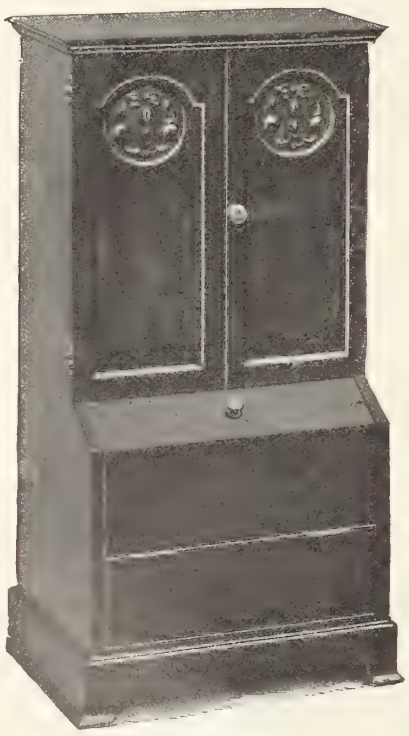
The announcement regarding the closing down of the Edison European factories came as no surprise; it had been "rumored" for some months past, but I would like to ask Mr. Edison, in this connection, if he gave the following to the London Times' American correspondent as the reason. Here is the text as it appeared in print: "The correspondent visited Mr. Edison at his laboratory in New Jersey. 'Say, what's the matter with your people over there?' he exclaimed. 'I've had to close down my phonograph factory in England—what's the name of the place? I've forgotten; somewhere near London. All the others in Europe paying, but we couldn't make that one pay. We get good work out of the French, and the Belgians, and the Germans and Austrians, but the English—no good.' It's all right, people, reading further, we find that Mr. Edison is referring to the ordinary laborer-man. We trust the success of any undertaking does not depend on such!" (See editorial reference elsewhere in The World.—Editor.)

Gramophone News.

A most adaptable and convenient envelope album is issued by the company for the preservation and classification of gramophone records. The album will stand open by itself on the floor or table, while the title of any record can be seen at a glance. In fact, the whole arrangement is of an ingenious and novel nature, and without doubt is the only album on the market of practical use to the record public.

The gramophone catalog of machines—in true-to-life colors, and printed on fine art paper, is the most beautiful work of its class. It is one, Mr. Dealer, that you can read with interest again

KLINGSOR



THE "WAGNER"
Highly finished solid Oak Cabinet.

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated ***Klingsor*** Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.

THE "SULLIVAN"
No. 90. Solid Oak Cabinet, with Silk Curtains.

THE "BIJOU"
Mahogany, Walnut or Oak Cabinet.

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and again, and from which you can also derive much profit.

Another new departure is the marketing of the new gramophone wood horns in oak or mahogany. They give more mellow results than metal, and undoubtedly justify all the company's claims in this direction. A complete catalog of gramophone records for January, February and March, 1909, is now ready, and containing thousands of titles properly classified and indexed, it forms a ready and handy guide for the dealer.

The January list of gramophone records contains selections by the leading bands and artistes of the day. To mention a few, "Selection from overture 1812" and "Zampa overture," by the Band of H. M. Coldstream Guards. La Garde Republicaine gives "L'Invitation a la Valse", La Scala Symphony Orchestra (Milan) "Si j'etais Roi" overture. Under concert music I notice several fine pieces by notable artistes, while Harry Lauder and George Robey figure in the humorous section. Four pantomime hits appear. Mr. Bransby Williams "Sidney Carton's Farewell" is an effective monolog from "The Tale of Two Cities"—perhaps the most natural work written by the celebrated Charles Dickens. The concertina, as played by Alexander Prince, gives forth lively music in "High Jinks." Accredited traders should write to the nearest branch of the Gramophone Co. for full and complete particulars concerning terms of trading in machine and records.

Nobody's Satisfied.

Some time in January the Rena Mfg. Co. will issue a humorous record of exceptional interest. It is a comic song called "Nobody's Satisfied," and both sides of the disc are utilized for the full four verses. Further, a copy of the song, words and music in full sixpenny size, will be given free to each of the first 1,000 purchasers of the record. "Nobody's Satisfied" was first featured by Whit Cunliffe with great success at the London Coliseum and on the Moss and Stoll circuit, and is now being sung by Whit Cunliffe at the Grand Pantomime, Glasgow. The Rena double-record list for January literally teems with hits, and well justifies the company's claim that every record is a picked one.

Here's a Way of Doing Business.

A Yarmouth tradesman in the bankruptcy court said that he penciled the amounts his customers owed him on a board, and on the settlement of an account, he planed the entry off the board. The most novel system of single and double entry the court had ever heard of.

Not Gramophone Records.

The sedition in India has been largely responsible for a great show of brilliancy on the part of certain newspapers recently. Yellow journalism seizes with avidity anything of an inflammatory nature, and the latest to come under this heading is gramophone records. Without taking any trouble to verify the facts, newspaper reports were given to the effect that the government had decided to take action in the matter of alleged seditious songs and speeches, which "it was said, were circulated through the medium of gramophone records. The company, interviewed, say that they know nothing about the matter, excepting that the reported seizure is not of their goods, as particular care is exercised that nothing of a political nature is ever recorded. News agencies should be more careful in future not to call any and every record "gramophone." But, after all, it only shows what a lot there is in a name!

Troubles in the Trade.

In the matter of A. Lyon & Co. (and trading also under the style of the City Mfg. Co), City Rd., and Commercial Rd., London; the public examination was December 4, but debtor did not put in an appearance. The official receiver stated that he had reason to believe debtor had absconded, and caused much laughter by saying that Lyon had become a walking machine and would not be a talking machine in that court today. The public examination was also held of Jacob Lyon, of Bishopgate street, who stated that he was a Russian Jew by nationality, and when a child was taken to America, returning to this country eleven years ago. After working for his father, he commenced business on his own account under the style of the Universal Talking Machine and General Provider, with a capital of £55. He estimated losses by burglaries at £80, but the police had not caught the thieves, and his books would not show exactly how much he lost on this account. Liabilities amounted to over £380, against assets estimated to produce £10. Amongst the creditors are Gramophone Co., £15; Favorite Co., £10; Lugton & Co., £10; C. Ruhl, £14 12s. 6d.; Willibald, Tweer & Co., £21 15s.; Beka Record, £11 11s.; Hirsch & Co., £63 16s., and H. Pohl, £34 4s. 6d.

The official receivers report in regard to the liquidation of Cycledom, Ltd., of Blackfriars Rd., London, shows ranking liabilities at £5,193, 18s. 6d., and assets, £1,347 3s. 5d., which is all absorbed by the debenture holders' claims; thus leaving nothing for the creditors. Other business troubles cover J. H. Diggle, Miller Arcade and Strand Road, Preston (deed of arrangement), and Charles Evans, Worthgate street, Aberystwyth.

The "Clarion" 200 Thread.

It was promised some few weeks ago, and the record should be on the market now very soon. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This is an advantage, to my mind, for the ordinary standard record is much too loud. By decreasing the volume somewhat, a much sweeter tone is obtained, which the public are not slow to appre-

ROYAL APPRECIATION

BY APPOINTMENT
To H. M. the QUEEN

To H. M. the KING
OF ITALY

To T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE
OF EGYPT

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

To H. M. the SHAH
OF PERSIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

ciate, as traders are now finding out, to their surprise. The majority boom their records as the loudest, and, let me say here, the louder they are, the less they sell. Moreover, it is doing a great deal of harm to the industry, and it will be found that the men (and they are many) who get tired of their machine and sell it, do so in the majority of cases because of the loud volume which characterizes the average record. You might ask, why therefore, was the purchase made? The answer is not far to seek. In the dealer's shop, sound has more room to disperse, and consequently it appears to the buyer to be just the right pitch, but when home it is another thing, the record seems twice as loud—through want of space—and is probably discarded altogether. Ask the buyer!

Russell Hunting & Co. Open Up.

The new concern foreshadowed in my last report as coming into existence, has now commenced trading under the name of Russell Hunting & Co., of which Alexander Ogden is the manager. Business is in full swing at the factory, and Mr. Ogden reports a good start, with plenty of orders in hand. Both a ninepenny and a shilling record will be put on the market, but it would be premature to say more now, although we shall, no doubt, have something further to report later.

Gramophone Concerts at Whiteley's.

At Messrs. Whiteley's great London store, gramophone concerts are now given every day from two till seven o'clock. The innovation has shown surprisingly good results, which should stimulate other stores to follow this excellent example.

Earlier Post for New York.

In order that Cunarders outward bound from Queenstown shall not be delayed in waiting for the mails, the postal authorities propose to close the time for posting letters intended for the Queenstown route two hours earlier on Saturdays in London. The mails will then reach Queenstown at 5:15 on Sunday mornings, instead of 7:15 as at present, and will therefore frequently arrive before the Cunarders come up. It is thought that the saving of time should result in the Lusitania and Mauretania reaching New York in time to land their passengers and mails on Thursday evenings. The public will be notified shortly the exact date this new arrangement will come into force.

Gramophone Co.'s Dividend.

The directors of the Gramophone Co. announce an interim dividend of 15 per cent. per annum (9d. per share) less income tax, on the ordinary shares for the past quarter, payable January 15.

Concession to Australian Newspapers.

In future Australian newspapers, weighing not more than 8 oz., will be delivered in this country for 1d. postage. A similar reduction to Australia is not to be given just yet.

New Departure in Cylinder Records.

A new departure in cylinder records is promised shortly; in the matter of length they will be 8 in. and 16 in. long, which, of course, can only be played on a special kind of machine.

Companies Registered.

The Favorite Disc Record Co., Ltd., capital 550,000 marks. Registered in Germany prior to June 30, 1905. British address 45 City Road, London, where A. F. Vische is authorized to accept service.

Express Rates to America.

In consequence of an increase in the charges made by the American Express Co. for defraying the cost of clearing parcels through the United States Customs, Sidney Buxton announces that it has become necessary to increase by sixpence per parcel the rates of postage on parcels sent to America by the semi-official parcel post from January 1. There is no increase in the official parcel post rates.

Van Biene Contributes to Music Hall Fund.

Auguste Van Biene, the great 'cello player, recently played in several London thoroughfares and collected 15s, 2d., which, with a £5 note, he has sent to the Music Hall Benevolent Fund. The action was the fulfilment of a vow made forty years ago. One day in 1868 a starving boy of seventeen was discovered playing in Hanover Square by Sir Michael Costa, who, remarking the boy's wonderful power, asked why he was playing in the gutter. "Because I am hungry," Van Biene replied in French. Sir Michael took him home and after hearing him play, found him a place as 'cello player in the Covent Garden Orchestra. He then vowed that on every anniversary of his deliverance from starvation, he would go back to the streets and play, and he has never broken that vow.

A Letter from Mr. Ruhl.

Dear Sir:—In your issue of December 15 I find a review of our records which I very much appreciate. I wish, however, to point out to you that the name of the artiste who played our piano solos is Mr. Henry E. Geehl. It may also interest you to know that Mr. Geehl is a composer of some note, "Valse Arabesque," which he played for us, is one of his compositions published under a pseudonym. I may say that I am always looking forward to your "Trade Happenings in England," which always contains a lot of interesting matter, and from which I get all the news in a concise form, and at a glance. Wishing you every success, etc.,

Postage Between England and France.

Headway is being made by the movement for the establishment of penny postage between England and France. The Posts and Telegraph Commission is strongly in favor of reducing the ordinary letter rate from two pence-halfpenny to one penny.

A New Columbia Catalog.

A new machine catalog, illustrating and describing all models of disc and cylinder graphophones, has just been issued by the Columbia Phonograph Co. It is a handsome, compact booklet printed on art paper with large half-tone illustrations. Special emphasis is laid on the tone of reproduction, mechanical efficiency, and appearance of Columbia instruments. The catalog offers a wide choice for selection, in models ranging from the £2 2s. "Trump" to the £45 "Symphony Grand." A section is devoted to talking machine accessories, and a list of the principal machine and repair parts, with prices, is given.

Piracy of Trade-Marks.

Regarding the increase of trade-mark infringement in Japan, the British Foreign Office advises owners of such marks to forward particulars of them to the Patent Bureau at Tokio. The difficulty of protecting trade-marks is greatly increased by the failure of foreigners to take any action to secure their rights. Traders are recommended to combine to appoint a common agent at Tokio to watch their interests.

Entertaining the Poor.

The workhouse officials throughout the country are gradually but surely coming to regard our beloved instruments as very necessary to the enjoyment and comfort of the inmates. We don't deplore the idea for one moment, but it really seems a very risky thing to do, for such fine musical records as are provided would seem to act upon the tramp like unto a magnet, with the result that the workhouses are full up, and

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BUILT LIKE A WHEEL
Better than Glass, Mica or Wood. Nothing else so good
The loudest and most perfect reproduction yet obtained.
For Edison "C," or Columbia Lyric, 2/ or 50c. with crosshead attached.
A LITTLE MARVEL
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EXTRA LOUD AND SWEET.
My new "Needle Tension Attachment" for disc sound-boxes is ready.
Post Free with Instructions. Literature and Testimonials from
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N. B.—Dealers and Jobbers ordering samples should remit in full, the trade difference will be refunded. We are open to offers for the American rights in this Diaphragm.

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Records and Supplies
Export a specialty. Shippers are requested to state their requirements.
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Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS., CYLINDERS, ETC., and all goods connected with the trade.
WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.
Correspondence Invited
PROMPT ATTENTION
Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.
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The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.
Bankers, London City and Midland Ltd., Manchester. For terms, please write, stating requirements, to
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FOREIGN AGENCIES
If You Want to Market Your Goods in the United Kingdom, Write to Me.
I can handle profitably Cinematograph Machines, Phonographs, and all Talking Machine Accessories. My connection in the trade is second to none, and my references are first-class. Correspondence invited.
R. PRIEUR
68 Basinghall St., London, E. C., Eng.

an increase in the poor rate is expected shortly. We hope the local dealer will at any rate counterbalance this tendency by reaping a good harvest on the sale of records, and there should be a fine turn-over, too, as the guardians, above all persons in the world, do know how to spend money—with too much ease in a good many cases, as witness the recent East London disclosures, etc. The latest workhouse converts to the Gramophone are at Ribchester (Mr. Preston), Lambeth, where only the other day £8 was voted for records; Cornwall, and others. Well, it means good trade for somebody, and perhaps the rates will not go up after all.

Talker a Christmas Entertainer

Mr. and Mrs. Will Crooks, with a large Gramophone, visted Poplar Workhouse on boxing day, and gave a series of Christmas entertainments to the aged inmates, who voted it the best time ever. Mrs. Crooks herself superintended the gramophone and joined in all the choruses, much to the delight and amusement of everyone.

Amberol Record Publicly Demonstrated.

Presided over by G. Croydon Marks, M.P., the National Phonograph Co. gave a highly successful demonstration of the new "Amberol" record to a large and influential gathering of newspaper representatives at Prince's Restaurant, December 10. The chairman's introductory remarks excited the interest—and no doubt provided a good deal of instruction—to his audience. We may hope so, at any rate, as in the past some of our esteemed contemporaries have not only held the talking machine up to ridicule, but through ignorance have made themselves more ridiculous still by not knowing the difference between a cylinder and a disc record, or machine. Happily this state of things is gradually being eliminated, and a few more such speeches as Croydon Marks gave would go further than anything to enlighten our friends of the pen. And remembering that the pen is mightier than the sword, I had better say no more on this point. In the course of his speech, Mr. Marks gave a few statistics of a remarkable and interesting character. For instance, who would have thought it possible that the length of thread or line of sound waves around an Amberol record amounted to over 5,076 inches? It seems hardly credible, but such is the case. Thirteen records on this basis would measure a mile of music! The meeting ended by sending a message to Mr. Edison through the medium of a record which was produced to the wondering audiences almost immediately after being recorded.

Nottingham Back in Harness.

Francis Nottingham, we are glad to say, is now back in harness at the office, and although he necessarily has to take things easy for a while, he expects to be quite his old self again in a few weeks.

A Correction.

The Colmore Depot report in our last issue was inadvertently headed "Manchester" instead of "Birmingham." I am asked to mention this, as the Colmore people do not factor Amberol or Zonophones in Manchester, but are the official factors in these goods for Birmingham and districts only. A colored poster, 60 x 40, of an attractive and original design, is being distributed to Colmore dealers to advertise their special and exclusive line, the Melbo-phone. The Colmore Depot will send this poster to any midland dealer with his name at the foot as local agent.

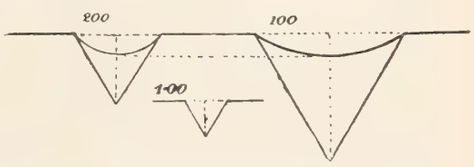
A Revolution in Recording.

Following the announcement in my last report that Henry Seymour had invented and applied for letters patent for a new system of recording, I can now give some further particulars relative thereto. He claims that it is possible to make an eight-minute record on the standard cylinder with precisely the same volume and tone quality as the standard records, whereas if he confines the limit to four minutes, he obtains just double the volume without the loss of quality, and enormously diminishes the surface noises in addition. I suggested that the appearance of the "Amberol" record had induced Mr. Seymour to devote himself to the problem of finer cutting, which he quickly contradicted; in fact, he reminded me that I had mentioned his experiments in this direction many months ago and that I had communicated the fact to the readers of The World.

I asked Mr. Seymour what he thought of the "Amberol," now that opportunity had been given to carefully judge it. He said that "it was a real advance, but Mr. Edison, however, had stuck to the original U track. Their tonal value is excellent, but the volume is much less than that of the standard cylinder.

"The volume of a record depends on two things: the depth of the vibratory cut and the extent of frictional contact by the reproducing stylus with the record track.

"The same area of track contact as that of the standard cylinder must be preserved to obtain the same volume, apart from the depth or amplitude of the vibratory cut, and this can never be preserved with the U form, since every unit of depth necessarily adds an increase in the width of the cut. This is so even with my new system (which is the V cut, formed by cutting edges which assume two sides of an equilateral



triangle, or maybe, a square), but not in the same degree. The employment of a cutting stylus in the latter form solves both the recording and the reproducing problems at once. I get more than double the depth of the 'Amberol' cut, and yet preserve the same frictional con-

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A trial will convince you of this statement **Not the Cheapest—But—The Best**

This season's demand more than doubles the previous two years taken together.

Model XII.

Our **LOUD-TONE-SOUND-BOX** is considered by Experts **THE BEST** that ever has been brought on the market.

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Excelsiorwerk,

or
London, Eng., 45 City Road

tact as that of the 100-thread record. As the sides of an equilateral triangle are always mathematically equal, whatever its size, a reproducing stylus of any size of the same shape will never fail to properly engage the track; and this is of the greatest importance both technically and commercially, for sapphire grinders are unable to make circular styli of uniform diameter, except by accident, whereas the triangular shape is both easy and cheap to produce."

MR. SEYMOUR INSPECTING AN 8-MINUTE MASTER RECORD ON A 10-INCH BLANK.

"You propose to apply your system to the indestructible cylinder and to the phono disc?" I understand.

"Yes," replied Mr. Seymour; "the fine cut is just the one thing needed to make the indestructibles a success, for they will no longer be harsh in tone or noisy in surface. The samples of celluloid cylinders I have made are entirely without surface noise at all, but there is a little left with the 200-thread discs, which I hope to similarly eliminate."

I asked Mr. Seymour how he proposed to eliminate foreign noises entirely. He said that "theoretically it was impossible, but by making these noises correspond with the tones of the record they were practically obscured. In the delicate passages of a record the V cut would be very shallow and therefore would emit scarcely any surface noise at all. With the deeper cut, corresponding with the louder tones, the surface noises would be greater, but only relatively so, and the greater strength of tone would render the track noise inaudible. Of course, much surface noise in present records is due to coarse blanks or badly deposited matrices, or to both. The finer cut requires fine processes, and when everything is in proper order in the manufacture of the records by the new process, only the very squeamish of critics will be found to object to those trifling extraneous sounds which are entirely due to the mechanical processes necessarily involved in producing a mechanical sound record."

It occurred to me that a V-shaped reproducing stylus would tend to cut up the records, even though they were of the unbreakable type, and I asked Mr. Seymour about this. He said he had properly considered that as a plausible objection, which, however, was groundless. There would be no more pressure on the point than at any other part of the stylus, he said, because the two sides would constitute a natural check on the point. But to obviate any possible difficulty in this regard, the point could be slightly rounded in the reproducing stylus.

Mr. Seymour said the best results of the 200-thread were obtained in the disc form at present, the larger diameter favoring both volume and quality. He hoped to let me hear some samples when calling upon him again, although there were technical difficulties yet to overcome.

TRADE REPORTS FROM THE PROVINCES

LEEDS NOTES.

Leeds, January 3, 1909.

In Yorkshire, generally, trade is not so good as was anticipated. In Leeds and the neighborhood the retail trade, specially, has been somewhat slow, but on the northern coast, Middlesborough, Newcastle-on-Tyne, and the adjacent districts, sales are reported to be a great deal better.

Fortunately for the talking machine trade the labor disturbances which occurred during the early part of the year were settled just in time to allow the workers to recover themselves somewhat before Christmas week, thereby enabling them to spend more money in the north than on the south side of the country. There is, however, no energy displayed by the public to purchase, which limits the retailers to a smaller stock in proportion. As soon, however, as the areas that have been affected by the recent strikes and labor troubles get normal, there is not the slightest doubt but that trade will recover, and in all probability make up for past losses.

In Leeds, Scott & Co. report business as fairly moderate. Zonophones are selling exceptionally well with them, and the new "Amberol" records are now being taken up very freely by the dealers.

Business is reported good at Hilton & Co They have done exceptionally well in the north and northeast of the country, and are satisfied with the results in their extensive wholesale business, but in the retail depot business was reported as rather slow, only a moderate trade being maintained, notwithstanding local advertising and other publicity, the spending power of the public has not been free, owing to general business depression, and reports of a like nature come from Messrs. Hopkinson.

Appleton & Co. have recently removed from Upper Mill Hill to more extensive premises in Aire street, where they will be in a position to deal better with their customers' requirements.

"The Record Phone Co.," Thornton's Arcade, state that business with them is not quite so good as expected. Zonophones, Twins and Edisons are selling very well, and they expect that business will be altogether better shortly.

Mr. Jenkins, of Queen Victoria street, the original Pathé factor for Leeds, reports business as very good. He is also stocking Homophone records, and is very well pleased with them. Mr. Jenkins is now manufacturing his own machines and cases, having recently started a cabinet-making workshop. The models we saw are exceptionally nice, and being sold at a reasonable price, he hopes to do a very large trade.

Another firm of cabinet makers, "The Leeds Cabinet Phone Co.," are also making a large assortment of cabinets for the talking machine industry. They have probably, in all, about one dozen different designs, from £2 or £3 up to £30.

The well-known cycle agents, Messrs. Greenwood, and Messrs. Byrom, have taken up Pathé goods again this year, and from all appearances are doing well with them.

LIVERPOOL NOTES.

Liverpool, January 3, 1909.

In Liverpool and district generally trade has somewhat increased, but nothing compared to what it should be. In one or two cases traders appear to be busy, but it is the exception rather than the rule.

In the wholesale field, Messrs. Richardson are holding their own this season and concentrating upon the Amberol records, they appear well satisfied.

At Messrs. Johnson's they have been receiving a steady influx of orders from the country districts principally, and are well satisfied with the results.

At Thompson, Helsby & Co. business is reported as fairly good, but nothing startling.

We had the pleasure of a long chat with Messrs. Turner and Carter, who are the managing directors of the Melograph Disc Record Co., Ltd., a few days ago. They have had, so far, rather an uphill time owing to very severe competition, but express themselves as very hopeful regarding the near future. They have recently placed upon the market another special supplement containing some extra good titles, and although the business has not been quite so good

"CLARION"

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY-MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The Premier Manufacturing Co., Ltd.
81 CITY ROAD LONDON, E. C.

Accredited Agents in U. S. A. The Portland Talking Machine Co.
JOBBERS
PORTLAND, MAINE, U. S. A.

Melograph Disc Record Co., Ltd.
22 Sir Thomas Street, LIVERPOOL

FOR the finest double-sided 10-inch disc records on the market, 2/6 each.
Compare these with any other make at any price.
Write for lists and samples (Trade only).

as they expected, they hope it will considerably increase in a short time.

In the retail business, Archer & Co. state that business is only moderate.

Cramer & Co. find that it has been considerably better recently, especially in the higher-class goods. Jake Graham has also been very busy.

In the other houses, although there is a certain amount of sales being made, there is a distinct lack of energy and enthusiasm with the buying public this season. The recent labor troubles have caused a serious set-back as regards machine sales, and on the record side, where last season a dozen were purchased, probably only two or three are bought now. In addition to this there has been recently large quantities of liquidative stocks and job lines placed on the market, and these have also caused a further diminution in sales of the ordinary goods.

Altogether, the past year, 1908, has not been what one would term a really successful one. Notwithstanding plenty of energy and hard work, very small profits are being made, and we rather anticipate that in not a few cases they will only just cover trading expenses.

Christmas and New Year festivities are now over, and we hope that the year 1909 will bring us better and more trade than did 1908.

MANCHESTER.

Manchester, January 4, 1909.

Generally speaking, the trade has not been so good as anticipated; disc records have sold fairly freely, especially the well-known makes. Disc machines have been somewhat slow. In cylinders, Edisons have, of course, taken the lead. Gems, Standard and Home machines have had a steady sale. The booming of the Amberol has caused this; nevertheless the market is very unsettled. Job lines, both recently offered, also others that are in view, bring down the prices, and make the dealer extra cautious in buying.

Messrs. Duwe have had quite a rush during December, the output being very large; machines not quite so freely, but records in quantities. Edison machines, also the new attachments, with Amberol records, have the call.

Messrs. Richardson have had a busy time also. Zonophones, Twins and their special Truetone disc machines, with Edison goods, have in each case found good sales.

Messrs. Burrows also report business as very good. At Frazer Watson's Pathé goods were strongly in evidence. They had, however, missed a good many sales during December from delay in delivery, but hope, now that the stock has arrived, to go ahead.

The Edison-Bell Phonograph Co., Ltd., closed up their depot at 22 Dantzig street on December 25. From what we gather there will be important changes in this concern before very long, with a view of bringing it right up to date upon lines that will enable the very severe competition to be met.

In the retail houses sales are less than last year; customers are more critical, spend much more time hearing records and buy less at the finish. Money during Christmas has not been spent so freely as in previous years, and it will be some months yet before business resumes its normal condition.

Eight-inch and sixteen-inch cylinder records will soon be placed on the market by a London concern.

ELEMENTS THAT COUNT.

Points to be Considered in Selling—Customer Should be Treated in Such a Manner That He Will Call Again.

In every sale there are three elements. The article to be sold, the person who wishes to sell—that is, the salesman—and the person to whom the sale is to be made. In all sales it is assumed that the article to be sold has merit and real value and will be of use to the purchaser. It is to be assumed, also, that the salesman may of right sell the article and that he understands the article thoroughly and can present its merits to the prospective purchaser. The third element in the sale, the person to whom the sale is to be made, is a most important factor in the transaction, and upon the salesman's understanding of his customer, his appreciation of the customer's needs, and his quick perception of his customer's peculiarities, will depend his skill and success as a salesman.

It is sound policy always for the salesman to treat the customer as though he expected to meet him again many times, and to make not only the present, but many future sales. The policy of treating the customer as though this were the only time when he and the salesman were to meet is not only bad ethics, but bad salesmanship, and it is best always for the salesman to sell to his customer something which the customer needs and something which is of proper value for the consideration received. In this way the transaction will beget confidence and when the salesman and the customer meet upon future occasions, the salesman has already stored up capital in the way of a reputation for fair dealing and reliability.

We are all salesmen of our wares, whether those wares be thread and needles and buttons, or whether they be flour and potatoes and hay, or whether they be publicity, as in the case of newspaper advertising, or whether they be services as in the case of a doctor or the schoolmaster or the public official.

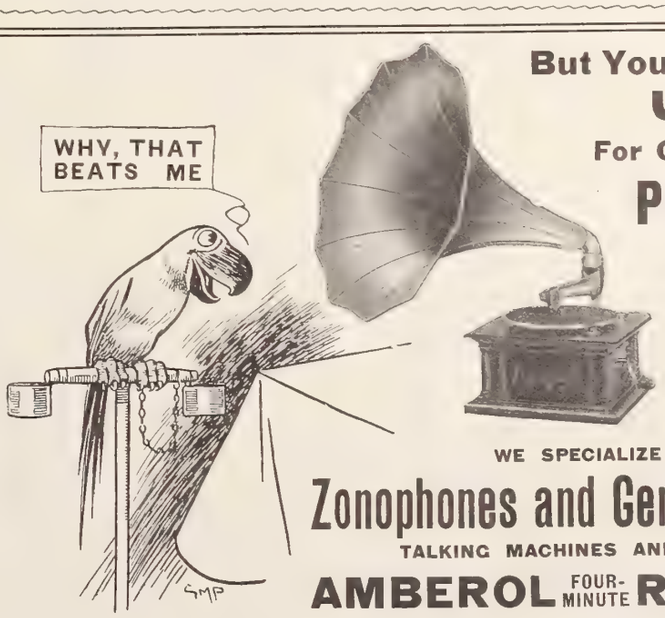
In all the higher lines of salesmanship the study and understanding of the customer becomes a most important matter. The salesman must know where to find the person to whom he may sell. If he has valuable real estate to dispose of, he must know, first, the sort of property which will be useful to his customer, whether that customer needs a factory site or a place where he may build a retail store, or whether he needs a lot on which to erect his home. The salesman must, by a study of the customer, learn the man's resources and be able to suggest for his consideration the kind of property and of such value as the purchaser can not only use but pay for. Sometimes he must arouse in the customer an appreciation of the need he has for the property offered. He must be shown the advantages of the purchase, financial or social. In other words, an appetite must be created.

HAMMERSTEIN GETS McCORMACK.

The Great Irish Tenor Who Scored Such a Success at Covent Garden Will be Heard Here.

Oscar Hammerstein announced early last week that he has a new grand opera tenor, whose talking machine records are so much admired abroad and in this country. He is an Irishman and his name is John McCormack—probably the first Irishman ever engaged as a leading grand opera tenor by an American impresario. Mr. McCormack is already well known. He is described as tall and handsome, only 24 years old, and there are some connoisseurs who have gone so far as to say that he has "the most beautiful tenor voice of any singer now before the public." Mr. Hammerstein has taken him under a long contract, and he will make his first appearance in America at the Manhattan and Philadelphia opera houses early next season. Mr. McCormack came of humble parentage. A wealthy Irish woman was attracted by the marvelous beauty of his voice while visiting a sick tenant to whom he was singing. This woman sent him to Milan to study under Sabatini, with whom he stayed two years. While in Italy McCormack acquired stage experience and a repertoire of Italian operas. He came to London and made his first important appearance at the London ballad concerts. At this concert Mme. Clara Butt made her reappearance after a serious illness of six months. The Queen's Hall was packed to the walls. Mr. McCormack was No. 5 on the program and Mme. Butt No. 6. Everyone was on the qui vive to hear the latter, and when Mr. McCormack appeared to sing "Che Gelida Manina" from "La Boheme" the crowd became impatient. He had not sung ten bars when all ears were strained to hear him. He was recalled sixteen times. Then he sang a simple Irish ballad and was recalled ten times. Mr. McCormack's first appearance in Covent Garden opera was in October, 1907, in "Cavalleria Rusticana."

Max Landay, of the Talking Machine Supply Co., New York City, will make a western trip about January 15, going as far as Chicago.



But You Can't Beat US
For Giving You PROMPT DELIVERY
of all the latest Types and Titles.

WE SPECIALIZE IN
Zonophones and Genuine Edison
TALKING MACHINES AND THE NEW
AMBEROL FOUR-MINUTE RECORDS

If YOU haven't the particular record that your customer wants, remember that WE HAVE. You need never disappoint a customer or lose a sale if you
SEND US YOUR ORDERS
BROWN BROS., LTD., 22-32 Great Eastern Street, LONDON, E. C. and Deansgate, MANCHESTER

TRADE NOTES FROM GERMANY.

Holiday Business Behind Previous Years—The Outlook—Talking Machine Manufacturers Unite to Protect Their Interest in New Copyright Matters—International Zonophone Co.'s Exchange Arrangement Popular—New Firm to Make Disc Records in Hanover—H. Bahre Closes Branch House—Dealers Fight Against Unfair Competition—Some of the Schemes Condemned as Unfair and How They Work.

(Special to The Talking Machine World.)

Berlin, Germany, Jan. 5, 1909.

Reports coming in from various sections of the Empire indicate that the holiday trade this year fell far short of that for 1907, though quite brisk as compared with business during the past few months. Nor is there any prospect of much improvement in conditions in the near future or so long as there are war clouds in the Balkans and the financial outlook is unsettled. However, the optimistic ones look for a change when the new taxes have been introduced and the country's finances put in order.

The talking machine trade bears up well in comparison to other lines. The factories as a rule keep fairly busy and retailers through strenuous efforts are able to make a comparatively good showing.

The decision of the Berlin copyright conference to the effect that in future the transfer of music pieces to automatic instruments (talking machines, records, etc.), will be considered an act of piracy, just as reprinting or relithographing, has greatly interested the talking machine and record manufacturers in this country. The decision is to take effect not later than October 1, 1910, and it may perhaps be much earlier in Germany and a royalty must then be paid for all copyrighted music transferred to automatic instruments.

As a result of the conference an association of German talking machine manufacturers has been formed to protect the interests of that industry in the matter of copyright. A committee was sent to the office of the Interior and were assured that their demands would be carefully considered before the government took any action on the copyright question in the Reichstag. It is feared that Germany is prepared to take more drastic action on the question than any other country represented at the Berlin conference.

The Deutsche Graphonic Gesellschaft, m. b. H., are a new firm who have commenced business in this city under the management of Herr Wilhelm Bree. They have a capital of M. 20,000 and will trade in writing and talking machines.

The arrangement made the International Zonophone G. m. b. H. for the redemption of worn records is proving highly popular. The plan, which became effective on December 1, provides that Ms. 50 will be allowed in Germany for every Zonophone record returned on condition that a new one is bought at the time. This firm have recently issued a lengthy list of Stuttgart records containing band and orchestra selections and a series of folk songs.

The Concordia Schallplattenfabrik G. m. b. H. are a new firm who have begun the manufacture of a new disc record in Hanover. The new record is made of specially hard material and are said to give excellent results.

H. Bahre have given their branch house in Koln in order to properly handle their extensive trade in this city. Herr Dinkelspiel will, however, act as their representative in Koln, with offices at Moltkerte 52.

When some years ago advertisements appeared in the German papers announcing that talking machines were to be "given away," there was a great stir in the ranks of the talking machine dealers. The first advertisements of this kind were worded in such a way as to make the public believe that the talking machines were really "given away," because the conditions connected with the "giving away" were scarcely mentioned.

These advertisements afforded the dealers an opportunity of successfully taking legal proceedings, on the ground of unfair competition, against the firms advertising in this way.

Under the law against unfair competition any person is liable to punishment who, in booming his goods, endeavors to create "the appearance of an exceptionally favorable offer," if in reality no such exceptionally favorable offer is made. Now an investigation of this "given away" business when the idea was first promoted shows that there is nothing in the nature of an exceptionally favorable offer connected with it, because a purchaser only received a talking machine gratis upon undertaking to purchase a large number of discs and to pay for them in weekly instalments. The article "given away," that is to say the talking machine, did not become his property until the entire amount had been paid.

There was further the fact that these firms in their advertisements endeavored to create the impression that the discs were being sold without addition to the price. As a matter of fact, the discs in question could be obtained from any regular retail dealer at m. 2.50 to m. 3 (mark equals about 24 cents), whereas the "given away" firms charged m. 3 for them.

After a compromise in a law suit for unfair competition the "given away" firm undertaking to no longer make use of the advertisements complained of in the old form, the remaining firms of this class became more careful. They went so far as to hint in their advertisements that anyone wishing to receive a talking machine gratis would have to "subscribe" for a "certain number" of discs.

The attempts to induce the public prosecutor to proceed against the people who inserted these advertisements on the ground of unfair competition were not successful, as the authorities took up the standpoint that it was only a "veiled instalment business" which could easily be "seen through."

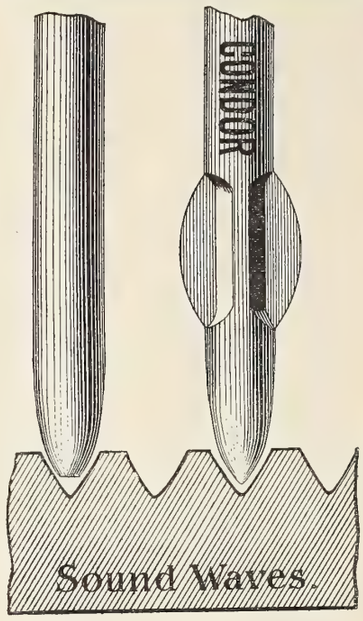
Now, as long as the "given away" firms increased the price of the discs, the competition was not of general importance to the dealers, although it made itself felt in some places. There was also no change in the situation when the "given away" firms in some cases put their own labels on discs, which could be bought in the ordinary course of business for M. 2.50 to M. 3. It was of more importance that the greater part of the public recognized that the discs were practically the same as could be purchased elsewhere at prices ranging from 90 pfg. to M. 1.40 cheaper. The more the public got to know about the different discs manufactured by the various firms the more probable did it become that they would object to the increased prices which the "given away" firms charged for their discs.

A change in the situation has taken place since last summer, as in the meantime the largest of the "given away" firms has closed a contract with a prominent disc manufacturer which enables it to supply, even in connection with the "given away" business, an undoubtedly first-class disc at the usual retail price of M. 3.

This company have been induced, in consideration of an order for 100,000 discs, to make the "given away' firm a special concession in the matter of price (in well-informed circles there are rumors of M. 1.05 or M. 1.10 as the cost of the discs to the "given away" firm). Under these circumstances the purchaser obtains discs from the "given away" firm at the price which he would have to pay the ordinary dealer for them, both being bound by contract not to sell at less than M. 3.

Now, in order to prove to the public that they are, nevertheless, being imposed upon, a leading Leipzig wholesale house has broken off its connections with the manufacturing concern referred to and has since that time sold these discs below price. This firm, and the dealers who take up the same position, are of opinion that the public must be shown that these discs are to be had at M. 2.25, so that they see that they are being continually imposed upon by the "given away" firms.

The calculation used in support of this contention is as follows: In order to obtain a machine gratis the customer must purchase 45



CONDOR

is the

Only Needle in the World having

Each Point Warranted

therefore

Best Reproduction

No Ruin of Record

Sole Manufacturer

Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY

discs at M. 3.—(2 per week) so that the "given away" firm receives M. 135. The machine supplied is valued at the difference between the regular retail price of M. 3.—and the cutting price of M. 2.25, that is to say at M. 33.75, whereas it is really worth only about M. 20.

It is evident that this cutting policy can only last a certain length of time, that is until the firms taking part in the movement have exhausted their stock. On the other hand a close observer will regard this cutting of prices with mixed feelings. "A disc which is acknowledged to be first-class being thrown on the market at a retail price of M. 2.25," he will say, "shows that other discs are also not worth more."

The idea practiced by some of the dealers of boycotting the manufacturing company on account of this contract with the "given away" firm has had no practical result and will probably not have the desired effect. Further only a small number of dealers can afford to sell these discs at M. 2.25, as at this price they make no profit.

So far as the future of the "given away" business in Germany is concerned, it may be stated that if the advertisements are carefully worded it is impossible to combat the movement legally through the public prosecutor on the score of unfair competition. Even if a purchaser really believes that he has received an inferior machine from the "given away" firm, he will very seldom be prepared to go to the length of a law suit against them.

In one case in which certain dealers made use of a purchaser to institute proceedings against a "given away" firm a partial success was gained. However, too high a value must not be placed on this, as it is possible for the "given away" firm, by virtue of its large contracts to "give away" a comparatively good machine at a low price.

On the other hand, there are large sections of the public who would purchase talking machines, but have difficulty in getting together the necessary amount of money to purchase both apparatus and a number of discs for cash. A purchaser naturally wishes to have a few discs with his machine so that he can make use of it. The "given away" firms fill this want rather cleverly by supplying five discs with the machine and accepting a deposit of M. 15.

Viewed from an unbiassed point of view it must be admitted that the subscription for two discs a week provides a constant supply of new music, etc., and this greatly enhances the value of the machine in the eyes of the owner.

However, until one or more large "given away" firms establish permanent agencies in all the important places and open up the extensive market, which undoubtedly exists, by putting a large amount of capital into the business, these "given away" advertisements are of secondary importance. Should a number of financially strong firms develop this market in earnest, in which case they might possibly be able to reduce the weekly number of discs to one, talking machine dealers in Germany would probably lose a great part of their business. At the same time such steps would soon make the talking machine an everyday article for the general public, in which direction but a very modest beginning has so far been made.

The cover of the catalog supplement for January of the Edison records is a nifty affair. And the portrait of Cal Stewart ("Uncle Josh") is the frontispiece of the New Phonogram. Cal originates his own stories, and gives much time and attention to working out the details of his often inimitable series. As may be noted, Cal has returned to the staff of Edison artists, and Walter H. Miller, manager of the laboratory, is to be congratulated on having the gentle philosopher of Punkinville with him again.

Christmas Eve the establishment of J. F. Blackman & Son, 3937 Third avenue, New York, Edison jobbers, was visited by thieves and $300 purloined—a far from agreeable experience. Since then, however, a new safe has been installed, and the firm's ready cash is now considered safe, according to B. R. Barklow, of the National Co.'s force.

FORTUNES FROM INVENTIONS.

Inventors Usually Spoiled by Newspapers Through Fanciful Stories of Wealth in Patents.

We clip the following from the Indianapolis, Ind., News of recent date. It is only one of many relating to "fortunes" to be made from improvements in the talking machine. We cannot have too many minds working toward the betterment of this ever popular machine, yet the daily papers unquestionably print a lot of nonsense about fortunes to be made from minor inventions. We sincerely hope that Mr. Brown will make all that the News says he expects to make, but expectations are not always realizations. Here is the item to which we refer: "E A. Brown, formerly of Carmel, who recently invented a rapid-fire gun that attracted attention, has just applied for a patent on an ingenious device for a phonograph. The new appliance is small, not as large as an ordinary thimble. The device is attached to the cylinder, on which the records are placed. It holds the record so firmly that it is impossible for it to vary, thus doing away with the rasping noise. The record is placed on the cylinder, a miniature gate is closed and when the selection is finished the gate opens automatically and the record is removed. Mr. Brown believes his invention will bring him a small fortune."

VICTOR LITERATURE.

The Victor Talking Machine Co. have been sending more excellent literature to their dealers in the shape of reproductions of four of the page advertisements carried by the company in farm journals and an inspiring article upon taking advantage of the company's widespread publicity campaign by the local dealer. The text of the folder is to stimulate the dealer to get after the trade of the farmer and it should accomplish its purpose.

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in

German	Danish	Tamil
English	Arabian	Malayian
French	Turkish	Burmese
Italian	Chinese:	Hindustanee:
Russian	Swatow	Urdu
Polish	Guakau	Marathi
Spanish	Pekinese	Gujarathi
Portuguese	Shansinese	Hindi
Hungarian	Kiangnanese	Tarsi, and 15
Dutch	Cantonese	other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agent for Great Britain and Ireland:

O. RÜHL, 77 CITY ROAD, LONDON, E. C.

TIMELY TALKS ON TIMELY TOPICS

The attitude of the Victor Talking Machine Co. relative to the display of misleading signs and the employment of untruthful—it can be designated by no other term—advertising, is universally commended. Dealers who indulge in this method of inducing business to come their way by bamboozling the public, are taking that undue, if not unfair, advantage of the situation generally known in mercantile affairs as sharp practice. The Victor Co., in a circular letter that appears in this issue of The World, have administered a deserved rebuke to dealers who have strained a questionable point in this respect, and admonished others who may be inclined to follow in the same footsteps that there are limits in the use of their famous title beyond which even Victor dealers or distributers cannot go without incurring the danger of being "cut off." At the same time that great majority of the Victor army who are above such paltry subterfuges are greatly gratified that the company, whose good name has been taken in vain, have come to their rescue and checked a custom—growing to formidable proportions—that placed them in a false light, and apparently wrongly magnified the importance of competitors "guilty as charged in the indictment."

News paragraphs of ancient lineage and suspicious value are never suffered to pass out of existence by the daily press. Occasionally the so-called "scientific" publications are similar sinners. In this category the following, now "going the rounds" again, may be placed: "The talking postal card is the invention of a French engineer, and has become so popular in that country that the American rights have been secured and the device will be placed in the cities of the United States. The person wishing to send a talking postal card to a friend enters the booth and talks into a machine that records the words on the specially prepared postal card. When the recipient receives the card 100 or 1,000 miles away, he, or perhaps she, takes the card to the nearest postal booth and inserts it in a machine which talks the message it contains. The record on the postal card is indestructible and the exact voice of the sender is heard."

The "talking postal card" sounds extremely familiar, and is doubtless the same "novelty" introduced from abroad several years ago in the form of a small celluloid disc record pivoted to a card designed to send through the mails, the address, etc., appearing on the obverse side. To be sure, these were stock cards and the records a few bars of music to be reproduced on a small machine. However, as has been truthfully said of many ideas, it is but a step from the sublime to the ridiculous, and this may be applied with equal force to this "invention of a French engineer" when it comes to the recording of sound on any kind of record for reproduction. In the first place, the human voice, to be intelligible, must be of a certain tone quality, and cannot be recorded without suitable apparatus, the exercise of unusual skill and proper surroundings. Secondly, the popular fallacy that the recording of sound is a simple and child-like process, such as this "talking postal card" provides, condemns the article out of hand. And the necessity of using the special "postal booth" for the reproduction is equally absurd. The assertion that the American rights have been secured to place this invention in the principal cities of the United States is a figment of the imagination. The fool killer has long since finished his work regarding such schemes.

For a comprehensive view of current trade conditions the occasional conferences of the selling forces of the manufacturing companies afford an excellent opportunity. Recently, or to be exact, the western salesmen of the National Phonograph Co. assembled in Chicago December 28, meeting General Sales Manager Dolbeer. On January 4, at the factory in Orange, N. J., the eastern travelers came together. Among themselves the frankest expression of opinion was invited at both of these interesting gatherings of men who keep in the closest touch with the trade throughout the year. The meetings were executive, of course, but the reports coming therefrom indicate that these "knights of the grip" look forward with enthusiasm to the present year as one of great possibilities for the talking machine business. Doubtless the Victor, Columbia and Universal companies have gone over the same ground with their selling forces in their own way, and with like results. Concerns engaged in the manufacture of minor requisites and essentials, so far as can be ascertained, are in a similar frame of mind. It remains for the jobbers and dealers to gird up their loins, assume an aggressive and progressive attitude, and with a long pull and a strong pull and a pull all together, these predictions will be realized.

Still the several big things that were about ripe to be launched on the trade linger in the lap of uncertainty. Premature announcement is occasionally what may be forcibly described, colloquially, as a "bad break"; then, again, hope deferred maketh the heart sick. Patience, however, is a virtue, and under the circumstances it should be exercised in justice to those immediately concerned in these enterprises of great pith and moment.

Within the next few weeks will be adjudicated several of the crucial patent cases dealing with basic and constructive talking machine inventions that have been before the United States courts for years. By the time The World reaches its readers the Berliner suit will have been argued in the Supreme Court of the United States; the Jones process for duplicating disc records been again before the United States Circuit Court of Appeals; and the cause celebre of the New York Phonograph Co. against the National Phonograph Co. and others, heard by the same tribunal. Possibly before the next issue decisions in every one of these cases may have been rendered, and in that event, as was once observed, "we will know where we are at!"

A splendid large portrait of Thomas A. Edison in colors, sketched from life, appeared lately in the Sunday edition of the New York Herald, as the first of the ten greatest living Americans, excluding politicians. The series are confined to men who are paramount in philosophy, literature, invention and kindred fields of human endeavor. And lo! the "Wizard of Orange"—the inventor of the phonograph—heads the distinguished list. This is a reminder that on February 11 Mr. Edison will be sixty-two years of age—in the best of vigorous health and keenly interested in the many and varied subjects he has made his life study and to which his best intellectual efforts have been given.

In no one year has the work of the Columbia Phonograph Co., General, been so effective or created so favorable an impression in the trade at large. The increase in the list of Columbia jobbers and dealers is proof positive that 1908 was a red letter year, and General Manager Lyle, now on a well-earned vacation in Europe, is to be congratulated on the energetic and successful manner in which the new selling policy of his company was inaugurated, carried forward and firmly established.

Occasionally is heard the plaint that European manufacturers are "away ahead" of the United States in the perfection, completeness, elegance, practicability, utility—with a dozen more eulogistic adjectives additional and then some—of talking machines, records, etc., etc. Usually importing agencies who are unable to "butt in" the great market here are wont to express themselves in this jaundiced strain; but the soft impeachment will not hold water. Else why should our manufacturers—the inventors, originators and discoverers of nearly every vital improvement—desire to turn out their product under the personal supervision of their own factory experts, superintendents and capable working force in all branches? Goods of the same nature made in European plants lack uniformity and finish and will not pass muster under the high standards maintained here. At least, such is the opinion of men who speak by authority, being acquainted with both markets. When it comes to the "cheap and nasty," as one well-known traveling sales manager termed it, then "Europe is ace high"—a doubtful compliment. The aim here is not how cheap, but how good, with the best none too good. A distinction and a difference!

The building occupied by the Columbia Phonograph Co., General, in the City of Mexico, Mexico, is over 300 years old and is the oddest structure imaginable. The material of which it is constructed is a composition of volcanic stone and cement, and its most remarkable attribute is that for three centuries it has withstood the least sign of climatic exposure, particularly searching and wearing in that part of the world. Ancient hieroglyphics of historical significance ornament the outer walls, possibly prophesying the wonders of the modern talking machine that would be found on the premises later on. Export Manager Burns, when pressed for an interpretation, fancies something like this would go (nobody else knows the difference), but at the same time he will not "stand for the story." An excellent photograph of the antique place, ornamented with Columbia signs a la Español, adorn his private office at headquarters in the New York Tribune building.

A coal-black "coon" called at the office of the New York Talking Machine Co. (nee Victor Dis-

SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINNENSTR. 21

FLURSTEDT bei Apolda i. Th., Germany

E. SAUERLANDT

CHEMISCHE FABRIK

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master Waxes for

Gramophone and Phonograph Recording

Sole Manufacturer of

Sauerlandt's Material for Hard Moulded Records

Attention paid to the Manufacture of any Special Material.

Master-Wax

ALL MATERIALS PROTECTED BY PATENTS.

tributing & Export Co.), 83 Chambers street, New York, last month, and saw V. W. Moody, the urbane assistant manager. The "cullud gemmen" volunteered the information that he was president of the American National Purchasing Agency, and said he was in the habit of buying a good many Victor machines and would like to get the lowest and best discounts of Mr. Moody's company, adding the remark, evidently intended to strengthen the importance of the A. N. P. A. as a commercial factor: "Ahr concern buys as much as 1,000 needles at a time, sah!" Moody fell in a faint and feebly asked Moffatt to help him out, as he was unequal to the emergency.

With the announcement by the National Co. this week that the special licenses for the sale of second-hand machines were ready for distribution, the executive committee of the National Association of Talking Machine Jobbers state that this is another concession they have brought about for the benefit of the trade at large. The committee say it has taken some time to convince the National Co. of the justice of their contention, and now that the company have finally coincided in their views, they are sure jobbers and dealers will appreciate the good work the association is accomplishing. The Victor Talking Machine Co. have the same suggestion still under advisement.

G. H. Schubert, of Reno, Nevada, has sold out his Edison store in that city to the Menardo Stationery Co., of that city, and expects to leave at once for Chicago, where he will locate, and further the sale of his extensible record rack, which has proven a great success. Mr. Schubert found that being located so far West was somewhat of a disadvantage in properly placing his rack on the market.

Last week George F. Ornstein, chief of the Victor Talking Machine Co.'s staff of salesmen, was in New York City calling on the distributers. He was as debonair and genial as usual, and has a great handshake.

THE HERZOG DISPLAY

At the Furniture Exposition Which Opens in New York on Jan. 18 Will Contain a Full Line of Their Cabinet Specialties—A Greeting from Mr. Carpell.

M. A. CARPELL.

The New York Furniture Exposition will open its semi-annual exhibit on Monday, January 18, lasting until February 6, inclusive, at the Grand Central Palace, Lexington avenue and 43d street, New York. There M. A. Carpell, eastern manager of the Herzog Art Furniture Co., Saginaw, Mich., will display a complete line of cylinder and disc record cabinets, Pianola and music cabinets, ladies' desks, library and parlor tables, sewing cabinets and cellarettes. Two new features interesting to the talking machine trade are cabinets to hold Amberol record cartons, constructed under a new Herzog patent. Also disc cabinets equipped with the Eberhardt disc record holder, which separates each record inside the cabinet in an indexed and numerical way. Mr. Carpell will be very glad to receive all his friends during the exposition and show them the company's line. A full display of Edison and Victor machines will be shown in connection with the cabinets.

On behalf of the Herzog Art Furniture Co., Mr. Carpell wishes to thank the talking machine trade for their loyal and substantial patronage in the past, expressing the hope his friends will stand by the line and himself, in view of the fact that his is the only protected and restricted line of cabinets in the market. He also added: "I wish the year 1909 will again bring us all back the same measure of prosperity we enjoyed in 1906 and 1907."

NATIONAL CO. SALESMEN MEET

At the Company's Works in Orange—Greeted by Mr. Edison—Addresses by President Dyer and Other Officers—Those in Attendance.

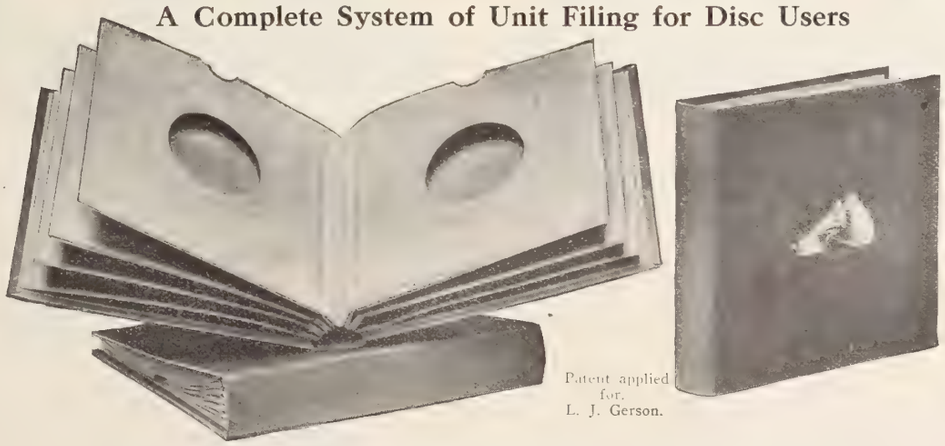
January 4 a meeting of the National Phonograph Co.'s eastern salesmen was held in the library at the Edison works, Orange, N. J. At the morning session Thomas A. Edison saluted the "boys" with a short address of greeting and good wishes. Brief remarks were subsequently made by Frank L. Dyer, president of the company; C. H. Wilson, general manager; F. K. Dolbeer, sales manager; E. H. Phillips, manager of salesmen; Peter Weber, superintendent of the works; L. C. McChesney, manager of the advertising department. At 12.30 they adjourned to the Orange Club where a substantial dinner and the et ceteras were enjoyed for a couple of hours.

Another business session was held in the afternoon, whereat the selling and marketing of the Edison products were gone over in detail, each of the salesmen contributing a share of their experience coupled with practical suggestions. Besides the above the following members of the eastern road force were in attendance: A. C. Ireton, A. M. Hird, B. R. Barklow, F. W. Ewan (Canada), G. A. Hedden, F. L. Hough, Jr., F. H. Hird, Jr., J. W. Scott, J. F. Stanton, R. H. Veale, Jr., and C. D. Warren. The staff were enthusiastic over the prospects, and at the close of the conference started for their respective territory.

W. A. Lawrence, of the Standard Metal Mfg. Co., Newark, N. J., was in New York this week visiting the jobbing trade. Mr. Lawrence deplores the condition of the horn market, which he says was brought about by the indefensible practices of irresponsible makers of rubbish at ruinous prices. With the addition of a new specialty, he says, the S. M. M. Co's plant will be the largest of its kind in the country.

"ECHO" DISC
ALBUMS for RECORDS

A Complete System of Unit Filing for Disc Users



Patent applied for.
L. J. Gerson.

JUST THE THING FOR RED SEAL COLLECTIONS

"Echo" Record Albums Preserve the Disc Records Against Dust, Careless Handling and Scratching. These Albums Show Records to the Best Advantage, and the Indexes Enable Instant Location of Any Selection

FOR SALE BY ALL DEALERS

Now Ready for Delivery { 10-Inch Size, $1.25 Each
12-Inch Size, $1.50 Each

SEND ORDERS TO
MUSICAL ECHO COMPANY, EDISON AND VICTOR DISTRIBUTORS, 1217 Chestnut St., PHILADELPHIA, PA.
LOUIS JAY GERSON, Manager

When You Cultivate a Fiel

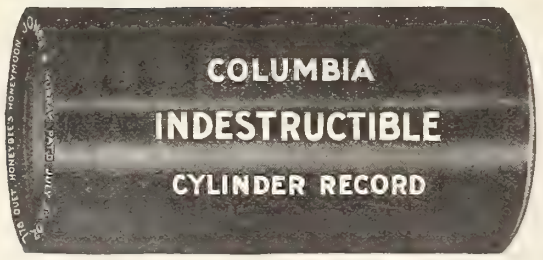
We'll Build the Fenc

Here's Your Fence—Exclusive Selling Rights:

EXCLUSIVE COLUMBIA SELLING RIGHTS. NO COMPETITION IN YOUR TERRITORY.

EXCLUSIVE COLUMBIA SELLING RIGHTS NO COMPETITION

Columbia Disc Graphophones, - $25 to $200
Columbia Cylinder Graphophones, $20 to $100
Columbia Double-Disc Records, - - - 65c.
Columbia Grand Opera Double-Disc Records, - - - - - - $1.50, $2.50, $3.50
Columbia Indestructible Records, - - 35c.



EXCLUSIVE COLUMBIA SELLING RIGHTS NO COMPETITION

EXCLUSIVE COLUMBIA SELLING RIGHTS. NO COMPETITION IN YOUR TERRITORY.

Exclusive Columbia Selli

If your territory is still open, you will be making the biggest mistake of your life if you neglect to write in for particulars before it's too late. Writing in for particulars doesn't sign you up for anything—it only puts you in line for consideration and the chances are you will find it well worth your while to get those particulars, whatever action you take.

Territory is closing up fast all over the country and already the dealers who signed up two month ago are congratulating themselves that they too time by the forelock. Not one exclusive Columbi dealer has expressed the slightest dissatisfaction wit his protection or with the financial results of it and we never had in the history of the Compan any such proportion of re-orders as we have receive from these same newly-established exclusive Colum bia dealers.

Columbia Phonograph Co.,

Have a Fence Around It!

and Furnish the Seed

Here's Your Seed—Strong Magazine Advertising:

Rights for Live Dealers

There's nothing surprising in it, however—it's reasonable and legitimate thing. It enables a live ealer to get out and hustle on his own hook—o take advantage of all the broad Columbia pub-city and concentrate it in his particular territory y every means in his power, without any fear that ome fine morning he will wake up and find a fly-y-night concern established nearby with the same oods at the same prices.

The Columbia line is complete—a full line of disc machines, a full line of cylinder machines, an unmatchable record product in Double Discs and Indestructible Cylinders—and a rapidly growing popularity and good-will in the name "Columbia" which gives the exclusive dealer something to look forward to.

Write in for particulars anyway—don't make the mistake of not investigating—whatever you do.

'l, Tribune Bldg., New York

VICTOR-LEEDS & CATLIN CASE UP.

(Special to The Talking Machine World.)
Washington, D. C., January 14, 1909.

The case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York—Nos. 80 and 81 on the calendar—was reached to-day in the Supreme Court of the United States. It is an appeal from the findings of the United States Circuit Court of Appeals, second circuit, and involves the validity of the celebrated Berliner patent, which has been sustained by the lower court; also the fine of $1,000 imposed for contempt of court imposed by Judge Lacombe, United States Circuit Court, southern district of New York, for ignoring a judicial order in connection with the same patent. This is the first talking machine patent case to reach the Supreme Court, and its decree in connection therewith will be absolutely final. After the argument the court took the papers and reserved decision. Some pointed questions were asked by the learned justices during the hearing. The record is voluminous. Horace Pettit, of Philadelphia, appeared for the Victor Co., and Louis Hicks, New York, for the Leeds & Catlin Co.

GOGORZO RECORDS BIG SELLERS.

One of the most popular makers of records is that great artist, Emilio de Gogorza, whose baritone voice is familiar to all lovers of the talking machine. Mr. Gogorza received his musical training in the United States, and possesses a voice and a method that is equal to any of our imported artists. His repertoire is an extensive one, and there are few singers greater favorites in concert. In the West and Pacific coast especially Gogorza has scored a tremendous success the present season, but undoubtedly he sings to his largest audiences through the talking machine. His voice is always a delight. He sings with rare finish and charm. Dealers in talking machines should always make it a point to feature Gogorza records when he is scheduled to give a concert in their city or vicinity.

A CHAT WITH JOHN W. SCOTT.

Once in a while The World has the pleasure of meeting "Scotty"—John W. Scott, to use his formal and official title—who travels New England for the National Phonograph Co. He was "tu hum" in Newark, N. J., for the holidays, and before hitting the trail again had a word or two to say, in a philosophic strain, of course. about his trade, where he is known and prized as one of the best on the road. "Scotty" does not hesitate to say that, so far as his experience counted, the furniture people would not make a success of the talking machine proposition unless the department was placed in charge of a fully equipped talking machine man. Where this had been done the wise firm had made "all kinds of money." Then "Scotty" beamed, and said he would talk the matter over with the Boston representative of The World when he ran across him. Mr. Scott frankly admits his admiration for The World, and says he never wearies of saying good things about it to Edison dealers and jobbers. Thanks, indeed, and therefore The Worlds extends the sincere regard of its most distinguished consideration to the National Co.'s classy representative "down East."

WEINSTEIN MAY EXPAND.

M. Weinstein, who has the honor of having the smallest as well as the most conspicuous store of its kind in New York City, located in the famous Flatiron building, Broadway and 23d street, and who is a Victor as well as a music dealer, is seriously contemplating engaging larger quarters—another room in the same building upstairs—or moving further uptown. His floor capacity will permit of the display of a Victrola and a couple of Victor machines in the store and one in the window, besides his music stock, but the talking machine "department" has proved such a profitable addition that Mr. Weinstein desires to expand this end of the business, and enjoy the luxury of demonstrating booths, etc. For a long time Mr. Weinstein held off from adding talking machines, believing they did not class with music and would prove detrimental. Experience has proven the contrary by a large majority, and he has regretted not taking on the Victor long before he did. There are others.

January 14 the case of the New York Phonograph Co. against the National Phonograph Co. and others, of Orange, N. J., was reached in the United States Circuit Court of Appeals, New York. The argument was on an appeal from the decision of Judge Hazel, United States Circuit Court, rendered March 26, 1908, in which the National Co. was held in contempt and fined $2,500, which was stayed pending the hearing on the motion to set aside this finding. The opinion, in the main, however, favored the defense. Decision was reserved.

The man who is ashamed to work with his hands will never do any valuable work with his brains.

WANTED AT ONCE

A Jobber in every State of the Union as Exclusive Wholesale Agent for

THE SCHRODER HORNLESS DISC PHONOGRAPH

For Further Particulars Address

The H. Schroder Hornless Phonograph Mfg. Co., Inc.
Office and Factory: 387 East 158th St., NEW YORK

WORLD TABLOIDS.

J. B. Furber, well known in talking machine circles, has left with Mrs. Furber for a vacation to Florida.

F. K. Dolbeer, general sales manager of the National Phonograph Co., started on Monday on a trip to several New England points. He is expected back on Saturday.

J. A. Macnabb, vice-president and general manager of the Universal Talking Machine Mfg. Co., Newark, N. J., was in Hartford, Conn., on Wednesday for the purpose of attending the funeral of his brother George, who died recently in California.

The annual meeting of the stockholders of the American Graphophone Co. was held at the factory offices at Bridgeport, Conn., on Monday. The same officers, with E. N. Easton as president and general manager, were re-elected for the year.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., has returned from a trip to Havana, Cuba.

John Phelps, formerly connected with the business department of the Columbia Phonograph Co.'s Twenty-third street store, has been placed at the head of the export department's shipping bureau.

John Herzog, president of the Herzog Art Furniture Co., Saginaw, Mich., ran into New York Tuesday for a hurried conference of six hours with M. A. Carpell, the eastern manager.

RECENT INCORPORATIONS.

The Sonora Phonograph Co., of Yonkers, N. Y., was incorporated December 17 with a capital of $150,000. Incorporators: Henry F. Menten and Wm. E. Hoschke, of Brooklyn, and Chas. E. Lauton, of New York.

SAID IN PASSING.

It isn't so much what we learn, as what we forget, that makes us wise.

The way of the transgressor may be hard, but he has any number of companions.

If a man has really got anything in him he is never so strong as when he acts natural.

The only failure a man ought to fear is failure in cleaving to the purpose he sees to be best.

It is a curious fact that all the civil or religious peace that the world enjoys, they have had to fight for.

The woman who aims at the stars isn't going to hit them, but there is a certain kind of eloquence in that effort.

I admire patience, but I know lots of people who are patient just because they are too lazy to be anything else.

The Chippewa Phonograph Co., Chippewa Falls, Wis., is utilizing moving picture shows as a means of advertising its up-to-date Edison and Victor establishment.

FOR SALE

Victor Talking Machine Business

Owing to ill-health, I will sell my Victor Talking Machine Business at 177 Market street, Paterson, N. J. I have one of the largest and best equipped stores in the East. I carry a full line of machines, cabinets, records, etc. Here is a splendid opportunity for the right party. Call or address Chas. M. Tuttle, Atlantic City, N. J., care of Hotel Dennis.

FOR SALE

Edison and Victor Jobbing business in State of Pennsylvania; clean stock. "Jobber," care of Talking Machine World, 1 Madison avenue, New York.

FROM THE CITY OF BROTHERLY LOVE.

Good Trade Reported Especially in Higher Priced Goods—Business Prospects Excellent—Louis Buehn & Bros.' Good Service—Weymann & Sons Report Increase—Musical Echo Co. Have Busy December—Opera Season Gives Added Impetus to Talking Machine Trade—Other News of Interest to the Trade.

(Special to The Talking Machine World)

Philadelphia, Pa., January 9, 1909.

Members of the talking machine fraternity in this city enjoyed a fairly brisk holiday demand for their product. This was especially evidenced in the higher-priced outfits, and many Victrolas and new Edison machines were disposed of. The Columbia agents also reported a big showing. Their new double disc and Indestructible records having a great run.

The usual new year's slack was felt during the first week in January, but now things are adjusting themselves and there is every prospect of good business ahead.

Louis Buehn & Bro., of this city, are not letting any grass grow under their feet in getting after wholesale business. Having headquarters in both Philadelphia and Harrisburg, and traveling out from each, they not only can cover their territory more thoroughly, but give the dealer far better service in the rapid filling of orders.

Weymann & Sons report a large increase in both wholesale and retail departments. This company are large distributers of sheet music and musical merchandise, and are meeting with success in introducing these lines in the talking machine trade.

The Penn Phonograph Co. are enjoying an especially heavy demand for the new Edison outfits and Amberol records, while local business on Victor high-priced outfits is very satisfactory.

Since the establishment of the talking machine department on the ground floor, the C. J. Heppe Co. have felt a decided increase in their business. This, of course, has mostly been true in a retail way. Collections with them have greatly improved.

The Musical Echo Co. experienced a very large December business and an increase of over 20 per cent. over 1907. The retail business was particularly large and of the best quality, and, in the language of Mr. Gerson, the manager, it might be termed "a rich man's Christmas." Not that the medium class of retail buyers did not purchase plenteously, but the very fact that the largest percentage of purchasers wanted Victrolas, was an indication of the great popularity that this particular type of machine is now enjoying in the "Grand Opera City." The demand for Victrolas in Philadelphia was so great that it was impossible to supply the demand, purchasers of the Louis XVI. or gold trimmed Victor-Victrola being many. In fact, it was just as easy to sell this $250 Victrola, as it was the $200 type, owing to the scarcity of the latter.

The brilliant season of grand opera in Philadelphia, which is now second to none in the world, has given an additional impetus to the talking machine business, and a wonderful sale of records has ensued. In fact, it is not an unusual occurrence for the Musical Echo Co.'s store on its daily sales, to deliver Red Seal records averaging $400 to $500. The morning after an opera finds many of the opera goers purchasing the favorite records of the "star" of the preceding night. Philadelphia has five performances of opera every week in two opera houses, and to this, is due the enthusiasm of the opera goers who possess talking machines.

"MUSIC MASTER" HORNS IN DEMAND.

General Manager McMenimen Closes Some Big Sales—Successful Southern Trip.

H. N. McMenimen, general sales manager of Sheip & Vandegrift, Philadelphia, Pa., was in New York last week, and during his visit closed an important deal with the Columbia Phonograph Co., whereby they will handle "Music Master" wood horns in thirteen of their retail stores throughout the country. He also arranged for their representation by the Regina Co., and is negotiating with another leading talking machine company for the selection of these horns as part of their regular equipment.

Just before Christmas Mr. McMenimen returned from a five weeks' trip through the South and Southwest, covering 11,000 miles, in which he sold "Music Master" horns to practically every jobber in that section excepting two.

Mr. McMenimen, who leaves this week for a trip through the Canadian provinces, stated that Sheip & Vandegrift were very busy, and that their additional factory, which they only recently occupied, affords them none too much room to meet the growing demand for the "Music Master" horn. It is winning the golden opinions of jobbers, dealers and purchasers.

FEINBERG WITH UNIVERSAL CO.

B. Feinberg, the well-known talking machine man, this week signed with the Universal Talking Machine Co. as special representative to cover the principal cities in the United States. He left Wednesday night for the West, making his first stop at Buffalo. Mr. Feinberg, who was temporarily associated with Landay Bros.' 34th street store, will call on every jobber in the West.

This is only one of many moves on the part of the Universal Co. whereby the Zonophone products will be brought to the attention of the trade in a most convincing manner. Their new catalog, containing a list of 500 double-faced records—1,000 selections—is now on the press. It is to be gotten up with velvet cover and will be a most artistic production.

COLUMBIA CO. LEASE NEW QUARTERS.

The Columbia Phonograph Co., General, have acquired the lease of the store at 89 Chambers street, New York, now occupied by the Excelsior (formerly Douglas) Phonograph Co., and will remove their branch at 111, on the same street, to the new premises on or before May 1. The company have also secured the lease of the Powers & Henry store, 619 Penn avenue, Pittsburg, Pa., and will move there at the same time. Both are commanding locations.

THE "CONDOR" NEEDLES.

1908 Was Banner Year With Zimmermann.

Joseph Zimmermann, Aaschen, Germany, manufacturer of the famous "Condor" needles, is well pleased with the result of last year's business. Notwithstanding that 1908 was a dull year in trade circles, Mr. Zimmermann sold more "Condor" needles than the year previous. This product was first placed upon the market in 1904 and since then has acquired a world-wide reputation.

FOR SALE

Stock, Good Will and Fixtures of the large and well established Phonograph and Musical Business of the late O. F. KAUFFMAN of the City of Reading, Pennsylvania. A large portion of the stock consists of phonographs, records and phonograph supplies. Same will be sold either in bulk or in parts. For further information apply to J. WILMER FISHER, Esq., attorney for O. F. Kauffman estate, 29 N. 6th Street, Reading, Pennsylvania.

The "MELLO-TONE"

is the only PERFECT ATTACHMENT for modifying and regulating the volume of sound on any style or size of TALKING MACHINE or PHONOGRAPH.

Produces Natural Tone
Makes Talking Machines More Musical

PRICE $1.00 EACH

Manufactured by

THE MELLO-TONE CO.

SPRINGFIELD, MASS.

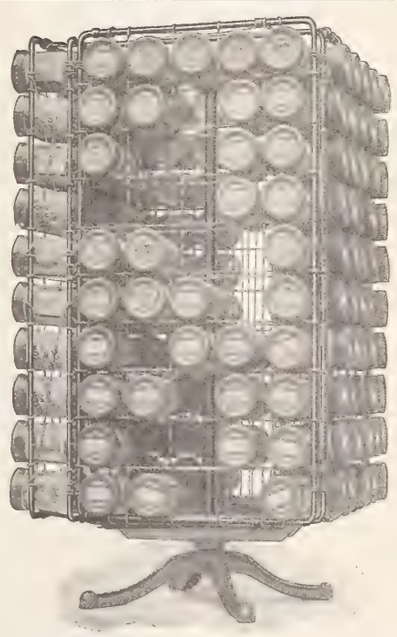
New York Office and Export Department

92 Beaver Street, New York, U. S. A.

UNQUESTIONABLY A BIG WINNER

Everybody who sees, buys, and every dealer who buys, sells

THE MONARCH MIDGET



This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

The clerk can thus choose records without losing the customer's attention for a moment. Very convenient and effective when you are playing the new records of a month, because you face the customer all the while.

No matter how many racks you have, you need this little counter-size revolving "Monarch" Baby.

Write your Jobber or to Us.

Syracuse Wire Works

University Ave.

SYRACUSE, N. Y.

Our Policy for 1909

Hawthorne & Sheble Mfg. Co.

Manufacturers

STAR TALKING MACHINES AND RECORDS

FOUR FACTORIES

Philadelphia, Pa., U. S. A.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Trade Conditions Active—Dealers Optimistic Regarding Outlook for 1909—St. Louis Talking Machine Co.'s Good Report—Columbia Co. News—Big Demand for Double Discs and Inside Indestructible Records—Manager E. B. Walthall Gives Theater Party to Staff.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 8, 1909.

Trade conditions during the past four weeks were very active and reports for that period show that business was very good, and that all the dealers participated in the betterment. There is the most sanguine feeling that the new year will bring improvement all around, and that the talking machine business will be benefited.

O. A. Gressing, manager of the St. Louis Talking Machine Co., states that their business for December was the best since 1906, and that he believes that the trade will have a banner year for 1909. Mr. Gressing spent New Year's with his sister in Milwaukee, Wis. He will leave shortly for a week's trip through the South. H. F. Harrison and L. A. Cummins, both travelers for this company, spent the holidays at home, but leave early in January for trips through their respective territories. This concern recently sold an Auxetephone to the Jefferson Hotel, of this city, who use it in connection with their orchestra of ten pieces. They have also sold out all their Victrolas and are expecting a new supply soon.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports a very active trade for December, and states that a noticeable feature was the large number of double disc and indestructible records sold for cash on the retail floor. On Wednesday night, December 30, Manager Walthall gave a dinner party to his entire force at one of our prominent hotels, and after dinner a theater party at one of our leading theaters. Those present were: C. L. Byars and wife, W. W. Spear and wife, E. B. Walthall and wife, J. W. Heibling and wife, Miss Lillian Biest Teresa Nevins, W. S. Byrd, Ralph Connor, H. T. Boxley, E. Schueddig, C. M. Morris, August Graber and C. H. Harmon.

D. K. Myers, the well known Zonophone jobber, claims that his business for December was the best in two years. It is steadily improving and looks for a big year for 1909. Mr. Knight, of the Knight Mercantile Co., also reports an active trade, and that business is exceptionally good on double disc records. P. E. Conroy, president of the Conroy Piano Co., says their talking machine business for December was good, and that it looks well for the new year. Max Silverstone, of the Silverstone Talking Machine Co., says business is now most favorable.

The Koerber-Brenner Music Co. have moved from their old quarters, in the Thiebes-Stierlin Music Co. building, to their new commodious location on the fourth floor of the new seven-story Misval building at 1508 Washington avenue. They will occupy the entire floor, giving them a space of 9,000 square feet, half of which they will use for their talking machine department. This firm's trade extends from Indiana to the Pacific Coast and through the South, Southeast and Southwest. Their business has increased so rapidly they were forced to seek much larger quarters, which resulted in their selecting this handsome modern equipped building with its very fine location. They have just closed a very successful year's business.

E. S. Payne, manager of the graphophone department of the Hollenberg Music Co., Little Rock, Ark., spent Christmas day here as the guest of C. L. Byars, manager of the retail sales department of the Columbia Phonograph Co.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., Memphis, Tenn., accompanied by his wife, spent the holiday season here.

The St. Louis Talking Machine Co. obtained judgment recently against Charles Johnson, of this city, for $250, as the result of an automobile belonging to the latter crashing into a window of the plaintiff's.

THE TRADE IN THE "HUB."

Return of Harry Lauder Helps Record Sales—The Houghton & Dutton Department—What Other Houses Are Doing—Both Edison and Victor Lines Selling Strongly—Visitors at Ditson's—That Association.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 14.

The return of Harry Lauder to Boston affords a new opportunity to the talking machine dealers to boom the records containing his songs. A tour of the various stores this week revealed the fact that in every window are large photographs of the amusing Scot, and lists of his records. Since the first visit of the comedian, two months ago, the demand for his records has been steady. In fact, their popularity surpasses that of any other single individual except Caruso. "Foo the Noo" and "Stop Yer Ticklin'" are the most popular records just now.

Manager Howes, at the Houghton & Dutton talking machine department, has kept the Lauder records to the front since Mr. Lauder paid his department a visit and listened there for some time to the sound of his own voice. The Houghton & Dutton talking machine department is now in excellent quarters, and is effectually shut off from the rest of the store by glass partitions.

There has been a notable increase in the talking machine trade at the Jordan-Marsh Co. since the department was remodelled.

General Manager Junge, of the Columbia Phonograph Co., who has just made another brief trip to the various Columbia stores in this vicinity, sees nothing but prosperity ahead for the next few months. He expects retail trade to be good until the first of March, and then to be quiet until the last of May, when the summer business will begin to develop. The removal of Mr. Junge's private office from the street floor gives more room to the retail department. The salesmen here report a very good trade on the high class records and machines, while the cheaper grade are dragging behind.

At the Bowdoin Square Co.'s store, Manager Harrison is confident that the spring will be a good time for business. He finds that in his territory there is a call for the lively, snappy music and the so-called "popular" songs of comedians. His store is well stocked and the goods are well displayed.

Wholesale Manager Chamberlain at the Eastern Talking Machine Co. believes there is to be a big impetus to the Edison goods this spring. He says it is evidenced by the increases in the number of instruments and records ordered by the dealers in New England. Victor trade at this store is forging ahead as a result of the weekly Victor concerts. A number of high priced machines have been sold because of these. The new system of keeping the disc record stock works well, the individual envelope idea having been copied by a number of other firms.

Manager Winkelman, of the Ditson company's talking machine department, was delighted this week at the opportunity of showing the beauties and advantages of his department to Messrs. Fred Shaller and W. C. Holzbauer, of the Ditson Co., in Philadelphia, and H. L. Hunt, of the New York store. They were greatly pleased with it. The sale of Victor machines and records here has been trebled inside of a year.

Many of the local dealers are wondering what has become of the Dealers' Organization, which was in a state of embryo a few months ago. Nothing has been heard from it for a long time.

The man who bides his time has been commended a good deal, but if you ever watched one of those men who bide their time and succeed in the end, you will notice that while they wait they labor diligently.

Reg. U. S. Pat. Off.

Nothing Unusual
without some
Unusual Effort

¶ Our facilities of service are *unusual;* our stock is *unusually* "up-to-the-minute;" we have *unusual* methods of handling your orders, and the result—*unusual*

PERFECT
SERVICE

¶ We are daily proving the *unusual* merits of our SERVICE to hundreds of new Dealers.

¶ Don't lose business for want of stock. And now is the time to get acquainted with a Distributor who will "never disappoint." Let us prove it.

¶ You need the profits of more business and we need the profits of your business.

¶ With pleasure at your service.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets
ST. LOUIS, MO.

Exclusively VICTOR Distributors

ANENT SECOND-HAND MACHINES.

Special Licenses Suspending Price Restrictions Put Into Effect by National Co.

In bulletin No. 4 of the legal and agreement departments, dated December 20, 1908, the National Phonograph Co., Orange, N. J., deals with the future sale by dealers of second-hand machines, in part, as follows:

"The National Phonograph Co. has put into effect a system of special licenses suspending the price restrictions heretofore imposed upon the sale of second-hand or obsolete Edison phonographs which have been out of the factory for not less than one year. . . . A special license will be issued which, however, will go into effect only when the label on which it is printed has been securely pasted to the cabinet of the phonograph. These licenses will be numbered in rotation, and complete records thereof will be kept. The provisions of the jobbers' and dealers' agreements, with the exceptions of the restrictions of the selling price which will be suspended by the special license, will remain in force. The company reserves the right to cancel any such special license at any time.

"This plan, we believe, will offer a reasonable solution of one of the difficulties at present existing in the trade, and, without affecting the sales of new machines, ought to enable jobbers and dealers to satisfactorily dispose of their second-hand stock. At any rate, we propose to give the scheme a fair trial, reserving to ourselves the right to terminate the special licenses at any time, in case circumstances arise which in our judgment call for such action."

COLUMBIA-REGINA DEAL.

The Regina Co., New York, have taken on the disc machine and record line of the Columbia Phonograph Co., General, as jobbers and dealers. Negotiations to this end were completed last week. The store of the Columbia Co., 35-37 West 23d street, of the same city, will hereafter handle the Regina instruments, including the Reginaphone. Manager Wilber is confident the Regina store will establish a good trade with the Columbia goods.

From the Music Trade Review of January 9, 1909.

On Fame's Immortal Scroll

IS fame a bubble?

Not in all cases.

The management of the New York Sunday Herald recently commenced the publication of a series of articles entitled "The Ten Most Famous Americans Now Living." It was announced that politicians are to be excluded from the Herald's "most famous" class, so a number of interesting characters are brushed aside.

The first American thus honored was Thomas A. Edison, and accompanying the article was a reproduction of Mr. Edison's features by a well-known artist.

When we come to consider it, could there have been a wiser selection for the first of the series?

What Edison has done through his marvelous inventive genius is known to every school boy, and his name and fame is not confined alone to this country, for he ranks not only as one of the greatest Americans from an inventive viewpoint, but from an advertising standpoint he outranks them all, with the exception perhaps of Roosevelt, who will make the world ring shortly with his lion hunting exploits.

Think of the millions of talking machine records which have been put forth in cartons bearing the name, face and autograph of Edison. These have gone to every country in the world, and every island of the sea.

Edison has won undying fame in his reproduction of sound; then in the electrical field, his position is unquestioned.

I have seen the name of Edison advertised in connection with electrical inventions from the City of Mexico to Venice. There is scarcely a city in Europe where some Edison specialty is not exploited in the street cars and newspapers, and certainly in America, the name of Edison is familiar in every home circle in the land.

One does not have to ask who is Edison, for his name is everywhere, and yet there are those who say that fame is a bubble, and that it often costs more than it is worth.

That depends.

Sometimes a fleeting glimpse of notoriety is often mistaken for fame.

But really the scroll of fame is not crowded.

The immortals are few.

A man who perhaps occupied a high position during one generation is forgotten by the next.

Napoleon's name rests securely on Fame's scroll, and yet a great American, Ingersoll, once said, "I would rather have been a French peasant and worn wooden shoes, than to have been that imperial impersonation of force and murder, known as 'Napoleon the Great.'"

The works of men, whether good or bad, live after them and are not interred with their bones.

That song, "Drink to Me Only With Thine Eyes," is still a popular favorite, but its composer is unknown.

The fame of the great composers rests more securely than that of some statesman who struts across the stage and is quickly forgotten.

The fame of a man like Edison is not fleeting. It will not die with him like the fame of an actor, for instance, snuffed out with death.

It will live because Edison is a man who has done things. He has utilized natural forces for the entertainment—the education—the uplifting of man, and his name is chiseled on the imperishable scroll along with the greatest which this country has ever produced.

And yet Edison, like many another man, has won great heights, not by any easy route, but one paved with the roughest kind of obstacles. "The heights by great men gained and kept, were not won by sudden flight. For they, while their companions slept, were toiling upwards in the night."

Fame and fortune do not come easily to any man.

In truth, a man stands about as much show to win fame or even moderate business success without the closest application and sticktoitiveness, as a dewdrop has in Sheol.

EDWARD LYMAN BILL.

DOLBEER'S CHEERY REPORT.

The General Sales Manager Chats Enthusiastically of His Western Trip—Business Improving at All Points Visited—Factory in a Position to Fill Orders Promptly—Big Shipments to South America and Australia.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., got back to New York from his western trip in time to enjoy New Year's Day with his family. E. H. Phillips, manager of salesmen, returned with Mr. Dolbeer. In talking with The World, Mr. Dolbeer said:

"I had a most enjoyable time in meeting with our western salesmen last week. We discussed the trade situation thoroughly, and our men reported conditions excellent in the West and the Central States, the holiday sales running into big figures. In Texas business is still not what it should be, but it is coming around. That State was hard hit by the financial upheaval, and has not fully recovered from the shock. I arrived in Chicago on the limited at 8.55 a. m. and therefore had just five minutes to catch the train to Milwaukee to see Lawrence McGreal, and consequently made the jump from New York to that city in just twenty hours, which is going some. Mr. McGreal met us by appointment at his store, and a delightful chat over the situation followed. He has had a great holiday trade in Edison goods.

"When in Chicago I had the pleasure of meeting Messrs. Goodwin and Gregory, of Lyon & Healy. They have a fine talking machine department, the arrangement of the demonstrating booths being most admirable. I also had the pleasure of seeing E. H. Uhl, manager of the Rudolph Wurlitzer Co.'s branch house, and who is certainly a splendid fellow and an A1 business man; also Mr. Early, of the Early Music House, Edison jobbers at Fort Dodge and Sioux City, Ia., who told me he had a strong holiday trade in both places.

"The factory is now in position to fill all orders promptly for Amberol records and attachments. In about a month he will make big shipments of machines and records to Buenos Ayres, S. A., and Australia, going direct. A few record molds are still in Europe, but they will be sent to the factory here. Of course, everything, with this exception, goes from Orange, N. J., and goods are forwarded regularly to the various European Edison distributing centers. Yes, the prospects for an active and large business are very bright, and I am sure this will be a successful year for the talking machine trade."

A WIDESPREAD FALSEHOOD.

To the Effect That Ninety-five Per Cent. of American Business Men Fail—Due to the Original Statement Being Misconstrued—Bradstreet's Reports Only 1 Per Cent. of Failures During the Past Twenty-five Years.

How hard it is to stop the circulation of a falsehood when it has a smack of pessimism! A counterfeit dollar soon reveals its villainy when it gets into circulation, but not so the much-circulated libel on American business, viz.: that 95 per cent. of business men in this country fail and only 5 per cent. succeed.

This fiction has been given the authority of fact by much repetition and it has been accepted as gospel truth by a large portion of the public press. It has appeared so often in print that it will be a long time before its falsity can be thoroughly exposed. In fact, only recently a magazine of high standing in the commercial world prefaced an article with this false doctrine that 95 per cent. of business men fail and asked some of the most successful business men to point out the reasons why the great majority went to the wall.

Now, the serious feature of this mischievous tradition, or myth, or whatever it may be called, is that the word fail when applied to business means an insufficiency of assets to meet liabilities and consequent liquidation.

One interpretation of the statement that 95 per cent. of business men fail is that only 5 per cent. reach what we may call conspicuous success. But this is not the interpretation which the ordinary mind gives the statement referred to. The word fail, in the business lexicon, is synonymous with inability to pay creditors when bills are due.

Now what are the facts? According to Bradstreet's Commercial Agency, the average annual number of business failures during the last 25 years has been only 1 per cent. During the last ten years the commercial death rate has decreased until it is less than 1 per cent. In 1906 and 1907 it was the lowest on record, and during those years the number of business failures was only seven-tenths of 1 per cent.

Of course, this does not mean that only seven-tenths per cent. of business firms fail, for the average life of a business is longer than one year. But, to be liberal, say it is twenty or twenty-five years. This would make the percentage of failures for a term of years long enough to include the average life of business firms somewhere between 14 and 17½ per cent. This is far less than the 95 per cent. which tradition has long estimated as the business death rate. Instead of the great majority failing, it is the minority. As the Furniture World properly says: "Business is, of course, a hazardous undertaking, but not nearly so fatal to the majority who engage in it as the false tradition which has so long had circulation leads one to believe. It is time that the public press took pains to deny this commercial slander, which has so long hung like a cloud over American business men."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York.

DECEMBER 12.

Belfast, 68 pkgs., $319; Bergen, 11 pkgs., $400; Berlin, 32 pkgs., $573; 32 pkgs., $233; Bradford, 110 pkgs., $510; Buenos Ayres, 3 pkgs., $145; Cardiff, 35 pkgs., $168; Colon, 4 pkgs., $185; 1 pkg., $113; Havre, 4 pkgs., $223; Hong Kong, 26 pkgs., $1,330; Iquique,, 54 pkgs., $760; Liverpool, 37 pkgs., $168; 1 pkg., $300; London, 103 pkgs., $2,483; 175 pkgs., $4,258; 629 pkgs., $3,609; Manchester, 39 pkgs., $430; Newcastle, 46 pkgs., $257; Rio de Janeiro, 9 pkgs., $162; 17 pkgs., $1,464; Shanghai, 92 pkgs., $3,673; St. Petersburg, 2 pkgs., $400; 1 pkg., $114; Sydney, 3 pkgs., $235.

DECEMBER 19.

Bangkok, 22 pkgs., $852; Bremen, 1 pkg., $176; Colon, 2 pkgs., $121; Havre, 2 pkgs., $100; London, 4 pkgs., $506; 22 pkgs., $1,310; Manila, 28 pkgs., $1,645; Melbourne, 146 pkgs., $3,878; Para, 10 pkgs., $925; 16 pkgs., $1,189; Penang, 3 pkgs., $135; Rangoon, 5 pkgs., $156; Savanilla, 2 pkgs., $220; Vera Cruz, 56 pkgs., $1,850.

DECEMBER 26.

Berlin, 32 pkgs., $202; Buenos Ayres, 10 pkgs., $1,554; 342 pkgs., $2,192; Cape Town, 10 pkgs., $367; Cardiff, 35 pkgs., $168; 35 pkgs., $168; Colon, 26 pkgs., $185; Havana, 15 pkgs., $1,100; Havre, 7 pkgs., $571; Iquique, 6 pkgs., $534; Liverpool, 4 pkgs., $113; 1 pkg., $100; London, 274 pkgs., $6,928; 643 pkgs., $9,486; Naples, 2 pkgs., $283; Pernambuco, 2 pkgs., $160; Progresso, 57 pkgs., $1,787; Rio de Janeiro, 4 pkgs., $373; Shanghai, 18 pkgs., $761; Southampton, 47 pkgs., $1,217; St. Petersburg, 8 pkgs., $488; Sydney, 1,114 pkgs., $11,027; Tampico, 3 pkgs., $193.

JANUARY 2.

Belize, 12 pkgs., $161; Berlin, 33 pkgs., $208; Buenos Ayres, 1 pkg., $100; Hamburg, 3 pkgs., $120; Havana, 27 pkgs., $701; London, 753 pkgs., $10,678; Manila, 4 pkgs., $408; Puerto Barrios, 2 pkgs., $117; Rio de Janeiro, 17 pkgs., $745.

JANUARY 9.

Bonaventure, 6 pkgs., $124; Colon, 2 pkgs., $280; Kingston, 5 pkgs., $206; Limon, 4 pkgs., $242; Liverpool, 2 pkgs., $217; London, 3 pkgs., $415; 18 pkgs., $626; 518 pkgs., $4,196; Port Madryn, 2 pkgs., $198; Puerto Plata, 2 pkgs., $107; Rio de Janeiro, 43 pkgs., $1,661; Singapore, 3 pkgs., $500; Sydney, 3 pkgs., $189; Valparaiso, 20 pkgs., $2,184; Yokohama, 18 pkgs., $587.

WURLITZER'S NEW YORK HOUSE.

In opening their new branch house at 25-27 West 29th street, New York, on the 1st, Rudolph Wurlitzer, president of the Rudolph Wurlitzer Co., Cincinnati, O., positively declared talking machines will not be handled. Possibly this may be considered later, but it hardly seems as if the company will change their firm attitude. While the manufacturing companies are averse to creating new jobbers in the Greater New York territory, the Wurlitzer Co., if they desired, would be made an exception.

THE DIAPHRAGM IS KING

Everybody Indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

PRICE, including Cross Head and Link, $1 EACH.

NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, $5.00

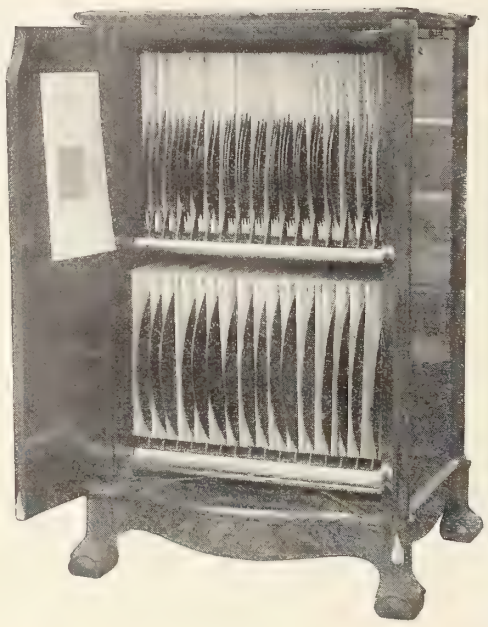
NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

Herzog Art Furniture Co.

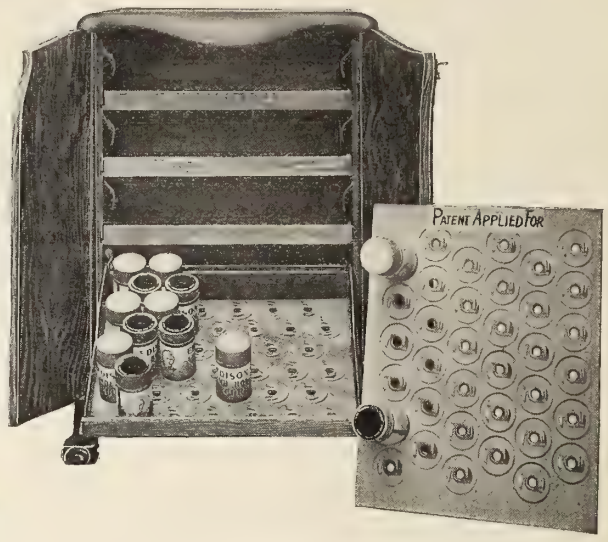
Saginaw :: :: :: Michigan



No. 813. Open

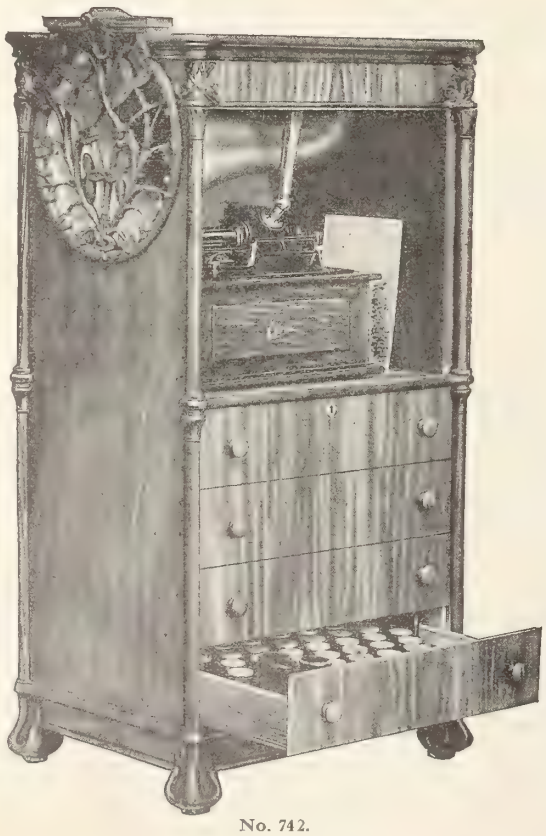
ANNOUNCEMENT

We have just placed on the market cabinets equipped with our new patent fasteners to hold the original cartons of the Amberol Records.



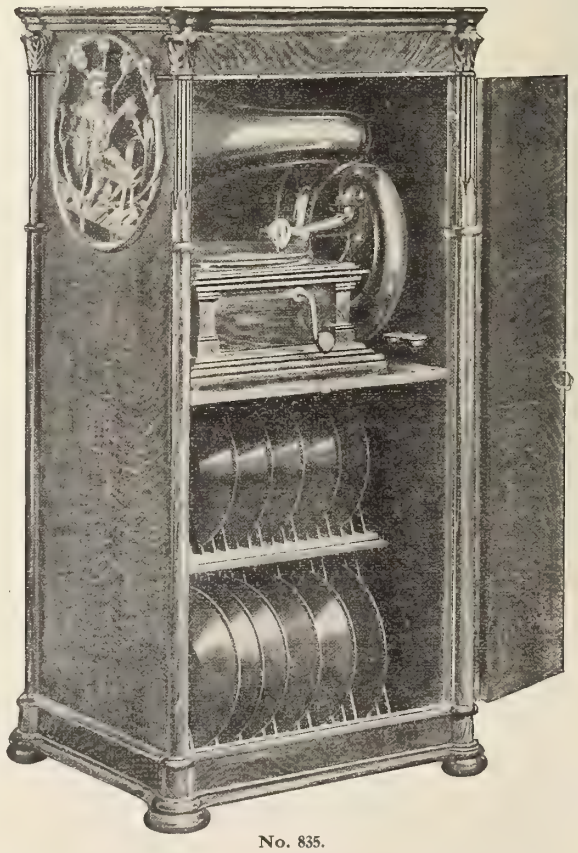
No. 725. Showing the Amberol

We always manage to keep up-to-date. The holders with which No. 813 is equipped is to protect the disc. Cut No. 725 shows our new patent fasteners, holding the original cartons of the Amberol Records. We have very little to say. Our goods speak for themselves.



No. 742.

Complete lines of Cylinder and Disc, Pianola, and Music Cabinets shown at New York Furniture Exchange, 43d St. and Lexington Ave., New York, in charge of M. A. Carpell. And in Chicago at the Manufacturers' Exhibition Building, 1319 Michigan Ave., Chicago, in charge of Messrs. Gottschalk, Riedel, Langley, Rummel and Gallagher.



No. 835.

VICTOR-REGINA LITIGATION.

Victor Co. Get Court Order Restraining Regina Co. and Offer Through Counsel to Take Back Stock—Decision of Judge Hough.

Immediately following the filing of the decision below, Horace Pettit went before Judge Hough and secured an order restraining the Regina Co. from selling Victor goods for less than the established price pending the argument on the case when heard on the merits. This order was made returnable before the same judge.

The Victor Talking Machine Co., Camden, N. J., through their counsel, Horace Pettit, of Philadelphia, Pa., on Dec. 30, in open court, before Judge Hough, sitting in the United States Circuit Court, New York, offered to take back from the Regina Co., of the same place, their stock of Victor machines and records. The proffer was accepted by Briesen & Knauth, attorneys for the Regina Co., and the Victor Co. were granted ten days to effect the transfer of the goods. This move, according to the Regina Co.'s counsel, vacated at once the stay obtained by the Victor Co., argument on which was to have been heard that day. The suit, however, will go to final hearing, the defense answering the bill of complaint, when testimony will be taken by both sides and the case made up for the calendar.

FIRST DECISION OF JUDGE HOUGH.

The opinion of Judge Hough, United States Circuit Court, New York, in the case of the Victor Talking Machine Co. against the Regina Co., argued November 27, was rendered December 16. The defense was charged with infringing the Berliner patent in selling Victor records at less than the established price. After reciting the essential facts in the suit, as presented by counsel, the court said in part:

"Defendant has been purchasing sound records and talking machines from complainant for several years past. In 1906 it signed what is known as complainant's 'distributers' agreement, under which it obtained certain discounts and had attention specifically drawn to the notices then affixed upon complainant's records. This 'distributers' agreement' is said to have nothing to do with the legal rights of complainant, but it seems to me to have a bearing on the fairness of the parties to this litigation. . . .

"As far back as 1903 defendants . . . made what they called a Reginaphone. . . . As long ago also as 1903 complainant threatened to bring suit against defendant for infringement of the Berliner patent in respect of the manufacture and sale of Reginaphones. On being told that the component parts of the Reginaphones were obtained from licensees under that patent they either deferred or abandoned action, and at all events have brought no suit down to the present time. It is impossible to believe that while selling these records for so many years to defendant, complainant did not know well the use to which defendant was putting them. . .

"Under date of October 15 notice was served on 'Victor distributers' that thereafter the complainant would refuse to fill orders for any Victor supplies from all distributers handling 'other lines of disc talking machines and disc records.' Thus the market for their Reginaphone was practically taken away, and it also rendered the Regina Co. unable to handle fresh Victor goods without discontinuing its own Reginaphone. Thus complainant practically left defendant with a business corpse on its hands after several years of what in my judgment amounts to tacit encouragement.

"The Regina Co. not being itself a retailer, offered to return its Victor goods at cost price to complainant, and on meeting with refusal of this overture it advertised the goods for sale at cut prices in order, as it asserts and as is easily believable, to minimize its loss. The alleged infringement above set forth consists in one of these cut sales. The nature of the Berliner patent needs no explanation in this court; the Johnson patent covers in terms what amounts to putting a printed label on a wax-like mass softened by heat and pressing it so that when the plastic substance hardens the label will be perfectly flush with the surface produced by pressure.

THE CRUX OF THE OPINION.

"The disc records under consideration are not in and of themselves covered by Berliner's patent. So far as that patent is concerned anyone can make them and anyone can sell them if he can find a market which does not involve the use of Berliner's patented combination. The questions raised therefore in this action on the Berliner patent are:

"1st. Whether one who purchases unpatented goods bearing a restrictive notice upon them—the terms of which are not actually brought home to the purchaser at the time of purchase, becomes a contributory infringer by selling either (a) at a less price than that fixed by the vendor or (b) without inquiry as to whether the subvendee will infringe the manufacturer's patented combination of which the article sold is the unpatented element. If the defendant herein were accused of violating the Johnson patent by manufacturing an article said to be covered by it, it would be inconceivable that on such a patent a preliminary injunction would issue.

"The question raised, therefore, in the Johnson case is whether in an action upon an unadjudicated patent of apparently very doubtful validity, a preliminary injunction should issue against the licensee whose license is spelled out of a notice printed on the thing sold, which thing had been an article of commerce between complainant and defendant for a considerable time before the notice thereon was so changed as to include the patent in question. I believe the above to be a fair statement of the interesting and difficult questions suggested by this litigation. As between parties of solvency unquestioned in this proceeding, it seems to me plain that preliminary injunction should not issue in such cases.

"I am, however, rendered certain of the propriety of refusing injunctions and leaving complainant to prove its case and damages, if any, by the history above set forth of the relations between these parties.

"So far as it can be shown by affidavits, it is shown here that complainant after permitting, and perhaps persuading defendants to acquire a stock of its goods, has practically rendered it impossible for defendants to dispose of them in the same way that complainant knows defendants have been disposing of them for nearly, if not quite, five years last past. This is not fair nor just, and though complainant may by resolving difficult questions of law be entitled to relief on final decree, it is not entitled to the preliminary assistance of equity at the present time.

"The existing stay orders are vacated and the motions for preliminary injunction denied."

TRADE IN THE SOUTHWEST.

Prospect for Spring Business Very Bright—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Fort Smith, Ark., Jan. 9, 1909.

In looking over the talking machine and record situation for Arkansas, Oklahoma and Southern Missouri, the prospect for spring business is very bright indeed. A mild winter so far has stimulated business, especially in the smaller towns, and as last year's accounts are being settled, the country merchant is easier to approach and is giving orders for talking machine goods in a more liberal manner than ever before.

The Smith Phonograph Co., of Oklahoma City, are large jobbers and actively developing that section of the country in their line.

The R. C. Bollinger music house, of Fort Smith, Ark., have recently been installed as Edison jobbers, business with this old established music house is especially gratifying in the wholesale line. S. H. Womble, formerly of the National Phonograph Co., has charge of the phonograph department. With the assistance of two competent traveling salesmen business is being rapidly developed.

Much credit is due to the National Phonograph Co.'s traveling representative, E. A. Neff, who has worked very hard in developing and stimulating the growth of the Edison line in this section.

Attention

Dealers *and* Manufacturers

Mr. Dealer:

Do you handle Cut Glass?

If not, why not?

It is ***one of our specialties,*** and ***there is big money*** in it ***for you.*** We are Sole Sales Agents for the *Central Cut Glass Company.*

"Nuf Ced."

Write for catalog and prices.

Mr. Manufacturer:

If your article has merit, we are in a position to handle your entire output.

We specially invite correspondence with foreign manufacturers.

Output Co. of America

1110 Heyworth Bldg.

CHICAGO, ILLS.

GAIN!

¶ *That word is the foundation stone of business success.*

¶ *GAIN! That is the word which has dominated the minds of the world for centuries, and it has been the personal desire for gain which has toppled empires and held up temporarily the wheels of progress.*

¶ *Talk is cheap, nowadays. We can sell you yards of it on our records, but let us show you how you gain by giving us your patronage—then our talk has a creative value and results in business growth.*

VICTOR VI OUTFIT
Including Victor VI Machine equipped with Mahogany Horn
Price $140.00

¶ *We have never impressed upon our customers strongly enough the fact that we WHOLESALE EXCLUSIVELY, and the fact that we HANDLE VICTOR GOODS ONLY.*

"THE CABINET THAT MATCHES"

¶ *The outfit illustrated here absolutely harmonizes. We have a cabinet to match each Victor machine. Why not sell an outfit instead of the machine alone? Customers who take an interest in cataloguing their records are the big record buyers.*

¶ *Send for our catalogue. Your regular discounts apply.*

THE IMPROVED FIBRE NEEDLE CUTTER

¶ *We are manufacturing and distributing an improved cutter which will enable you to use each fibre needle at least ten times. This cutter has a plunger movement, makes a polished, clean and perfect point. In cutting the needle it removes a mere shaving. Each cut made is uniform and will give you 100 per cent. longer life than the old style cutter. It is safe, absolutely harmless, the blade being entirely concealed.*

¶ *Improved Fibre Needle Cutter List $1.50. Regular discounts apply.*

¶ *Write for our new Needle Circular.*

¶ *We have not raised our prices with the general trade.*

¶ *Famous Exhibition Needles at the same quotations.*

The Talking Machine Co.
VICTOR
TALKING MACHINES
RECORDS AND SUPPLIES

72-74 Wabash Avenue
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Jobbers Report a Record Breaking Volume of Business for December—Dealers Want Goods With a Rush—High Priced Outfits Have the Call—Davidson Bros. Purchase Victor Talking Machine Shop—A New Trade Poet—Jas. I. Lyons Showing Star Machines and Records—Western Sales Force of National Phonograph Co. in Conference—Those in Attendance—What the Out-of-Town Dealers Are Doing—Columbia Co. News—A. D. Geissler's Good Report—Lyon & Healy Department Has Good Year—Big Demand for Fibre Needles—A Canadian Visitor.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 7, 1909.

There has certainly been no complaint among local jobbers as to the volume of December business. It was away ahead of last year all along the line, and with some it was reported to have been a record-breaker. While business since September has shown a marked improvement, a great many dealers held off ordering until the holiday business was almost upon them. It was a month that taxed the ability and stocks of jobbers to the utmost and rolled up an excellent volume of business. From all reports dealers throughout the West had a fine trade, and judging from the freedom with which orders have been coming in, even since the holidays, have been stimulated to fresh effort and are starting the new year with the greatest of confidence. Higher priced outfits seemed to be the rule so far as the local retail trade was concerned. In several instances business was declared to have been not only ahead of 1907, but fully equal to, and in one or two cases ahead of 1906.

The Victor Talking Machine Shop, at 169 Michigan Boulevard, has been purchased by George and Cecil Davidson, who will conduct the business under the firm name of Davidson Bros. The new proprietors are both young men who are well known in the trade and have been connected with the Talking Machine Co. for several years past. The new firm take possession on Monday of next week. The store is in the Railway Exchange building immediately joining Orchestra, and as its name implies handles Victor goods exclusively.

A new trade poet hath arisen. He is L. H. Hockspeier, a dealer of Newhampton, Ia., and his muse warbles so gracefully in an advertisement in the "Gazette" of that city that the "alternating currents" man of the "Record-Herald" introduced it in its entirety. Pianos, sewing machines, post cards, and typewriters, are all duly exalted, but the finest strains are reserved for the phonograph as follows:

An Edison Phonograph—that is fine,
A special since we have the Amberol kind,
That is just what I have on my mind,
I will buy one of the four-minute kind,
Or if an Edison you have got
Last year from Hockspeier's finest lot,
A new Attachment this year is the thing
That will make your old one four minutes sing.

The effusion gracefully concludes with these lines:

Welcome one and welcome all,
Thanking you for just a call,
If you are tired and want to rest,
Then call at Hockspeier's Music Store,
Which is the very best.

A full line of the Star talking machines of the Hawthorne & Sheble Manufacturing Co. is now on exhibition at the warerooms of Jas. I. Lyons, 265 Fifth avenue. Especially admired are the two new cabinet Starola machines, retailing at $175 and $250 respectively. Harry K. Tilt, the Hawthorne & Sheble representative here, is doing yeoman work in their interest.

The usual annual conference of the western sales force of the National Phonograph Co. was held at the company's offices in this city on Monday, Tuesday and Wednesday of last week. Not only did F. K. Dolbeer, manager of sales, and D. H. Phillips, manager of salesmen, come on from the East this year to meet the men, but they were also accompanied by Peter Weber, superintendent of the great factory at Orange, N. J. Messrs. Dolbeer, Weber and Phillips left New York Saturday afternoon and arrived in Chicago Sunday morning at 8.55 and left for Milwaukee five minutes later, making the through trip to the Cream City in twenty hours. After spending the day with Lawrence McGreal they returned to Chicago, where all the western salesmen were on hand to meet them Monday morning. As usual the phonograph hustlers were given a taste of the National Co.'s well known hospitality. On Monday evening there was a dinner at Rector's, participated in not only by the Edison travelers, but by several dealers and jobbers who happened to be in town at the time. Besides Messrs. Dolbeer, Weber and Phillips, there were present the following travelers: A. V. Chandler, W. P. Hope, F. L. Fritchey, M. G. Kreusch, A. H. Kloehr, H. A. Turner, G. A. Renner, J. H. Gill, E. A. Neff, W. H. Hugg and John Hardin, western representative of the Edison Manufacturing Co. There were also present as guests, Chas. Armstrong, of Clinton, Ia.; William Meyers, of the J. F. Schmelzer Arms Co., of Kansas City; Chas. Stamen, manager of the talking machine department of the Early Music House, Fort Dodge, Ia., and Chas. F. Craig, formerly with the Indiana Phonograph Co. On Tuesday night there was a theater party at the Majestic. The three officials left for the East Wednesday noon. In talking of business, Mr. Dolbeer spoke in the most enthusiastic terms. "As an indication of improved conditions Mr. Weber tells me that the factory payroll has been higher this fall and winter than ever before," said he. "The new Amberol records are proving a tremendous success and we are at last ready to fill promptly orders for attachments on the Home and Triumph as well as Standard machines. We are all looking for a fine, normal year's business during 1909."

Good reports are heard here regarding the progress made in the talking machine line by H. T. Rawson & Co., of Rockford, Ill. They added talking machines only two or three months ago, putting in a good stock of Victor and Edison goods, but they are already doing an excellent business. They have a couple of canvassers out and are pushing things in an energetic and up-to-date fashion.

Another dealer who is doing things is J. M. Vreeland, of Gibson City, Ill. He certainly has ambition extending beyond his immediate town and has recently opened branch stores at Saybrook, Paxton, Melvin and Sibley, Ill. In all four of these towns he bought out the Edison dealer in order to control the situation in that line. He has been doing page advertising in the local papers, carries good stocks of both Victor and Edison goods, and from all reports has been reaping a fine harvest as the result of his enterprise.

E. C. Plume, western wholesale manager of the Columbia Co., made a brief western trip in December which resulted in several important deals. At Davenport, Ia., he made arrangements for the closing of their store in that point and selling the stock to Robert Smallfield, of the Smallfield Music House, who will push the Columbia product with might and main. At Lincoln, Neb., he closed a deal with the G. A. Crancer Co. to handle their goods in Lincoln. Mr. Crancer will give the talking machine end of their business his personal supervision. R. T. Ryan, formerly manager of the company's talking machine department, will travel in Nebraska for the Columbia Co. Mr. Plume arrived in Sioux City in time to attend the graphophone recital of the W. A. Dean Co. The graphophone was accompanied by a full orchestra and Mr. Nolan, the firm's confidential man, read an interesting paper on the history of the graphophone. It was only a few days after this that Mr. Nolan was killed in a street car accident, Mr. Plume receiving the sad news the day after his return to Chicago. A contract has been closed with the Dean Co. to handle Columbia goods exclusively for the northwest portion of Iowa and the northeast portion of Nebraska.

George Ornstein, manager of sales for the Victor Co., was in Chicago this week. He met the Victor Co.'s western salesmen in Milwaukee last week for the regular annual conference and entertained them in the style for which he is famous.

"Our business in November and December was excellent," remarked Arthur Geissler, general

The Economy Racks A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, $3.50; 12-inch, $3.75; Rack for insertion in cabinet, $1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, $1.50 for 10-inch records; $1.75 for 12-inch.

The Ideal Negative Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—*The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.*

R. H. JONES, Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**

THE HARVEST

THE next four months dealers in Talking Machines are going to reap the harvest.

GET YOUR SHARE

If not already on our list of Victor and Edison dealers

Write To-day

The Lyon & Healy way of handling dealers' orders is

Quicker and Better

Besides we post all our dealers on all kinds of money-making goods, just as soon as they have demonstrated their selling quality.

Greatest Experience **Largest Stock**

Why not join hands with us now?

Lyon & Healy

CHICAGO

manager of the Talking Machine Co. "December was the best month that we have ever had. The new year is starting out well. There is a snap to the trade that is very gratifying to us. Collections are most satisfactory." The "cabinet that matches" maintains the popularity into which it sprang at its introduction. Another full car of these beautiful cabinets has just been shipped to Los Angeles. O. A. Gressing, manager of the St. Louis Talking Machine Co., and Mr. Pickens, president of the John Hoyt Co., of Davenport, Ia., were callers on Mr. Geissler last week.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy's, was highly satisfied with the way the year wound up. "It was the biggest December that we have ever had. Wholesale trade picked up wonderfully the latter part of the year. The outlook, I think, is very bright. The thing that impresses me particularly is the evidence of the stability of the trade. In our retail department last month we sold a number of Victrolas to people who first bought machines from us seven or eight years ago. Our Victrola business, both in wholesale and retail, has been the largest that we have ever had."

W. C. Fuhri, district manager of the Columbia Phonograph Co., says that the December business of the Chicago house was double that of last year, notwithstanding the fact that all of the local branches that were in existence last year have been discontinued. The Kansas City office is ahead of 1906 and double the business of 1907 in December, while the St. Louis house makes a similarly favorable report.

At the local branch of Rudolph Wurlitzer the talking machine department had a business much in excess of last year, making a fair increase over 1906. In the retail it was stated that more high priced outfits were sold than ever before.

The B. & H. Fibre Manufacturing Co. report that the year opened up with them with orders from their principal jobbers of double the usual volume. The company is now installing special machinery by which absolute uniformity of product is assured. They have just received a special shipment of extra fine bamboo from the north of Japan, selected for them by an agent sent to the Orient especially for that purpose.

Arthur F. Tero, president of the Toronto Phonograph Co., of Toronto, Can., was a Chicago visitor last month. The company is moving its wholesale department to separate quarters, but will conduct three retail stores in Toronto, as in the past. They also manufacture record cabinets and supplies. Mr. Tero is personally the Canadian representative of the Columbia Phonograph Co., and has established an exclusive jobber for each province. He is very enthusiastic regarding the double disc record and says that it has met with universal favor across the border. He was also loud in his praises of the new indestructible record.

Frank Dilbahner, proprietor of the Western Talking Machine & Supply Co., made a flying trip to New York and Philadelphia the latter part of last month.

INTERESTING VICTOR SUPPLEMENT.

In preparing their first supplement for the New Year, the Victor Talking Machine Co. have many interesting novelties to offer their dealers and the public at large, including four records by Emmy Destinn, the farewell address of Admiral Evans to the Navy, an excellent record by the Percher Alpensingers of Berlin, three by the Whitney Brothers' Quartette, and new records by Harry Lauder and Nat Wills. The new Red Seal records will also include one by Mischa Elman, the young violinist so popular this season.

MAY BROS. MAKE ASSIGNMENT.

(Special to The Talking Machine World.)

Brenham, Tex., January 4, 1909.

May Bros., who conduct a music store in this city, have filed a petition of assignment. Mr. Kalkstein has been named as assignee, and no assets are given.

THE SALE OF HIGH PRICED OUTFITS.

Salesman Should Size Up Customer and Suggest Suitable Outfit—Sales Should be Made by Suggestion Rather Than Dictation—Talk Quality to the Man With the Educated Ear for Music and Demonstrate Possibilities of the Up-to-Date Machine and High Class Records.

BY L. K. CAMERON.

Let us start with the assumption that the prospective purchaser has been interested in talking machines in general and has stepped into your store to investigate the Victor. The salesman should, by his knowledge of human nature and by the appearance of the customer estimate the value of the machine he would be most interested in. It would be a waste of time and energy to dwell forcibly upon the advantages of the Victrola when you have a customer who has $40 or $50 to spend and could not by any effort pay more. In doing this you would only be making the customer feel that the $40 machine is not worthy of his attention. It should be the salesman's endeavor to put the customer at his ease and to awaken some enthusiasm. A surly discontented customer is hard to please and we must take particular pains that his feelings are in no way hurt, his temper ruffled or his suspicions aroused in any manner. Treat your customer as you would like to be treated yourself. Put yourself in his place and try to imagine the effect of your remarks upon him. The ability to put yourself in another's place is a salesman's most valuable asset, especially when coupled with tact, some horse sense and a good imagination.

In meeting a customer to whom price is no consideration, but who has no knowledge of the values in talking machines certain discretion should be used. The ordinary mortal likes to be led gradually to a certain point, and if you were to tell him the price of the Victrola before he is interested in it, it would serve in a way to counteract the results of your best efforts. The following is the method I have used successfully when I knew the customer was able and willing to pay a large price for his pleasure, especially when he knew he was getting the best value for his money. A customer enters the store and states that he is interested in talking machines and would like to hear a Victor. He has never heard the high class machines with good records and unconsciously has formed an opinion that they are all pretty bad from having heard some inferior machine in bad condition, grinding out records that set his teeth on edge. He says: "That if it were not for his wife, who wishes him to look into the matter he would never take the time to listen to one of the things." Now this is one of the best subjects to work upon. When a man is strongly prejudiced against the machine it is usually because he has a musical ear and has been tortured by the scraping and groaning of the cheap article. This kind of man can be impressed with the quality of tone and naturalness of reproduction. Ninety per cent. of the men who can spend $200 for a machine are fairly well educated and can appreciate the better class of music and the wonderful results that can be obtained from the good machines.

Having invited the gentleman into your private Victor salesroom and seated him comfortably, try to obtain an idea from his conversation and remarks as to the quality and style of music he is fond of. Just because a man may go to the opera occasionally is no sign that he wishes to be surfeited with Caruso and Melba records. The crankiest musician likes a catchy melody at times, even though it be the conventional "Rag." Show him all styles of machines and play a Victor 3d with a voice record. If he is fond of the classical, let the record be a Caruso, or if he cares for something in English a record of Allen Turner's will show up the machine to great advantage. After playing the record on the Victor 3d transfer it immediately to the Victrola and play it with the same style needle. Now dwell upon the difference in quality between the tone of the two machines, showing that although the Victor 3d is clear, brilliant and of good, natural quality, the construction of the Victrola tends to give the reproduction on this machine a rich, velvet quality which cannot be reproduced on any other instrument. The idea of "quality of tone" is one of the strongest selling points of the Victrola and the salesman should use it as much as possible.

Call his attention to the different effects produced by the manipulation of the little doors. Point out the graceful and artistic appearance of the Victrola and the beauty of design. If he seems interested go into the details of construction and explain the principles of sound waves (but be careful—he may know more than you), therefore study up so that you will be able to talk intelligently on the subject.

But for Heaven's sake don't talk too much. You may arouse his desire to buy in half an hour or less, but in the next ten minutes you may talk him out of it. Keep your eyes open and stop talking at the psychological moment. Remember you are not a talking machine. Let the Victor have a show.

VALUE OF THE TRADE PAPER.

How a Paper Like The World, for Instance, Benefits Its Advertisers and Supporters.

The importance of the trade paper to the industrial life of the country was fittingly described in a recent editorial in the "Fourth Estate," a leading magazine for newspapermen, published in New York. The editorial referred to read as follows:

"Few people outside of those directly interested have any idea of the number and value of the American trade publications.

"These are days when every business must have its representative paper, a periodical which will serve as the eye of the trade, watching out for every little item of news referring to it, seeking for all useful information, striving to supply every pointer which may possibly benefit its readers.

"The average man who takes up the average daily paper will find in it all the news of the day and page upon page of alluring advertisements of all descriptions, but only occasionally will he find anything directly referring to those

TWO MISSING LINKS

This is SUPPOSED to be the Missing Link between Man and Monkey.

IT'S ALL IN THE BALL

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn. Retails at 50 cents.

To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.

engaged in the same line of business as himself, unless it be a fire or a failure, the opening of a new building or the extension of an old one; in other words, news of general interest.

"This is quite natural. No one, two or even a dozen newspapers, could undertake the task of furnishing the readers in every line of business with all the news of interest to them in their particular branches of commerce.

"Thus the trade paper becomes a positive necessity, and by concentrating its energies on one trade and its closely allied branches it is enabled to present to its patrons not only all the news in that particular line of business, but also many advertisements setting forth all that is new, bright and attractive in that trade.

"Consequently the trade paper brings about a most valuable interchange of ideas and keeps everybody thoroughly posted on everything transpiring in the business represented by the paper.

"It is difficult to imagine that any trade could get along without the means of interchanging trade ideas, to say nothing of reading of the movements of captains of industry and trade solicitors, improvements in the different lines of business and the placing of fresh goods on the market.

"Any trade without such a representative journal would, according to modern ideas, be in a state of unhappy isolation, which would be almost fatal to progress and relegate its members back to the days, centuries ago, when all trades were confined to certain quarters of the large cities and the news of the day was exchanged over the wine cup, the beer pot, the coffee cup or the teapot.

"Finally the trade paper enables a business to be located in any part of the city, State or country, instead of squeezed up in a 'quarter,' for in its columns those who wish to do so can read of everything of interest transpiring in the trade, whether it be in New York, San Francisco, Chicago or New Orleans, London, Paris or Timbuctoo, Ceylon, Bombay or Singapore, St. Petersburg, Pekin or Tokio.

"Verily it cannot be denied that the trade paper appears to be a most useful publication."

NUGGETS FROM GEORGIA.

Don't climb so high that the world can't see you when it goes to cut the tree down.

Some folks paint the devil so black that they can't locate him on a dark night.

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

TO MARKET FACTORY PRODUCTS.

The Output Company Will Help Manufacturers to Find a Market—O. W. Eckland Is Manager of a Strong Sales Force.

(Special to The Talking Machine World.)

Chicago, Ill., January 6, 1909.

The Output Company of America have been organized in this city for the purpose of marketing the factory product of concerns making good specialties and who will arrange with the company for the entire distribution of their output. The formation of the new company is of special interest to the talking machine trade, inasmuch as the manager, O. W. Eckland, is a man of long experience in this line and has the reputation of being a sales manager of unusual resourcefulness and energy. Furthermore, several well-known talking machine men are financially interested in the company. A strong sales force has been organized and the company, among other things, have contracted for the marketing of the entire output of the Central Cut Glass Co., of Chicago. They are open for good specialties in talking machine or other lines, and are especially desirous of obtaining the American representation for foreign manufacturers. The offices of the company are at 1110 Heyworth building.

CHICAGO'S TRADE FOR 1908.

Figures and Facts Submitted by James F. Bowers, Secretary of Lyon & Healy.

(Special to The Talking Machine World.)

Chicago, Ill., January 9, 1909.

James F. Bowers, secretary of Lyon & Healy, in an article prepared for the Chicago Record-Herald gives the following figures relating to the business transacted by the music trade industry in this city for the year 1908:

Sales 1908	$19,000,000
Sales 1907	19,000,000
Manufactures 1908	14,400,000
Manufactures 1907	16,000,000

Decrease, 10 per cent.

"The past year has been fairly good in the musical instrument industry. In the early part of the year sales were considerably better than might have been expected during a period of general depression; the summer months were dull, however, compared with the year before, and it was not until October that activity became apparent. But the year finished with a good Christmas, so that viewed as a whole the twelve months compares favorably with the output of a few years ago.

"Business in high-grade pianos was exceedingly good, more Steinways being sold than ever before in the course of a year. The demand for medium-priced pianos was also very fair. There was a large falling off in the sales of very cheap instruments. The pianola piano continued to increase in favor. This piano may be played by means of a regular keyboard or by means of a roll of perforated paper. The result is that such a piano opens up vast possibilities in music to families who heretofore were confined to very simple forms. The Victor-Victrola, a new form of talking machine, in which the horn has been done away with, made such strides in popularity during the past year that it was impossible to supply the demands. Early in December every Victrola that the factory could produce, by working night and day, had been sold, and the new year finds many orders for these instruments still unfilled.

"The feature of the year just past was the return to favor of the mandolin, guitar and banjo. These instruments were again in strong demand and, together with the violin, were selling in great quantities. Sheet music and book business showed a decided gain over 1907, which is proof positive that the teachers of music on the whole are in a prosperous condition.

"One remarkable novelty brought forth during the year was the Welte-Mignon piano, which reproduces exactly and wonderfully the playing of Paderewski and many other great artists."

MICA FOR DIAPHRAGMS.

Producers of Domestic Mica Want a Strong Duty Incorporated on the New Tariff Bill—A Petition Lodged With the Ways and Means Committee.

(Special to The Talking Machine World.)

Washington, D. C., January 7, 1909.

Mica is largely used for diaphragms in sound boxes, and therefore manufacturers are interested in the duty on this article. The grade of mica employed for this purpose is imported from India. In the sound boxes made by the Victor Talking Machine Co., Camden, N. J., and the Columbia Phonograph Co., General, New York, the mica diaphragm is used exclusively. The National Phonograph Co., Orange, N. J., have substituted copper for mica in the Edison sound boxes. The domestic and Canadian mica is totally unfit for diaphragms, and therefore cuts no figure so far as the trade are concerned.

Producers or miners of domestic mica—the most important deposits being found in North Carolina—are opposed to the importers as to the rate that should be embodied in the framing of the new tariff bill. The domestic miners avow the importers are trying to have mica placed on the free list, or the duty materially reduced. The importers, however, in a letter of December 18, addressed to the Ways and Means Committee of the House, say:

"We desire to go on record as follows in the matter of proposed tariff revision as applied to paragraph 184, act of 1897, which relates to mica: 1. We favor the removal of ad valorem duty of 20 per cent. 2. We favor the retention of the present specific rates, namely, 6 cents per pound on uncut mica and 12 cents per pound on cut mica. Specific duties of 6 cents per pound and 12 cents per pound, as stated above, return to the government a fair revenue and an equitable one to the importer, and fulfills the purpose of a specific duty. Protection is not required as far as mica is concerned in this country. Costs of production, etc., need no comment here. Domestic mica has not been bettered by the ad valorem duty in the present tariff, and, furthermore, consumers will continue to demand and to use foreign mica on account of quality and quantity and dependable supply thereof, as the past proves."

NATIONAL CO.'S EXCHANGE

Will Take Back Cut Out or Defective Edison Standard Records—The Conditions Specified.

On December 28 the National Phonograph Co., Orange, N. J., notified authorized Edison jobbers and dealers that beginning Jan. 4, and until Jan. 9, 1909, inclusive, they may return, for exchange, cut-out and defective (not surplus) Edison standard (not grand opera, Amberol or concert) records.

Jobbers must enclose with the above an order, for immediate shipment, of a quantity of standard or Amberol records equal to the total number of standard records he is returning from his own stock, and within 30 days from Jan. 9, 1909, he must order a quantity of standard or Amberol records equal to the number of standard records his dealers have returned to the factory to be credited through his jobber.

This proposition did not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature, or second-hand records, returned were absolutely refused. Jobbers and dealers are given the option of ordering any quantity of Amberol records equal to, or in excess of standard cut-out or defective records returned, with the understanding that the number of such records ordered are to be charged at the price of Amberol records, while credit will be given for standard records returned, at the price of the standard records.

A meeting of the directors of the National Phonograph Co., Orange, N. J., was held in their New York offices, 10 Fifth avenue, Thursday. Business of importance was transacted.

TRADE NEWS FROM LOS ANGELES.

Record Holiday Business Helps Year's Average of Business—Big Victrola Sales—Jobbers Have Hard Work to Fill Orders—Bad Fire in Wiley B. Allen Co. Store—How Various Houses Find Business—T. B. Tessier Returns from Mexican Trip—Other Interesting Items of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 2, 1909.

The old year has ended to the satisfaction of every dealer in the trade. The great volume of holiday business has placed 1908 far in advance of all previous years. Victor Victrolas seemed to be most demanded by the trade of the large houses. Another noticeable feature was that mostly all was cash business, while a small amount was installments. A leading retail firm made a record by selling 55 Victrolas in sixty days, while others made proportionate new records.

Jobbers in all lines had all they could do to fill the hundreds of orders which came in by mail, telegraph, long distance telephone and special messenger. Most every dealer had to order time and time again only to find he had not ordered as much as he should have at first. The wholesalers and jobbers are to be congratulated for their splendid service.

The only unfortunate happening among the dealers was that of a fire which damaged the Wiley B. Allen Co.'s store to the extent of $25,000. A fortunate point was that the fire started about 10 o'clock Christmas evening, just after the big trade was over, and while some customers were just completing their purchases. The building was flooded with water, which did the most damage. The insurance company has purchased the damaged stock and claims on the same have been adjusted. The management has rented a large store a few doors south of the old location where they are temporarily located, and business has continued almost as though nothing had happened.

Sherman, Clay & Co., Victor jobbers, made the highest mark in the history of the Los Angeles branch. Manager Chas. Ruggles said: "I knew we would do a larger business than last season, but I hardly expected we would witness as great an increase as we did; had we received any more orders we would have had to put up a sign, 'Sold Out.'"

The Southern California Music Co., Edison and Zonophone jobbers, were in about the same position, having received orders from most every county in three States. Dealers from the northern part of the State telegraphed and telephoned for goods to be shipped by express up to the last minute. The branch houses of the same firm at San Diego, Riverside, San Bernardino, Santa Barbara and Oxnard did splendid retail business.

E. H. Philbrook, manager of the Edison Business Phonograph department of the Southern California Music Co., since receiving a large shipment of machines has installed several business outfits and is introducing the system to every large concern which employs an office force. The Business phonograph is comparatively a new venture in the trade here, but it has thus far met with great success and undoubtedly has a great future.

Arthur E. Burson, patentee of the Burson stopping device for all types of machines, has been in this city in company of Anton Gloetzner. Together they are making preparations for supplying the trade with the new product. After a short stay in the southern parts they will return to Santa Barbara.

After traveling through different parts of Mexico in the interests of the Southern California Music Co., T. B. Tessier has returned, bringing most favorable reports of trade conditions in the sister republic. Geo. L. Snider, of Kern, Cal., is among the many visiting dealers. Francisco Moreno has been appointed manager of the talking machine department of the Santa Barbara branch of the Southern California Music Co., while Edw. Borgum has taken a similar position in the San Diego branch of the same concern.

Geo. T. Exton, partner in the Exton Music Co., and one of the most prominent music dealers on the Pacific coast shot and killed himself December 29 in the basement of his store at 216 West Third street, in this city. No reason is understood for such an act, as he was in good circumstances and had an excellent standing, having been engaged in the music business in this city for the past 18 years.

THE GOSPEL OF FRESH AIR

Being Preached by the Talking Machine in the Anti-Tuberculosis Campaign.

In aiding the fight being waged against tuberculosis the streets of New York, Boston, Chicago and other great human hives ring with the music of the talking machines which are being used to spread the anti-tuberculosis propaganda. This method is simple and effective. The machines are brought from place to place on vehicles; the program opens with the rendition of "The Battle Cry of Freedom" or of some similar martial air. This collects the crowd. When the operator is satisfied with the size of his audience, he removes the musical record from the machine and substitutes a record that tells of the proper mode of living. This is what the eminent German specialist, Dr. Koch, calls "preaching the gospel of fresh air and sanitation."

GEORGE W. LYLE TO EUROPE.

The General Manager of the Columbia Co. Will Look Over the European Field—Conditions in the United States Most Satisfactory.

January 6 George W. Lyle, general manager of the Columbia Phonograph Co., General, sailed from New York for Europe on the swift turbiner "Lusitania," landing in Liverpool, England. He was accompanied by his daughter, Gertrude Lyle. The trip was decided upon after Mr. Lyle became satisfied that the new selling policy of the company regarding the establishment of Columbia jobbers and dealers in exclusive territory was permanently successful and working admirably. Also that the sale of indestructible cylinder and double-disc records was increasing beyond their most sanguine expectations, hence this pleasant state of affairs permitted him to go abroad on a tour of inspection. Mr. Lyle will be in consultation with Frank Dorian, the Columbia's capable representative in London, England, the greater part of his time, and will also visit a few of the principal offices on the Continent. He will be away about a month.

PERSUASIVE.

A rural manufacturer duns his subscribers in the following novel manner, says Harper's Weekly:

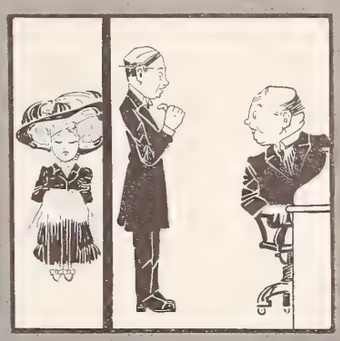
"All persons knowing themselves indebted to this concern are requested to call and settle. All those indebted to this concern, and not knowing it, are requested to call and find out.

"Those knowing themselves to be indebted, and not wishing to call, are requested to stay at one place long enough for us to reach them."

DEATH OF OLD EDISON EMPLOYE.

Peter Brady, one of the oldest employes at the Edison plant in Orange, N. J., died suddenly at his home in West Orange on December 24. For many years he had had charge of the men who took care of the buildings, and was popular with thousands inside and outside of the Edison works. He was born in Ireland sixty-four years ago.

Robert R. Smallfield, proprietor of the Smallfield Music House, 313-315 West Second street, Davenport, Ia., recently purchased the entire stock of the Columbia Phonograph Co., in that city, whose line he will handle. This is the fifth store that this enterprising dealer has purchased in Davenport since starting in business.



Don't keep your customers waiting

Maybe it is the fault of your jobber, but if you have the right kind of a jobber there won't be the least delay in filling your orders.

You can't afford to dilly-dally with a jobber and keep your customers on edge for their goods. Not every customer will stand that kind of treatment, and those who do won't put up with it any longer than they can help.

There's an easy way to get over these troublesome delays. Send us your orders for Victors, Victor Records, record cabinets, horns, fibre cases, English needles, and Victor accessories of every sort. You won't need to tell us to hurry—we always do that; send out goods the same day the orders are received.

That is the kind of service you always get here, and it puts you in position to take the best care of your customers and saves you a lot of needless worry.

Try us on your next rush order and see how we handle it. In the meantime you'd better get our catalogue, and booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style Victor in design and finish.

Write for them to-day.

The Victor Distributing and Export Company

83 Chambers St., New York

POPULARITY OF THE STAR LINE.

The New Starola Cabinet Machine Has Made a Great "Hit"—Fifteen Models Constitute the Star Line—Plan a Big Campaign for 1909.

The Hawthorne & Sheble Mfg. Co., are achieving great success with their Starola cabinet machines which were introduced to the trade last month, and which are further referred to in their advertisement elsewhere is this issue. These instruments mark a further development of the plans of the Hawthorne & Sheble Co. who have been steadil, increasing their line with the result that the Star products are now made in fifteen models, with all distin tive features. Improvement and erfection are the keynotes of the Hawthorne & Sheble advance.

Dealers find the Star a most profitable line to handle, and are taking hold of them, as well as the Star records, with alacrity. The progressive policy which has characterized the Hawthorne & Sheble Mfg. Co. for the past twelve months will be not only further exemplified during the year just opened, but materially augmented, and nothing will be left undone to make the Star line a most attractive proposition to dealers—specialties that will give the utmost satisfaction to purchasers.

THE EXCELSIOR PHONOGRAPH CO.

Instead of succeeding the Douglas Phonograph Co., Inc., New York City, as "The Talking Machine Co., of New York," previously announced in The World of December 15, following the purchase of the property by P. A. Powers, of Rochester and Buffalo, N. Y., the title of the new concern will be "The Excelsior Phonograph Co." John Kaiser, general manager of the company, stated Tuesday, when the adoption of the latter designation was decided upon, that the change was made to avoid unnecessary complications and useless friction, a course satisfactory, in his judgment, to all parties in interest.

POINTS GAINED BY JOBBERS.

The Exact Line Victor Dealers Can Handle—Plans of Schemers Nipped—No Change in National Co.'s Practice of Furnishing Samples—Victor Double-Discs in Envelopes Hereafter.

The National Phonograph Co., Orange, N. J., recently transmitted a circular letter to their Edison jobbers, notifying them that after due consideration of the proposition placed before them by the executive committee of the National Association of Talking Machine Jobbers, following the Chicago conference, there would be no change in the company's practice of furnishing samples of records on the usual monthly dates. The committee had unanimously recommended that one set of samples only be sent each jobber, so as to have dealers call at their respective places to hear them played and then place the order; in this way all would be on the same footing and much valuable time saved and other annoyances avoided. There was a division of opinion among the National Co. securing a consensus by mail, the majority favoring the existing plan, hence their action. Doubtless this question will be brought before the annual meeting of the association in July for further discussion.

At the instance of the committee, however, the Victor Talking Machine Co., Camden, N. J., on December 18 informed their distributers that hereafter the initiatory minimum order for three machines to qualify as a dealer should not include a Victor Victrola or a Victor Auxetophone, but the regular line only. This step was taken to stop the practice of department stores aiding and abetting the purchase of high-price goods by private individuals at the dealers' price for holiday gifts, thereby robbing the legitimate store of sales. The methods of fake dealers and these transactions, on being explained to the Victor Co., the foregoing prohibitory order was issued, and the Christmas trade thereby kept in the proper channels.

As rapidly as it can be accomplished, the Victor Co. are placing their duplex or double-side records in stout envelopes, of uniform quality and color, thereby protecting them against injury and dust. This will relieve the dealer of "enveloping" the records at his own expense. This was also brought about through the representations and request of the association.

SOME CURIOUS COMMENTS

Made by a Correspondent of an English Paper on His Own People—Quotes Thomas A. Edison but His Interview Is so Utterly Unlike the Great Inventor That It Seems an Effort of His Imagination.

"The Englishman who succeeds is hardly ever a Londoner; the Englishman who fails completely is almost always a Londoner."

This is the statement which a special correspondent of the Times who has been traveling in Canada and part of the United States says he has heard everywhere. The correspondent visited Mr. Edison at his laboratory in New Jersey.

"Say, what's the matter with your people over there?" he exclaimed. "I've had to close down my phonograph factory in England—what's the name of the place? I've forgotten; somewhere near London. All the others in Europe paying. But we couldn't make that one pay. We get good work out of the French and the Belgians and the Germans and Austrians, but the English—no good.

"Mind, I'm not speaking of the English mechanic; none better in the world. I'm talking of the common laboring man you pick up on the streets. What is it? Too much booze, or general deterioration, or what?"

* * * *

Knowing the conservative and careful manner in which Thomas A. Edison talks to newspaper men, whom he avoids unless properly introduced, the above "talk" with the wizard of Menlo Park must be an effort of the reporter's imagination, as it is altogether at variance with the way in which Mr. Edison always discusses serious subjects.

Orders Filled Quickly and Fully Our Claim

LET US PROVE THIS TO YOU

SPECIAL—The illustration shows our No. 124—200 Peg—Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.

FIRST—We are Talking Machine Jobbers exclusively.

SECOND—Orders go only into hands of experienced men.

THIRD—Our two warerooms bring us closer to the dealer.

We mention this to show there is One Jobbing House that spares nothing in its efforts to "Serve You Right on Edison and Victor."

Our warerooms are filled from floor to ceiling with fresh new goods, to take care of all hurry-up orders.

Write, telephone or telegraph, and be convinced that Buehn's Rush Service is better than any you ever tried.

LOUIS BUEHN & BROTHER

PHILADELPHIA — Everything for Talking Machine — HARRISBURG

THE COPYRIGHT SITUATION IN WASHINGTON.

Certain Now That no Legislation Regarding Copyright Will Become Law This Session—A Copyright Bill May be Reported in Some Form to the House of Representatives and May be Passed by the Lower Branch of Congress—The Real Stumbling Block Seems to be the Musical Clause—Committee Finds It Hard to Reach Unanimous Agreement on Certain Points—The World's Washington Correspondent Presents Some Interesting Contrasts as They Appear in the Different Bills—A Careful Analysis for the Busy Reader.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 9, 1909.

Talking machine men will be interested in knowing that there will be no copyright legislation during the present session of Congress. This much can be stated authoritatively without the slightest fear of successful contradiction. The best that can now be accomplished is the reporting of the copyright bill in some form to the House of Representatives and its possible passage through the lower branch of Congress. It is not even certain that this much can be accomplished. Several members of the House Committee on Patents are very positive in declaring the most that can be hoped for is the agreement upon some form of bill in committee and the submission of a report to the House.

But as for securing the passage of a bill through both the upper and lower branches of Congress—that is now as impossible as water running up hill. Even if the members of the House Committee were able to agree upon a measure and the House were to adopt it at once, there would be no legislation for the reason that it is the intention of the Senate Committee on Patents to go over the action of the House, section by section, and this would delay the reporting of the measure far beyond the 4th of next March, when the present session of Congress dies by constitutional limitation. When the Congress expires all measures die with it. In the next Congress they must all be reintroduced, referred to the Patent Committees and considered *de novo* just as though the subject had never before been broached.

Of course, if the House Committee can agree upon a bill finally before the end of the present session, even if that measure cannot become a law, the same measure can be introduced in the 61st Congress and quickly reported out of the Patents Committee unless there are many changes in the personnel of that committee in the general reorganization of committees for the next Congress.

THE REAL STUMBLING BLOCK.

The stumbling block of the copyright situation is now—as it has been ever since the movement for a new law was instituted several years ago—the musical clause. There is the same wide division of sentiment between the various influential interests specially concerned in this feature of the proposed law—the publishers of music, the composers, the manufacturers of talking machines and makers of various kinds of patented instruments for the mechanical reproduction of copyrighted music.

But for the dissension among these interests, and especially the efforts of the music publishers in blocking legislation, the copyright bill would long ago have been passed. There is no other single feature of the bill in its various forms that has excited anything like the controversy and opposition than has the music clause. With an agreement satisfactory to a large majority of the two Patent Committees on this clause, the bill could be reported to the House within three hours and passed within a fortnight.

COMPROMISE ATTEMPTED BUT FAILED.

Toward the end of the first session of the 61st Congress there was an attempt made to bring the various opposing interests together on the common ground of compromise. For a short while it looked as though this would succeed. But it failed. Some of those entering the compromise agreement—and it was only a provisional compromise—have since withdrawn from it and when the present second session of the same Congress convened the situation was practically no better than it was a year ago, except on the surface. Down underneath the apparently calm waters of the sea of conflicting copyright interests there were the same restless and insistent currents and cross-currents forming a veritable submarine maelstrom.

The House Patents Committee, if its members could agree, might report some sort of bill without paying further attention to these outside currents, but that would be futile. Unless those most deeply interested in the copyright section reach some sort of agreement it is a safe bet that there will never be a copyright law of a general character passed affecting the musical trade, because if there is no agreement as between those directly affected there would be a fight instituted on the floor of both houses in behalf of the various interests the moment the measure came up for consideration and the measure jeopardized of passage.

SUB-COMMITTEE HARD AT WORK.

At the close of the last session it will be recalled a sub-committee of the House Committee on Patents, headed by Representative Currier of New Hampshire, chairman of the full committee, and including Representatives Hinshaw of Nebraska, Chaney of Indiana, McGavin of Illinois, Washburn of Massachusetts, Legare of South Carolina and Sulzer of New York, was appointed with instructions to draft a bill. At the beginning of this session in December this subcommittee began its herculean task. Since December they have been going over the disputed music clause in an effort to reach an agreement and holding sessions almost every day. They have been making progress but have not yet reached an agreement. When they do their recommendations will have to be reported to the entire Committee on Patents before it can be reported to the House of Representatives. It is now the intention of this sub-committee to call before it Messrs. Arthur Stuart of Baltimore and John J. O'Connell of New York, who have been in conference with one another as representatives of the two principal sets of opposing interests, and trying to work out a satisfactory sort of music clause. They will submit a working draft for the consideration of the sub-committee, but it does not necessarily follow that the subcommittee will accept what these two gentlemen recommend.

Just what the outcome will be is as uncertain as a March hare. The best that the Patent committees members are hoping for now is that they will be able to agree upon something. It is not certain that they can, although since the Christmas recess the prospects seem a trifle more reassuring. The attitude of the House is equally problematical. If seven members of the subcommittee have met day in and out without agreeing after having devoted months of study to the subject, what can be expected of a body like the House of Representatives, composed of nearly four hundred men, many of them representing constituents who are kicking against what the constituents of other members want. The members of the Ways and Means Committee have trouble enough making tariffs, but their task is like writing laws with rose water compared to the work of those who have attempted for two years to frame a copyright law.

DIFFERENT BILLS CAUSE DEADLOCK.

There are sharp differences of opinion among the members of the Patents Committee just as there are among the interests outside of Congress. There is no hope of the Committee reaching a unanimous agreement, and unless they do their task will be more difficult whenever the matter reaches the stage of floor discussion. Altogether there are six principal bills on the subject under consideration. Two of them are Senate measures, Senate Bill 2900, introduced by Senator Kittredge, known as a pro-composers measure and Senate Bill 2499, introduced by Senator Smoot of Utah, who is still chairman of the Senate Patents Committee. For present purposes the four House Bills are the ones in which interest centers. They are:

House Bill No. 21592, introduced May 5, 1908, by Representative Washburn, of Massachusetts.

House Bill No. 22183, introduced May 26, 1908, by Representative Currier, following generally the lines of the Smoot Bill.

House Bill No. 24782, introduced December 19, 1908 (this session), by Representative Barchfeld of Pennsylvania.

House Bill No. 25162, introduced January 5, 1909, by Representative Sulzer of New York.

All four of these measures differ and they are before the Patents sub-committee. Some of the leading members of the House sub-committee favor the payment of a royalty of 2 cents a record or controller for the use of copyrighted composi-

ATTENTION, MR. JOBBER AND DEALER!

The New Munson Folding Horn

PATENTED

Retails $7.00

Retails $7.00

OFFERS YOU GREATER SALES AND LARGER PROFITS

THE NEW MUNSON FOLDING HORN is not only superior in appearance but through some mechanical changes in its construction its tonal qualities have been greatly improved.

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

Dealers Must Order Through Their Jobbers. Further Particulars and Discount Sheet on Application

FOLDING PHONOGRAPHIC HORN CO., 650-652 Ninth Ave., New York City

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents

tions on mechanical music reproducing instruments. Several members of the sub-committee would, in order to secure an agreement, consent to the waiving of the 2-cent royalty and the substitution of a provision for the payments to be made on a percentage basis, but they assert that they would yield their convictions in favor of the 2 cents royalty very reluctantly. Opposed to these members are those who favor the payment of a high percentage royalty to the owners of copyrights for the use of copyrighted compositions for mechanical music-reproducing purposes. There is another provision that has developed a controversy, and that is the section of the Washburn bill which proposes to give to copyright owners the same rights which they would have under the common law.

All four of the above mentioned House bills provide "That the copyright secured by this Act shall include the exclusive right—

"(a) To print, reprint, publish, copy and vend the copyrighted work."

This is the only clause of the music section upon which there is absolute harmony, but when it comes to clauses (b), (c) and (e) they differ widely.

DIFFERENCE IN THE VARIOUS CLAUSES.

Take clause (b) for instance. The Currier bill would secure the exclusive right (B) "To translate the copyrighted work into other languages or dialects, or make any other version thereof, if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

This clause of the Washburn Bill reads "(b) To translate the copyrighted work into other languages or dialects, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model for a work of art."

And the Barchfeld Bill—it's clause (b) reads: "To translate the copyrighted work into other languages or dialects or make any other version of it if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

Finally clause (b) of the new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK."

THE DIFFERENT BILLS CONTRASTED.

It is apparent from the above extracts that the Currier Bill is the only one that does not use the phrase "to arrange or adapt it if it be a musical work." While some favor the use of the words "rearrange or adapt" others severely criticize their use and declare they must either go out of the bill or be qualified. It has been suggested that these words might prevent the use of a piece of music for a phonographic disk and the word "rearrange" along has been criticized for another reason. It is claimed by these critics that "arrange" has a well defined legal meaning, but that the word "rearrange" is new to the law. It has been suggested by them that "re-arrange" if it means anything means to re-arrange an arrangement.

All four bills agree on clause (c) which grants the exclusive right "To deliver or authorize the delivery of the copyright work in public for profit if it be a lecture, sermon, address or similar production," the phraseology of this clause being identical in the four measures. In clause (d) the bills again differ widely.

That of the Currier bill, for instance, reads:

(d) To perform or represent the copyrighted work publicly if it be a drama, or if it be a dramatic work and not reproduced in copies for sale, to vend any manuscript or any record whatsoever thereof; *to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it or any performance thereof may in any manner be performed, presented, produced, or reproduced, and to exhibit it or any performance or any representation or reproduction of it or any performance thereof whatsoever.*

In the Washburn this clause has been condensed into the following:

(d) To perform or represent the copyrighted work publicly if it be a drama;

It takes the following form in the Sulzer Bill:

(d) To perform or represent the copyrighted work publicly if it be a drama; *or to authorize the reproduction or the public representation of it by means of the cinematograph*:

Clause (d) of the Barchfeld Bill reads like this:

(d) To perform or represent the copyrighted work publicly if it be a drama.

Then when it comes to (e), the real bone of contention, there are as many differences as there are words almost in these four bills.

In the Currier Bill for instance which favors the 2 cents royalty the clause reads as follows:

(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved, as provided in section twenty-one of this Act, or to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced to the ear: *Provided, That the provisions of this Act, so far as they relate to instruments or machines or parts of instruments or machines which reproduce or serve to reproduce to the ear the musical work, shall include only compositions published and copyrighted after this Act takes effect*, and shall not include the works of a foreign author or composer unless the foreign state or nation of which such author or composer is a citizen or subject grants, either by treaty, convention, agreement, or law, to citizens of the United States similar rights:

Provided further, That any person may make use of the copyrighted work in the manufacture of records or controllers for mechanical music-producing machines, *however operated*, and *may sell or use such records for profit upon payment of a royalty* to the copyrighted proprietor by the manufacturer of such record or controller, as hereinafter provided:

And provided further, That in no event shall the payment of more than one royalty be required on any such record or controller.

In case of the use of such copyrighted composition on such interchangeable records or controllers of such mechanical music-producing instruments no criminal action shall be brought, and in a civil action no injunction shall be granted, but the plaintiff shall be *entitled to recover in lieu of profits and damages a royalty of two cents on each such record or controller, except in the case of disks for talking machines not exceeding eight inches in diameter or cylinders not exceeding four inches in length, in which case the royalty shall be one cent;* but in the case of the refusal of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at the said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may enter judgment therein for any sum above the amount found by the verdict as the actual damages, according to the circumstances of the case, not exceeding three times the amount of such verdict."

In the Washburn Bill this clause takes an entirely different expression, as follows:

(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved, as provided in section twenty of this Act, and for the purpose of public performance for profit, and, for the purposes set forth in subsection (a) hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced:

Provided, That the provisions of this Act so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work shall include only compositions published and copyrighted after the passage of this Act: *And provided further, That* whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of *a royalty equal to the royalty agreed to be paid by the licensee paying the lowest rate of royalty for instruments of the same class, and if no license has been granted then* [?] *per centum of the gross sum received by such person for the manufacture, use, or sale of such parts*, and in all cases the highest price in a series of transactions shall be adopted.

The Sulzer Bill expresses this clause in the following language:

(e) To perform the copyrighted work publicly for profit if it be a musical composition or if it be a dramatic work and not reproduced in copies for sale; to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it or *any performance thereof may in any manner be performed*, presented, produced, or reproduced, and to exhibit it or any performance or any representation or reproduction of it or any performance thereof whatsoever; and for the purpose of public performance for profit, or for the purposes set forth in subsection (a) hereof, *to make any arrangement or setting of it or of the melody of it in any system or notation*, or to make any form of record thereof in which the thought of an author may be recorded and from which it may be read or reproduced.

In the Barchfeld Bill the clause is more brief. It reads:

(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved as provided in section twenty of this Act; [and for the purpose of public performance for profit, or, for the purposes set forth in subsection (a) hereof] *to make any arrangement or setting of it or of the melody of it in any system or notation*, or to make any form of record thereof in which the thought of an author may be recorded and from which it may be read or reproduced.

PHOTOGRAPHING HEART BEATS.

By means of an ingenious combination of the stethoscope, microphone, phonograph and galvanometer, a Dutch physiologist obtains a photographic record of the heartbeats.

WILL LEASE OR SELL
BRITISH and FRENCH PATENTS
OF THE NEW
S Shaped Phonograph Horn

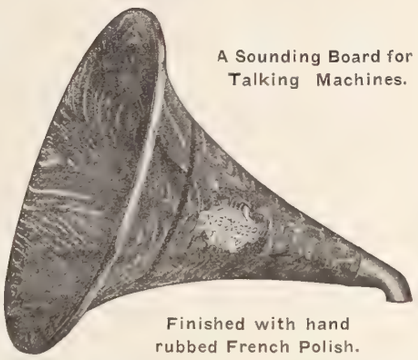
Which Requires Little Space
For clearness and sweetness of tone it is superior to all other horns.
If interested, address the inventor.
CHAS. A. BEPPLER, 921 Gates Ave. BROOKLYN, N.Y.

MUSIC-MASTER Wood Horns (NOT VENEERED)

The only SOLID WOOD Horn on the Market

The Music Master Wood Horn is made of sixteen SOLID staves of either Oak, Mahogany or imported Spruce.

Made to fit any machines, Edison, Zonophone, Victor, Columbia or Star.



A Sounding Board for Talking Machines.

Finished with hand rubbed French Polish.

You could not get a resonant tone from a metal or veneered wood musical instrument.

Why not test our claims of superiority? Let your jobber or us send a Music Master Horn on approval.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Penna.**

NEW YORK TALKING MACHINE CO.

Replaces the Victor Distributing & Export Co. —New Name Takes Effect from January 1 —No Change in Management or Staff—Manager Williams' Christmas Reminder.

Dating from January 1, 1909, the Victor Distributing & Export Co., 83 Chambers street, New York, ceases to exist, having been taken over by the New York Talking Machine Co., which has been incorporated under the laws of the State of New York. There will be no change in the management or policy of the company, the present staff being retained as follows: G. T. Williams, general manager; V. W. Moody, assistant; W. S. Moffatt, G. W. Williams and E. G. Evans. There may be some changes in the officers, to be announced later. The company will continue to transact a strictly domestic business with a tendency and purpose to confine themselves to the wholesale end.

Christmas eve Manager Williams was agreeably surprised when his associates and the clerical corps presented him with an elegant humidor, of quartered oak, copper lined, and containing a box of fragrant Havanas. The company remembered everybody with a gold piece and their best wishes for the future.

The company have uniformed their elevator attendant in a wine-colored suit, with the word "Victor" emblazoned on the jaunty cap and the military collar of the coat in brass script. It is a stunning outfit.

E. T. Severin has opened a talking machine store in Moline, Ill., occupying a part of the showroom of the Tri-City Piano Co. He will carry a complete line of Victor and Edison goods.

Bad personal habits in the employer or manager lead to bad personal habits in the employes. Don't make yourself an excuse for your clerk's misdeeds.

WANAMAKER USES "THE TALKER"

For His Address at the Convention of the Pennsylvania German Society.

An interesting feature of the recent convention of the Pennsylvania German Society at Lancaster was the address of John Wanamaker, the president, delivered entirely by phonograph to the large assemblage. Pushed with business, Mr. Wanamaker sent his annual address on phonographic records, to be delivered by machinery, with a letter regretting his inability to be present, in which he wrote: "I send you nine barrels of speech," referring to the records, and his utterance delivered to the society was possibly the first annual address so made. Mr. Wanamaker's "nine barrels of speech" covered the history of the society and outlined the work which is being done.

PUNCH BOWL FOR MR. BLACKMAN.

A handsome cut glass punch bowl was given J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, by the clerical, selling and office staff. R. E. Caldwell, the vice-president and manager of sales, did the honors the day before Christmas. Mr. Blackman, as is his annual custom, distributed an extra fat pay envelope, with his compliments, to the entire body of employes.

POSTAL RATE TO GERMANY REDUCED.

On January 1, it is announced, the postage on letters to Germany will be reduced to two cents per ounce, providing such letters are despatched by steamers proceeding directly from United States ports to German ports, otherwise the present rate of five cents per ounce will apply. This is a provision that need not worry the average business house, for, apparently, the reduced rate will apply in all cases except when letters are specifically addressed for despatch by some special steamship requiring transshipment of the mails through England, France or some third country. In general, then, for all other letters, the rate after January 1 will be the same for German letters as for domestic letters and as has so recently been made applicable to British letters.

NOW WASHINGTON MUSIC CO.

Tilley Co. Change Name and Take Allen Hansen Into the Business—Lease New and Larger Quarters at 118 Post Street.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 29, 1908.

The Washington Music Co., until now the Tilley Music Co., have taken a lease of the three-story building at 118 Post street. This building is located adjoining the quarters now occupied by the Tilley Music Co.

Homer H. Tilley, the former owner of the Tilley Music Co., has sold a half interest in the company to Allen Hansen and the firm has been reorganized under the name of the Washington Music Co. Mr. Tilley is the president and treasurer of the new company and Mr. Hansen, secretary and manager.

The first floor of the building will be used entirely in handling sheet music and phonographic records. The company intends to do a jobbing busines in sheet music, this being the first jobbing business in this line in Spokane. The second floor will be remodeled considerably and devoted to the handling of Edison phonographs, while the piano stock of the company will be carried on the third floor.

GET AGENCY FOR EDISON LINE.

The Koerber-Brenner Piano Co., St. Louis, Mo., have secured the agency for Edison phonographs and records and are preparing to push this branch of their business in energetic style.

WITH THE TRADE IN CLEVELAND.

The Business of 1908 in Retrospective—Excellent Prospects for Present Year—Good Demand for Ideal Horns—Wurlitzer Co. Buy Out Witt Music Co. Department—Pleasing Reports from Various Dealers—Robbins & Co. Succeed Robbins & Emerson—New Talking Machine Stores.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 8, 1909.

In writing of present conditions in talking machine circles, one cannot help but retrospectively view the situation. The year 1908 opened in Cleveland with industry paralyzed, factories idle, wheels at rest; clearing house certificates doing the duty of specie and currency—in fact, deadlocked in the enervated condition of the first stage of convalescence following financial panic. The year closed with 75 per cent. of the prosperity volume of activity restored, and with fair prospects that this year will bring back most, if not all, that was lost. Among the first to feel the chilling blast of business adversity was the talking machine trade. The masses—mechanics and workmen—without work, had to forego the luxury of a machine, and those who had a machine, that of their habitual weekly new record purchases.

But all is now changed, and a brighter outlook forecasts a year of plenty. An unexpectedly large increase in both wholesale and retail trade developed in December, and the result was the demand was greater than the supply, and thereby the holiday trade suffered to a large extent. The consensus of opinion in the trade is that the present year will be one of continuous improvement, and that the manufacturers will be taxed to their utmost to supply the demand.

Louis Devineau started for Paris Jan. 1, where he has gone to look after a legacy bequeathed to his two little girls by an aunt. His wife and children have been there some weeks.

The Federal Mfg. Co. are busy these days on talking machine novelties, including the Ideal horn.

The Witt Music Co. have disposed of the automatic music department of their business at 206 Prospect street to the Rudolph Wurlitzer Co., who are continuing the business at that address.

The new Akron Graphophone Co., mention of which was made in last issue of The World, report business opened up in the most satisfactory manner, and that they enjoyed a splendid holiday trade.

W. J. Roberts, Jr., reports a very satisfactory year's business, which extended into the new year. He said his sales of Victrolas and Amberol attachments and records were circumscribed only by the inability of the factories to supply them.

Mr. Towell, of the Eclipse Musical Co., says their December business was exceptionally good. He says they still have unfilled orders for Victrolas and some of the higher-priced machines on their books.

"Business," said G. J. Probeck, of G. J. Probeck & Co., exclusive distributers of Columbia goods, "is very good—both in machines and records. The prospects for the winter season are very promising. Our new double-disc and Indestructible cylinder records have given an impetus to business of the most desirable character. Our holiday trade was far beyond our most sanguine expectations. We sold a large number of the higher priced machines."

Mr. Emerson, of Robbins & Emerson, has sold his interest to the firm of Robbins & Co. They have moved from 145, the Euclid avenue floor of The Arcade, to No. 42, on the Superior avenue floor, with larger rooms and better facilities for doing business. Mr. Robbins stated that during Christmas week they sold a number of Victrolas and the better grade of machines, with a good record trade. Business with the new firm has started in fine with the new year. They are selling large numbers of the Amberol and Red Seal records.

Their new location, 2010 East Ninth street, magnificent rooms and large and complete stock of Victor and Edison goods is accounted the reason by W. H. Buescher & Sons for their largely increased business. They had a splendid holiday trade, and it has continued right up to the present time.

"The Victor and Edison Talking Machine Store" has opened up at No. 27 the Taylor Arcade, under the management of Edna Rankin, formerly with the Witt Music Co. A full line of Edison and Victor machines and records is carried, and Miss Rankin says that the holiday trade was exceptionally fine.

At the store of Brown Bros., Columbia dealers, 2040-44 Ontario street, business was reported exceedingly good in the talking machine department by Loretta H. Byrne.

The International Talking Machine Co. opened their new store at No. 13 the Taylor Arcade just prior to the holiday season, and had satisfactory patronage. The company handle Columbia goods, Fonotipia, and a full line of imported records. Mr. Bourgeois, manager, is an old-timer (though a young man) in the business, and very popular.

Collister & Sayle report business exceptionally good with the advent of the new year. During the holiday season they sold out their entire stock of Victrolas and one Auxetophone, the latter installed in the "Crystal Room" of the Hollenden Hotel. Phil Dorn, manager, is enthusiastic over the outlook.

E. A. Friedlander, manager of the talking machine department of the Bailey Co., said that they had the best holiday trade in the history of the company, with big sales of Victrolas, high-priced Edisons, Victors and Zonophones. The sales of Amberol attachments and records was exceptionally large.

Mr. McNulty, manager of the talking machine department of the May Co., reported an exceptionally good holiday trade, principally of Victrolas and the higher grade machines. The sales of records run up into thousands, including a large number of Red Seal and the new four-minute Amberols.

Business is reported only fair in the talking machine department of Flesheim & Smith.

The manager of the talking machine department of the Caldwell Piano Co. made an encouraging report regarding business. A full line of Victor and Edison goods are carried.

Holiday trade has been of the most satisfactory character at the Hartwell Phonograph Store. There is a big demand for Victor records, including a very large number of Amberols.

John Reiling, who purchased the West Side Columbia Phonograph Store, No. 1831 West 25th street, is an old-time and popular resident of that section. He stated he had a fine holiday trade, and that the business prospects were highly encouraging. He carries a fine stock of Columbia machines and records, and caters largely to the foreign element, not forgetting his Yankee friends.

Here's the **Best Talking Machine** ever offered for the money

IT'S THE BIG SUCCESS

THIS is not a toy, but a perfect machine with elegant quartered oak cabinet and fitted with high grade diaphragm and Reproducer of concert size. Has 14" flower horn with 12" bell opening.

The motor is of standard clock-gear movement type and is carefully adjusted.

The entire machine is of

Superior Mechanical Construction

In shipping, the machine is concealed within the cabinet, making shipment entirely safe. Let us tell you more about it and quote our "Factory to You" PRICE.

Cabinet size 12½ x 5½

E. S. PEASE CO.

Hudson Terminal Bldgs. Suite 1654-1655 NEW YORK

CATALOGS IN AUSTRALIA.

Duty Levied on All Advertising Matter Sent Into That Country Under New Tariff Act.

(Special to The Talking Machine World.)

Washington, D. C., January 2, 1909.

Consul H. D. Baker, of Hobart, Tasmania, writing to the Department of Commerce and Labor under date of November 23, 1908, calls attention of merchants and manufacturers in the United States who send catalogs to Australia to the fact that under the new tariff act of the Commonwealth of Australia a duty is levied on catalogs, price lists, trade circulars, and all similar advertising matter introduced through the post, at the rate of sixpence per pound, even when forwarded in single copies addressed to individuals, provided the duty on the whole quantity posted by the consignor by any one mail to any one State of the Commonwealth exceeds 1 shilling.

50,000 COLUMBIA RECORDS ORDERED

For Export Shipment, of the Double-Faced Family—Export Business Generally Good.

The export department of the Columbia Phonograph Co., General, have a single order for 50,000 double-face records, to be ready for shipment Saturday, December 19. E. N. Burns, the manager, had been rushing around for that week getting things in shape, and supplicating the Bridgeport plant not to "throw him down." The factory worked like beavers in the pressing department, and made Mr. Burns happy by delivering the goods on time. Business was never so brisk with the department as now.

The export section is sending out a new hanger in colors, subject, "A Daughter of Spain," a reproduction of a painting reflecting the true Castilian spirit in pose, action and costume of the fair femininity, the personal choice of Messrs. Burns, Sause and the interpreter, assisted by other experts in Spanish graphic art. The hanger exploits "Grafofonos Columbia, discos dobles."

There is more to honesty than good policy. But if you can't be honest because it's right, be honest for what there is in it.

RECORD BULLETINS FOR FEBRUARY, 1909

NEW VICTOR RECORDS.

SOUSA'S BAND.

NO. SIZE.
5639 Under the Double Eagle March..J. F. Wagner 10
31726 Rose of Schiras Waltz (Valse Rosen)..... Eilenberg 12
31727 La Paloma.....Yradier 12
VIOLIN AND 'CELLO DUET BY RATTAY AND HEINE, ACCOMP. BY VICTOR ORCH.
5634 Angel's Serenade.....Braga 10
CLARINET AND FLUTE DUET BY CHRISTIE AND LYONS, ACCOMP. BY VICTOR ORCH.
5651 An Evening in Naples.....Quaranta 10
XYLOPHONE SOLO BY ALBERT MULLER, WITH ORCH.
52903 Carnival of Venice (Der Karneval von Venedig) 10
GUITAR SOLO BY OCTAVIANO YANES.
5662 Mexican Dance (Habaneras).....Yanes 10
WHISTLING SOLO BY GUIDO GIALDINI, WITH ORCH.
52011 Joys of Spring—Intermezzo.....Reiterer 10
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.
5637 Pauline, Otto and Fido..... 10
VIOLIN IMITATION BY EDITH HELENA, WITH ORCH.
5663 Intermezzo—Cavalleria Rusticana..Mascagni 10

TWO NEW WHITNEY RECORDS.

WHITNEY BROTHERS' QUARTET (UNACCOMP.)
5635 Hail Smiling Morn (Old English Glee)..... Spofforth 10
31724 The Cheerful Wanderer (Der frohe Wandersmann) .....Mendelssohn 12
TENOR SOLO BY HENRY EVANS, WITH ORCH.
5643 The Song that Reached My Heart...Jordan 10

TWO "SOUL KISS" HITS BY RALPH HERZ.

RALPH C. HERZ, WITH ORCH.
5654 That Wasn't All! From "The Soul Kiss".. 10
5661 Very Well, Then. From "The Soul Kiss"... 10
PEERLESS QUARTET (UNACCOMP.)
5652 Rainbow Medley..... 10
COMIC SPECIALTY BY GOLDEN AND HUGHES, WITH ORCH.
5664 The Liars, or My Uncle's Farm..... 10
HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.
5650 Brown Eyes, Good Bye.....Reed-Christie 10
HUMOROUS TALK BY EDWIN M. WHITNEY.
5636 The Darky and the Boys (The Walnut Story) 10
YANKEE TALK BY CAL STEWART.
5638 Uncle Josh and the Photographer..... 10
SONGS BY BILLY MURRAY, WITH ORCH.
5626 When a Fellow's on the Level with a Girl that's on the Square. From "Talk of New York" .....Cohan 10
5640 I Used to be Afraid to Go Home in the Dark Williams-Van Alstyne 10
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
5653 Arab Love Song.....Hobart-Hein 10
SOPRANO SOLO BY ELISE STEVENSON, WITH ORCH.
5657 The Glow-Worm.....Lincke 10
ELISE STEVENSON WITH CHORUS AND ORCH.
5641 Frieda .....Burke-Kern 10
BARITONE SOLO BY NAT M. WILLS, WITH ORCH.
5659 Old Oaken Bucket—Parody.....Wills 10
DUET BY MISS STEVENSON AND MR. STANLEY, WITH ORCH.
5655 I Want Someone to Call Me Dearie..... Williams-VanAlstyne 10
BARITONE SOLO BY ALAN TURNER, WITH ORCH.
5658 Kathleen Mavourneen.....Crouch 10
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
5642 Pet Names. From "American Idea"..Cohan 10

NEW RED SEAL RECORDS.

GERALDINE FARRAR, SOPRANO—TEN-INCH, WITH ORCH. $2 EACH.
87023 Manon—Gavotte, "Obéissons, quand leur voix appelle (Hear the Voice of Youth). In French .....Massenet
87024 Robin Adair. In English.....Burns
TWELVE-INCH, WITH ORCH.—$3 EACH.
88144 Carmen—Je dis que rien ne me pouvante (Micaela's air, "I am not Faint Hearted") In French .....Bizet
88146 Manon—Adieu notre petite table (Farewell, Our Little Table). In French.....Massenet
88145 Nozze di Figaro—Voi che sapete (What is this Feeling). In Italian.....Mozart
TITTA RUFFO, BARITONE—TWELVE-INCH, WITH ORCH.—$3 EACH—IN ITALIAN.
92037 Hamlet—Brindisi (Drinking Song) with La Scala Chorus .....Thomas
92039 Barbiere di Siviglia—Largo al factotum (Room for the Factotum).....Rossini
MARIA GALVANY—TITTA RUFFO TWELVE-INCH, WITH ORCH.—$4.
92500 Hamlet—Nega se puoi la luce (Love Duet) Thomas
MATTIA BATTISTINI—EMILIO CORSI—LUIGI COLAZZA—ARISTODEMO SILLICH, LA SCALA CHORUS AND ORCH. —TWELVE-INCH—$3.
92046 Ernani—O sommo Carlo (Oh, Noble Carlos) Verdi
EVAN WILLIAMS, TENOR—TWELVE-INCH, WITH ORCH.—$1.50 EACH—IN ENGLISH.
74126 Messiah: (a) Recitative—Thy Rebuke; (b) Air—Behold and See.....Handel
74128 Martha—Like a Dream (M'appari).....Flotow

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A621 Nightingale and Thrush. H. Kling. Piccolo solo, accomp. by Prince's Military Band, Marshall Lufsky.
The Right Church, But the Wrong Pew. Smith. Baritone and tenor duet, orch. accomp., Collins and Harlan.
A622 In the Evening by the Moonlight, Dear Louise. Baritone solo, orch. accomp., Frank C. Stanley.
In Grandma's Day. Sutton. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
A623 Blaze Away March. Columbia Orchestra.
Theme and Variations from "Norma." Arranged by Furstenau. Flute solo, orch. accomp., Marshall Lufsky.
A624 La Giralda (Marcha Andaluza). Juarranz. Banda Espanola.
Minuto (Paso-Doble Flamenco). Luis G. Jorda. Banda Espanola.
A625 Mlle. Mischief Waltzes. Ziehner. Prince's Orchestra.
Grandma (Laendler). Langer. Flute, violin and harp trio, Marshall Lufsky, George Stehl and Paul Surth.
A626 Flanagan's Ocean Voyage. Steve Porter. Descriptive talking, Steve Porter and Frank Kennedy.
Cohan's Pet Names. Geo. M. Cohan. Baritone and soprano duet, orch. accomp., Herbert Clarke and Miss Josephine De Butts.
A627 Doan Ye Cry, Ma Honey. Noll. Baritone solo, orch. accomp., Carroll Clark.
Mandy Lane. McKenna. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
A623 No One Knows. Mack. Tenor solo, orch. accomp., Harvey Hindermeyer.
The Boys and Betty (Arab Love Song). Hein. Tenor solo with chorus, orch. accomp., Billy Murray and Chorus.
A629 The Big Red Shawl. Johnson. Baritone and tenor duet, orch. accomp., Stanley and Burr.
Uncle Josh Has His Photograph Taken. Cal Stewart. Cal Stewart.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5084 Four Little Sugar Plums (Barn Dance). O'Connor. Prince's Orchestra.
"It Looks Like a Big Night To-night," introducing "I Want Some One to Call Me Dearie" and "Mandy Lane" (Two-step). Van Alstyne. Prince's Orchestra.
A5085 If You Were Mine. Kerry Mills. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
Go and Get Your Partner For the Barn Dance. Corin. Baritone and tenor duet, orch. accomp., Collins and Harlan.

12-INCH SYMPHONY DOUBLE-DISC RECORDS

A5086 Sweet Bird (with flute obligato by Albert Fransella). Soprano solo with flute obligato, piano accomp., Ruth Vincent.
Tom Jones—Waltz Song "Which Is My Own True Self?" Soprano solo, piano accomp., Ruth Vincent.
A5087 Der Lindenbaum. Franz Schubert. Baritone solo in German, piano accomp., Anton Van Rooy.
Wanderlied. Robert Schumann. Baritone solo in German, piano accomp., Anton Van Rooy.

INDESTRUCTIBLE CYLINDER RECORDS.

974 Stand Pat March. Roberts.....Military Band
975 Beauty's Eyes. Tosti. (Baritone solo)..... Alan Turner
976 Now I Have to Call Him Father. Godfrey. (Soprano solo) .....Ada Jones
977 The Sweetest Gal in Town. Johnson. (Baritone and tenor duet).....Collins and Harlan
978 Friendship Gavotte. Wormbacher. (Bell solo) Schmehl
979 I Used To Be Afraid To Go Home In the Dark. Van Alstyne and Burt. (Tenor solo)..... Billy Murray
980 Glowworm. Lincke .....Concert Band
981 Why Don't Santa Claus Go Next Door? A. Von Tilzer. (Tenor solo).....Byron G. Harlan
982 One Sweetly Solemn Thought. Ambrose. (Baritone solo) .....Geo. Alexander
983 I Can't Say You're the Only One. Kern. (Soprano and tenor duet).....Jones and Murray
984 Yip-I-Addy-I-Ay. Flynn. (Baritone solo).... Bob Roberts
985 Call 'Round Any Old Time. Moore. (Soprano solo) .....Dorothy Kingsley
986 Rainbow Medley. Arranged by Lacalle..... Concert Band
987 Arab Love Song. Hein. (Soprano solo)..... Ada Jones
988 The Hot Tamale Man. Ingraham. (Baritone solo) .....Arthur Collins
989 Drowsy Dempsey. Lansing. (Banjo solo).... Vess L. Ossman
990 Rabbit Hash. Original. (Negro shout)..... Billy Golden
991 A True Soldier March. Lacalle...Military Band
992 A Dream. Bartlett. (Baritone solo)..... Frank C. Stanley
993 Feed the Kitty. Helf.....Fred Duprez
994 I'm Old But I'm Awfully Tough. Original. (Laughing song) .....Cal Stewart
995 Medley of German Waltzes. Arranged by Kost. (Accordion solo) .....J. J. Kimmel
996 Sullivan. Cohan. (Baritone solo)..Steve Porter
997 Washington Post March. Sousa....Military Band

COLUMBIA BC CYLINDER RECORDS.

85166 Jolly Good Fellows (Stein Song). Herbert Johnson. Baritone solo, orch. accomp... Frederick Wheeler
85167 Salut d'Amour. Edward Elgar. Violin solo, piano accomp.....Geo. Stehl
85170 Eureka (Cake Walk). Specht. Accordion solo, piano accomp.....Chas. Specht
85174 We Won't Go Home 'Till Morning Bill (Opening Chorus). Albert Gumble. Introducing: "Down in Jungletown" (Quartet). Theo. Morse. Minstrels, orch. accomp. .....Peerless Minstrels
85175 Humorous Paraphrase on "I'm Afraid to Come Home In the Dark." J. Bodewalt Lampe. Descriptive band selection..... Prince's Military Band
85181 Cohan's Pet Names. Geo. M. Cohan. Baritone and soprano duet, orch. accomp..... Herbert Clarke and Josephine De Butts
85182 Uncle Josh Has His Photograph Taken. Cal Stewart .....Cal Stewart

NEW EDISON STANDARD (TWO-MINUTE) RECORDS.

10056 Little Flatterer (Eilenberg).Edison Concert Band
10057 Willie's Got Another Girl Now (Pether) Ada Jones
10058 Uncle Josh in Society (Stewart)...Cal Stewart
10059 Sweetheart Town (Morse)....Harlan & Stanley
10060 Sullivan (Cohan).....Billy Murray
10061 Schooners that Pass in the Night (Von Tilzer) .....Arthur Collins
10062 I Don't Like You (Clare Kummer)..... Miss June Rossmore
10063 Blessed Assurance (Knapp)..... Edison Mixed Quartette
10064 I Never Cared for Anyone the Way I Care for You (Helf).....Byron G. Harlan
10065 I'll Sing Thee Songs of Araby (Clay)..... Thomas Chalmers
10066 Rainbow (Wenrich)....New York Military Band
10067 Down in Georgia on Campmeeting Day (Bivins) .....Edward Meeker
10068 I Wish I Had a Girl (LeRoy)..Manuel Romain
10069 I Can't Say You're the Only One (Kern).. Ada Jones & Billy Murray
10070 Jim Lawson's Horse Trade (Stewart)..... Cal Stewart
10071 The Miner March (Kost) (Accordion).... John Kimmble
10072 There's a Warm Spot in My Heart for Tennessee (Schmid).....Frederic Rose
10073 Happy Mammy and Her Joe (Original)... Ada Jones & Len Spencer
10074 Policeman O'Reilly on Duty (Original)..... Steve Porter
10075 Alabama (Williams & Van Alstyne)..... Collins & Harlan
10076 The Fairest of the Fair March (Sousa).... New York Military Band
13783 He Was Very Kind to Me.....Harry Lauder
13784 Rising Early in the Morning....Harry Lauder
13785 The Weddin' O' Lauchie M'Graw..Harry Lauder

NEW EDISON AMBEROL (FOUR-MINUTE) SELECTIONS.

71 Selection from "Aida" (Verdi).Edison Concert Band
72 The Shipmates (Original).....Golden & Hughes
73 Do You Know Mr. Schneider? (Monckton).... Ada Jones
74 Popular Songs of 1908..... American Symphony Orchestra
75 Uncle Josh Keeps House (Stewart)...Cal Stewart
76 Mona (Stephen Adams).....Miss Edith Chapman
77 By the Suwanee River (Myddleton)..... American Symphony Orchestra

A Prosperous New Year

TO ALL THE TRADE

WE expect to smash all RECORDS in 1909 for the sale of Udell Cabinets.

We want you to help us.

You know we make Cabinets to keep Records from being smashed for Disc and Cylinder machines. Will esteem it a privilege to have the opportunity of sending our booklets and quoting prices.

Name, please.

THE UDELL WORKS

INDIANAPOLIS, IND.

No. 435, Disc Record Cabinet

Golden Quartered Oak Top and Front, Mahogany Top, Front and Back. Holds 170 12-in. Disc Records.

78 Cohan's Pet Names (Cohan).....
Ada Jones & Billy Murray
79 Battle Hymn of the Republic (Julia Ward Howe)....Miss Stevenson, Mr. Stanley & Chorus
80 The Death of Custer (Johnson).....
Edison Concert Band

NEW ZONOPHONE DOUBLE RECORD DISCS 10-INCH.

ZONOPHONE CONCERT BAND.
5166 A—Popular Chorus Medley Two-Step No. 1.
B—Moreska Waltz (Fare)
5167 A—The Yankee Shuffle (Moreland).
B—Jig Medley March.
ZONOPHONE ORCHESTRA.
5168 A—A Wee Bit o' Scotch (Helf).
B—Scarf Dance—Scene de Ballet (Mme. Chaminade).
5169 A—Southern Beauties—Characteristic March and Two-Step (Johnson).
B—O Susanna! (Hinsch).
VOCAL SELECTIONS WITH ORCH. ACCOMP.
Henry Burr.
5170 A—With All Her Faults I Love Her Still (Rosenfeld).
B—Silver Threads Among the Gold (Danks).
Thomas Chalmers.
5171 A Good-Bye (Tosti).
B—Even Bravest Heart May Swell (Dio Possente). From "Faust" (Gounod),
Byron G. Harlan.
5172 A—Always Me (Harris).
B—My Old Lady (Edwards).
VOCAL SELECTIONS WITH ORCH. ACCOMP.
Ada Jones.
5173 A—Any Time You're Passing By (Arthurs-Murphy). From "The Girl Behind the Counter."
B—Mandy Lane (McKenna).
Billy Murray.
5174 A—I'm Glad I'm Married (Norworth-Von Tilzer).
B—It Looks Like a Big Night To-Night (Williams-Van Alstyne).
Ada Jones and Billy Murray.
5175 A—Cuddle Up a Little Closer, Lovey Mine. From "The Three Twins."
B—I Can't Say You're the Only One. From "The Girls of Gottenberg."
Ada Jones and Len Spencer.
5176 A—Paulina, Otto and Fido—German Vaudeville Sketch.
B—A Picture of Long Ago—A Domestic Episode.
Peerless Male Quartet.
5147 A—Kathleen Mavourneen (Crouch).
B—Annie Laurie (Scott).

ZONOPHONE SINGLE SIDE 10-INCH RECORDS.

ZONOPHONE CONCERT BAND.
1197 The Buglers and the Band—March (Henneberg).
1198 The Fairest of the Fair—March (Sousa).
ZONOPHONE ORCHESTRA.
1199 At the Fountain (Eilenberg).
1200 Bialy Mazur (Osmanski).
ACCORDION SOLO PLAYED BY J. J. KIMMEL.
1201 Medley of German Waltzes.
VOCAL SELECTIONS WITH ORCH. ACCOMP.
1202 Good Evening, Caroline (Norworth-Von Tilzer)
Billy Murray
1203 Honeymooning—Duet from "The Naked Truth"
Alice C. Stevenson and Frank C. Stanley
1204 Let Me Love Thee (Arditi).....Alan Turner
1205 What a Friend We Have in Jesus (Converse)
Sacred Duet....Frank C. Stanley and Henry Burr
1206 Whistle and I'll Wait for You (Meyer).Ada Jones

ZONOPHONE SINGLE SIDE 12-INCH RECORDS.

ZONOPHONE CONCERT BAND.
7067 Fra Diavolo—Overture (Auber).
7068 Rakoczy March (Liszt).
7069 Pilgrim's Chorus from "Tannhauser" (Wagner).
ZONOPHONE ORCHESTRA.
7070 Kasino Waltz (Hollaender).
7071 Cavalleria Rusticana—Intermezo (Mascagni).
VOCAL SELECTIONS WITH ORCH. ACCOMP.
7072 Beauty's Eyes (Tosti).....Frank C. Stanley
7073 Drink to Me Only With Thine Eyes..Henry Burr
7074 Seek Ye the Lord (Roberts)—Sacred Anthem (Organ Accomp.)..Mendelssohn Mixed Quartet
7075 Sleep and Forget (Bingham-White)..Henry Burr
7076 Softly Now the Light of Day (Doane-Ilsley)
Mendelssohn Mixed Quartet

Any man can get rid of a store full of goods if he sells them cheap enough. Success is in getting rid of them at a profit.

THE 1010 SPECIAL

150-Peg Cylinder

RECORD CABINET

IS A TRADE-WINNER

Write for Special List. Positively the best value ever offered at special price to talking machine dealers

H. A. WEYMANN & SON, Inc.

Edison Phonograph Jobbers. Victor Distributors, Cabinets and Supplies. Manufacturers of the KEYSTONE STATE Musical Instruments. Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

TRADE IN THE MONUMENTAL CITY.

December Breaks All Records for Sales According to Dealers' Reports—Post Holiday Trade Also Good—Changes Among the Local Columbia Co. Staff—New Agency Established—What Other Houses Have Been Doing Recently—Other News Worth Recording.

(Special to The Talking Machine World.)
Baltimore, Md., Jan. 9, 1909.

December seems to have broken all records for sales during the year just passed, according to the statements of the dealers in general. All of them report that the business during the past month, particularly that of the two weeks preceding Christmas, was the best they have experienced for a long while. Since the first of the year there has been a slacking off, as was expected, yet the majority of those in the trade declare that this has not been as great as was anticipated. Some of the dealers, in fact, go so far as to declare that their business has kept up very satisfactory the past week and that the indications are promising for a continuance of this unlooked for condition right after the holidays.

Speaking along this line, Manager Ansell, of the Baltimore street store of Cohen & Hughes, who handle the Victor machines, said that his firm has had a splendid after-holiday trade. The holiday sales were, of course, heavy, and the clerks were kept busy from morning until evening looking after the wants of the customers.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., stated that the Baltimore store recorded a larger number of sales during December than during any previous month for the last year and a half. This pertains to both the wholesale and retail trade. Continuing, Mr. Lyle said: "Our wholesale trade, especially since last October, when our fiscal year began, has more than doubled that for the same period of last year. The prospects are better than at any time for many months for this good condition in the trade to continue unabated."

Several changes have taken place among the members of the force of the local Columbia store. J. M. Bayliss, chief clerk at this store, has been transferred to the New York office, while Tredwell K. Lyle, formerly stationed at the Paterson, N. J., branch, has been placed in charge of the retail floor in this city. Mr. Lyle is a brother of Manager M. E. Lyle, of the local branch. J. S. Mathews, formerly in charge of the retail department here, has been promoted to the position of chief clerk in place of Mr. Bayliss. W. O. Cooper, of the local sales force, is on a business trip in Western Maryland.

An agency has been established with the C. Falk Music Co., of Asheville, N. C., through the local branch of the Columbia Phonograph Co.

Edison and Victor machines have been going well since the first of the year at E. F. Droop & Sons Co., according to Manager Grottendick. In fact, the demand for high class goods was never more apparent than during the past month. This applies to both machines and records.

Sanders & Stayman had a heavy rush on the various priced Columbia and Victor machines during December. The demand for records was also lively. The $200 cabinet machines proved so popular as Christmas presents that the stock was nearly exhausted.

The latest addition at the Star Talking Machine branch, Fred Scheller, manager, is the Starola cabinet grand, which is becoming a good seller. It is a handsome creation. Star machines were greatly in demand during the holidays and have been going well since the New Year.

COLUMBIA CO.'S GRAND OPERA LIST.

A very handsome volume has just been issued by the Columbia Phonograph Co., devoted to their grand opera records—Fonotipia and Symphony series. Estimated from every viewpoint, it reflects the greatest skill in designing, construction and editing. The list of records, with extended descriptive matter, as well as the portraits of the artists singing them, appear within marginal tints on each page, while there is a careful index on the closing page which enables the user to at once get at the records of any artist desired. The lettering on the cover is in embossed gold on marbleized paper. Indeed, the volume is one that reflects the highest credit on all concerned in its production.

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments.

It Absolutely Prevents Rust.

NYOIL

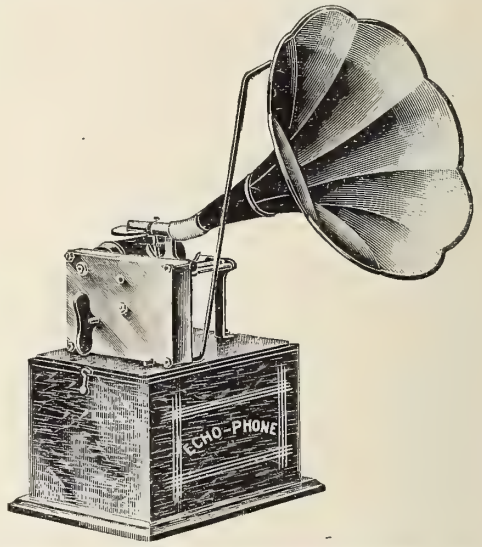
Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
NEW BEDFORD, MASS.

UNITED TALKING MACHINE CO.'S LINE.

After a delay of some weeks the United Talking Machine Co., of this city, are at last in a position to fill orders for their two machines, Nos. 5 and 10. This delay was caused by several minor improvements, which it was found possible to make in their construction at the last moment, and they deemed it best to hold up all orders rather than have any trouble later on. The improved model 10 is an excellent machine for the money, retailing, as it does, for $10, with a wide margin of profit for both dealer and jobber. The illustration herewith will give some idea of its appearance. The outfit consists of a 17-inch enameled flower horn with rubber connection, detachable crane and concert-sized reproducer. The cabinet is of highly-polished oak (light or dark); motor; extra heavy single spring encased in a powerful gear spring; cup. It can be wound while running and will play two records with one winding. The governor is driven by a metal worm gear, and the carriage is propelled by a 50-thread feed screw. All metal parts are heavily nickeled and highly polished. The company's exclusive agency proposition is a most attractive one, and should be of interest to all members of the talking machine trade throughout the world.



Because you made a little money last year, don't rush ahead and increase expenses for the coming year.

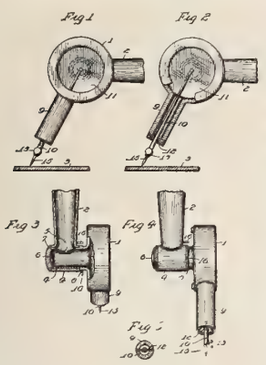
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Jan. 8, 1909.

TALKING MACHINE. Delaware J. Hood, Philadelphia, Pa. Patent No. 907,362.

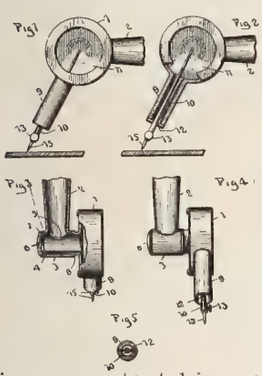
The main objects of this invention are to provide an improved mounting for a stylus bar; to provide improved means for connecting a sound box to its mounting.

In the accompanying drawings: Figure 1 is a fragmentary side elevation of a sound box and sound conveying arm constructed in accordance with this invention, showing the same in its operative relation to a record tablet; Fig. 2 a similar view partly in section; Fig. 3 a fragmentary top plan view of the same partially in section; Fig. 4 a top plan view of the same but showing the round box rotated into position for changing needles; Fig. 5 a transverse section of the stylus bar mounting taken in the plane of the axis of oscillation of the bar.



TALKING MACHINE. Delaware J. Hood, Philadelphia, Pa. Patent No. 907,363.

The main objects of this invention are to provide improved means, of simple, durable construction, for connecting a sound box to a hollow sound conveying arm, and which will be easy to operate and effective in action; to provide improved means for holding the stylus needle in contact with the record.

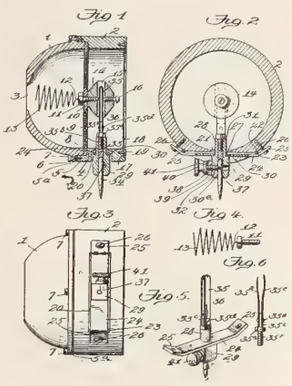


In the accompanying drawings: Figure 1 is a fragmentary side elevation of a sound box and sound conveying arm constructed in accordance with this invention, showing the same in its operative relation to a record tablet; Fig. 2 a similar view partly in section; Fig. 3 a fragmentary top plan view of the same partially in section; Fig. 4 a top plan view of the same but showing the sound box rotated into position for changing needles; Fig. 5 a transverse section of the stylus bar mounting taken in the plane of the axis of oscillation of the bar; and Fig. 6 is a side elevation of a talking machine constructed in accordance with this invention.

SOUND-BOX. William H. Martin, Mobile, Ala. Patent No. 905,899.

This invention relates to sound reproducing boxes for use in connection with sound-recording and reproducing machines, and is designed, primarily as an improvement upon the form of sound boxes disclosed in application Serial Number 336,473, filed September 27, 1906, and the object thereof is to provide a sound box for graphophones whereby an improved character of sound is produced, and furthermore whereby the sound can be regulated when occasion so requires, and whereby all scratching of the stylus on the disc is practically obliterated, being reduced to a minimum.

In the drawings, wherein like reference characters denote corresponding parts throughout the several views—Figure 1 is a vertical sectional view of a sound box in accordance with this invention; Fig. 2 is a like view taken at right angles to Fig. 1; Fig. 3 is a bottom plan; Fig. 4 is a detail; Fig. 5 is a perspective view showing the supporting means for the stylus head, the latter having a stylus bar and stylus attached thereto. Fig. 6 is a side elevation showing a modified form of stylus bar.



PHONOGRAPHIC HORN. Louis H. Devineau, Cleveland, O. Patent No. 905,855.

This invention relates to phonographic horns and the means for supporting the same in cooperation with the phonograph. The object of the invention is first, the provision of a support which will distribute the weight of the horn upon the members which support it, at the same time allowing the horn to be freely rotated in a horizontal plane; second, the arrangement of the supporting portion of the horn so that the swivel comes in the line of the center of gravity of the horn.

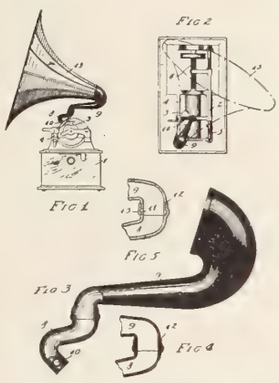
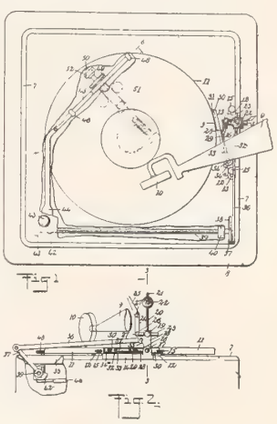


Figure 1 is a side elevation of a phonograph, showing the horn supported in proper position; Fig. 2 is a plan view of Fig. 1, the bell of the horn being indicated in dotted lines; Fig. 3 is a side elevation, partly sectional, of the horn and swiveled section; Fig. 4 is a sectional elevation of the swivel joint; Fig. 5 is a similar view sectioned without reference to the nature of the material preferred.

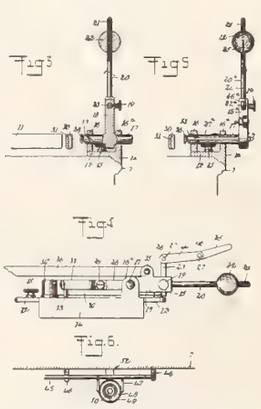
AUTOMATIC STOP FOR TALKING MACHINES. Richard Bartholomew Smith, New York. Patent No. 906,319.

This invention relates to talking machines, the more particular purpose being to enable a moving member carried by the machine and having a travel related to the progress made by the record in play, to act upon and operate one or more brakes for the purpose of stopping the machine promptly when the playing of the record is completed.



While for the sake of simplicity the invention is shown as applied to an ordinary talking machine of the Victor type, it will be understood that the invention may be applied to any other type of talking machine.

Briefly stated, this invention contemplates the use of a brake to be applied directly to the rotary disc or equivalent member supporting the record, and a weight controllable by a movement of the horn and adapted to be tripped when the horn reaches a point representing the end of the performance, that is, the finish of the music or other production, so that the brake is applied promptly as the performance is finished, the point of stoppage being, to some extent, independent of whether the performance be long or short for a given size record.



This invention further contemplates an auxiliary brake to be operated in connection with the governor mechanism, for the purpose of applying to the latter a braking action in-

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dependent of the braking action exerted upon the disc or its equivalent, and in this manner to enable the entire machine to be stopped positively because of the cumulative action of two separate brakes related mechanically to each other.

Figure 1 is a fragmentary plan of disc talking machine equipped with this invention, this view showing a disc, an improved brake for gripping the edge thereof and designated as the "main brake," a gravity-controlled trip for actuating this brake, and further showing the governor mechanism together with an auxiliary brake for stopping movement of the latter, this auxiliary brake being connected by various movable parts with the main brake and controllable therewith as a unit by the gravity-controlled trip; Fig. 2 is a fragmentary side elevation showing the gravity-controlled trip and the movable horn of the machine, as adapted to actuate this trip, for the purpose of controlling the brake mechanism; Fig. 3 is an enlarged fragmentary section upon the line 3—3 of Fig. 2, looking in the direction of the arrow, showing the gravity-controlled trip used for the purpose of actuating the brakes; Fig. 4 is a fragmentary side elevation of the mechanism shown in Fig. 3; Fig. 5 is a view somewhat similar to Fig. 3, but showing a slightly modified form of gravity-controlled trip mechanism; and Fig. 6 is a fragmentary section upon the line 6—6 of Fig. 1, looking in the direction of the arrow, and showing the auxiliary brake for the governor mechanism.

TALKING MACHINE. James Edward Hough, London, England. Patent No. 905,134.

In talking machines as now commonly constructed it is customary to mount the disc carrying the reproducing stylus in an arm or frame, one end of which embraces a guiding rod, while the arm also carries a half nut adapted to engage with the screwed traverser rod, the half nut and the disc being raised out of or lowered into engagement by a pivoted cam adapted to rest on a fixed bar of the machine. Various slight modifications of this well-known construction have also been suggested.

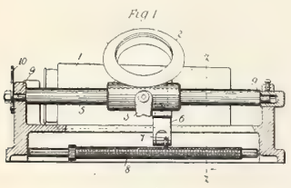


Fig 1

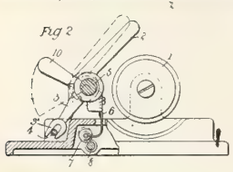


Fig 2

According to the present invention, it is proposed that the guiding rod should be eccentrically and movably mounted in the frame or in an eccentrically movable bushing so as to act as a species of crank which can be partially rotated so as to bring the frame or arm carrying the disc nearer to or farther from the mandrel on which the record is to be placed, or as an equivalent, the eccentric bushing may be interposed between the rod and the arm, in either case the motion preferably at the same time bringing the half nut or other engaging or feeding device into or removing it from contact with the screwed transverser bar.

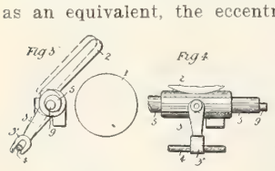


Fig 3 Fig 4

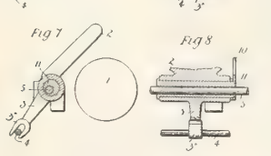


Fig 7 Fig 8

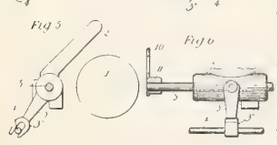


Fig 5 Fig 6

Where the frame or arm is supported upon a guiding rod and arranged in front of the mandrel, a convenient arrangement is to have a rearward extension formed rigidly with and projecting substantially diametrically opposite to such arm and embracing a fixed rod situated in a plane outside of and below that of the guiding rod and adapted to take some of the weight of an overhanging horn, where that is employed.

In the accompanying drawings, illustrating the invention, Figure 1 is a front elevation, partly in section, illustrating a method of carrying out the invention. Fig. 2 is an end view on the line z—z, showing some of the parts omitted, of Fig. 1. Fig. 3 is an end view, showing the different positions the frame can be made to take. Fig. 4 a front view of same. Figs. 5 and 6 show the eccentric bushing applied to the ends of the guiding rod, and Figs. 7 and 8 show the bushing between such rod and the carrying arm.

TALKING MACHINE. Horace H. Taylor, San Jose, Cal., assignor of one-half to himself and one-half to Joseph Pearse, Oakland, Cal. Patent No. 906,469.

This invention relates to talking machines, and has for its object to provide a new and improved construction by means of which the sound-box may be more easily and better applied to and lifted off from the record upon which it rests, and by which the operator is enabled better to insert in the sound-box the usual needle. Heretofore it has been customary for the operator to take hold of the sound-box itself in these operations. While this has no bad effect if carefully and properly done, yet injury either to the fingers of the operator or to the instrument, or to both, very often occurs—for example, when it becomes necessary to remove the sound-box quickly from the record to prevent injury to the instrument—in which case the needle sometimes causes painful or even dangerous injuries, or the mica diaphragm is broken or the sound-box otherwise injured or thrown out of adjustment.

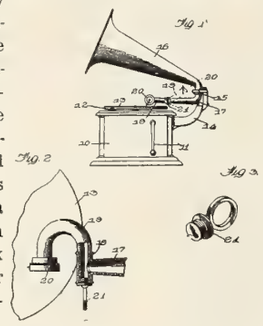


Fig 1 Fig 2 Fig 3

In the drawings: Figure 1 is a side elevation of a talking machine embodying one form of the invention, the sound-box being shown in two different positions, one in dotted lines. Fig. 2 is an enlarged detail, showing a part only of the machine and illustrating the manner of applying the handle or thumb-screw by which the inventor is enabled to accomplish this purpose. Fig. 3 is an enlarged perspective view of the thumb-screw.

TONE-MODULATOR FOR GRAPHOPHONES. Jesse E. O'Neil and Eugene Jenkins, Tillamook, Oregon. Patent No. 905,220.

The present invention relates to improvements in tone-modulating devices for graphophones, and it resides, generally, in the provision of an extremely simple, inexpensive, and efficient device adapted for attachment to a sound-box of any ordinary type and including a pair of oppositely-disposed jaws movable into and out of engagement with the vibrating transmitter-bar of the sound-box, so as to control the amplitude of the vibrations.

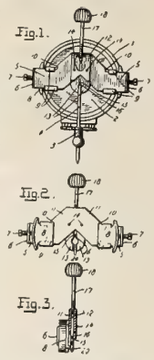


Fig 1. Fig 2. Fig 3.

Of the said drawings, Figure 1 is a front elevation of the sound-box of a graphophone with the improved modulator attached thereto, a portion of the tongue of the clamp being broken away. Fig. 2 is a rear elevation of the modulator. Fig. 3 is a section taken vertically through the modulator.

APPARATUS FOR CONTROLLING SOUND-RECORDS. Elias E. Ries, New York. Patent No. 907,177.

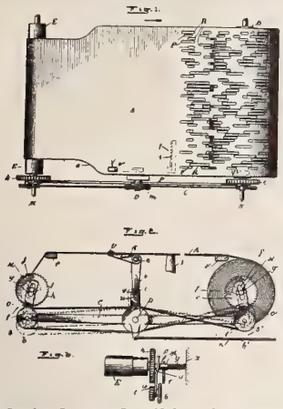
This invention relates generally to that class of instruments which are operated by prepared records or record surfaces in the form of perforated or other rolls, sheets, strips or bands such as organettes, self-playing pianos and organs, orchestrions, music-boxes and the like.

This invention is likewise applicable to and intended for use in connection with record media in the form of cylinders, discs or strips such as used for phonographs, gramophones, kinetoscopes and other reproducing and projection apparatus. The particular embodiment shown in the accompanying drawings for the purpose of illustrating the invention is that of a perforated music sheet suitable for organs or pianos and one form of feeding and reversing mechanism, which this invention may assume, for operating the same.

In musical and certain other instruments of the character described, it is customary to have the roll, or other record to be reproduced, wound upon a spool or drum, which spool is introduced into the instrument and slowly unwound, the sheet or strip containing the record, meanwhile, being drawn across the record-translating device or playing surface, such as a tracker-board or its equivalent, and wound upon another drum.

The principal object of the present invention is to provide a record medium, such as a record sheet, having two sets of records thereon in opposite directions, together with means for reversing the movement of such medium and for automatically shifting it sidewise at the end of one of the records, for the purpose of bringing the other into action in the reverse direction of

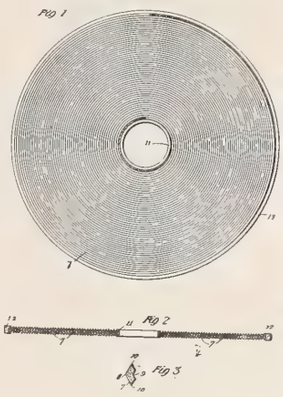
travel of the sheet. With such a record medium and with such means for controlling the movements thereof two parts of a continuous record, one part running in one direction and the other part in the other direction, may be successsively brought into operative relation with the translating device or tracker-board and separately reproduced without interrupting the continuity of the reproduction, this result being attained by the automatic reversal of the direction of travel of the medium and the automatic shifting of the other set into action. In this manner a record may be indefinitely reproduced without break or interruption as long as the same may be desired, and this is especially important in the case of records containing, for example, dance music or other selections having a large number of similar verses or of alternate stanzas and chorus, which can thus be indefinitely and economically reproduced without curtailment and with considerably less attention on the part of the operator or attendant than is now required.



In the drawings, which clearly show one means of carrying out the invention, illustrated as applied to perforated music strips for organettes, pianos, orchestrions, etc., Figure 1 is a top view showing a record sheet with two sets of perforations and an operating and feeding mechanism therefor, Fig. 2 is a side view of the same, and Fig. 3 an enlarged, detailed view of a portion of the shifting mechanism of the invention set forth.

RECORD DISC FOR TELEGRAPHONES. John A. Lieb, New York, assignor to the American Telegraphone Co., District of Columbia. Patent No. 907,383.

This invention relates to an improvement in the recording discs which are used with the telegraphone, and in which a magnetic sound record is made by magnetising the steel in a spiral path under the influence of an electromagnet in a telephone circuit. For this purpose plain steel discs have been used, but it is necessary with a flat or plane disc to have a separate and special guiding means for moving the electromagnet radially over the face of the disc as the latter rotates. It is evident that in case of wear, or certain imperfections in the mechanism, the path traced in the reproduction may not exactly accord to that of the recording operation. Moreover, in case the disc is removed from one machine to be used in another, or in case it is attempted to use a number of records with one machine in succession, the placing and readjustment of the discs may not be properly made. For these reasons it is desirable to have the guiding means on the face of the disc itself. In carrying out the invention this result is secured in a very simple and easy way by spirally winding a steel strip or wire so as to produce a built-up disc with a flat face. This construction has certain additional advantages from the standpoint of efficiency of reproduction, as will be later pointed out.



In the drawings: Figure 1 is a front or face view of a magnetic reproduction disc embodying the principles of the invention; Fig. 2 is a sectional view of the same; Fig. 3 is a detail sectional view of the strip of wire employed therefor.

SOUND-REGULATOR. William S. Cobb, Flushing, N. Y. Patent No. 906,388.

This invention relates to sound regulators and is placed in the horn or sound outlet of musical instruments or talking machines for the purpose of reducing and regulating the volume of sound produced, and to improve the quality of said tones produced in the instrument or machine and to eliminate as far as possible the objectionable and noisy features produced in the same.

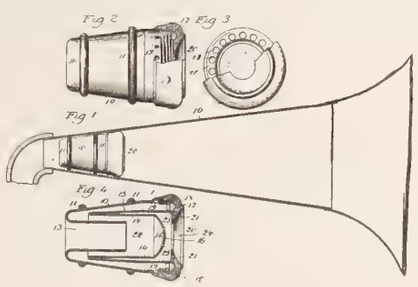
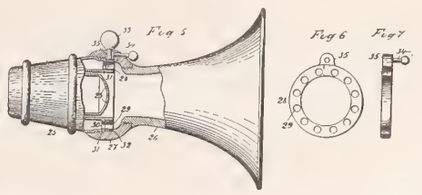


Figure 1 is a sectional view of the horn of a talking machine with the improved regulator



located therein. Fig. 2 is a side elevation of the regulator partly in section. Fig. 3 is a front view with certain parts broken away. Fig. 4 is a longitudinal sectional view. Fig. 5 shows a modified form. Figs. 6 and 7 are detail views of the latter form.

INSTALL NEW DEPARTMENT.

Denton, Cottier & Daniels Put in Line of Talking Machines on December 1—H. G. Towne, Manager.

(Special to The Talking Machine World.)

Buffalo, N. Y., January 2, 1909.

The new talking machine department opened in the great store of Denton, Cottier & Daniels, on December 1, is now running nicely and has secured a large share of the recent holiday business. H. G. Towne, formerly with the Zed Co., New York, is manager of the new department, and a complete stock of both Edison and Victor machines and records is carried. C. N. Andrews, manager of W. D. Andrews' local store, opened the Denton, Cottier & Daniels account. The latter firm hold an enviable position in the music trade of this city, having been established in 1827. They do an immense business in pianos, small goods and sheet music.

PHONOGRAPH GIVES EVIDENCE.

Machine Made Testimony Admitted by Pittsburg Magistrate.

(Special to The Talking Machine World.)

Pittsburg, December 29, 1908.

A phonograph record was one of the star witnesses to-day in the trial of C. A. Rumstay, an agent and collector for a talking machine company, who was held on a charge of assault and battery this morning by Magistrate G. H. England. The information was made by John E. Hinds on behalf of his wife. When the alleged assault was committed the screams of the woman were recorded on a blank record which had been placed in the machine to reproduce a piano solo which a friend of Mrs. Hinds was playing. The music suddenly ceased and the disc recorded cries for help. The record was admitted as evidence by the police court judge. The record is clear and the voices can be easily distinguished

It is alleged that Rumstay went to the house to get a phonograph he had sold to a Mrs. Rinehart, formerly a tenant of the house. Mrs. Rinehart had sold her phonograph to the Hinds family. Mrs. Hinds explained the facts to Rumstay, and it is asserted that he wanted to take the instrument away. Mrs. Hinds refused to give up the property and, it is alleged, Rumstay struck her and knocked her down.

TO INVESTIGATE ENGLISH PATENT LAW.

A committee of twelve has been appointed by the Merchants Association of New York to investigate and consider the new English patent law which has recently gone into effect in that country, and thereby get an idea of its influence on American trade and commerce.

Don't let your plans for the future concern themselves only with your business welfare. Bear in mind that your health is a better asset than money in the bank.

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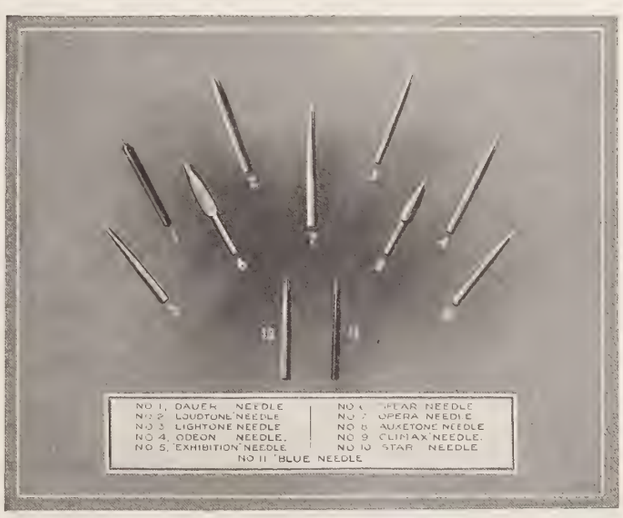

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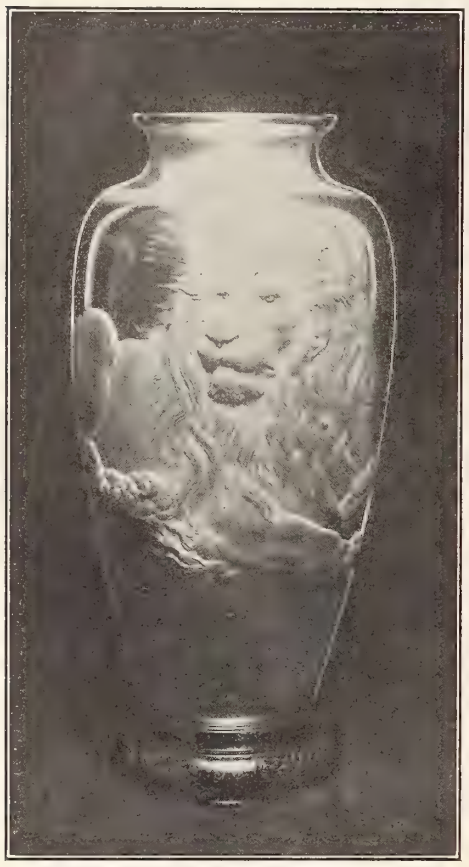
THE TALKING MACHINE IN JAPAN.

Kingoro Ezawa One of the Leaders in Inducing Manufacturers to Record the Music of This People—The Nation's History in Song—Two Very Interesting Examples of Japanese Art Work from Mr. Ezawa's Factory.

We present here a picture of one of the most elegant examples of Japanese art. This carving is all done by hand on a sterling silver vase. This is possibly one of the finest pieces of work of its kind ever executed. The accuracy and careful attention to details as shown in same is characteristic of Japanese workmanship.

Among the many men who have been instrumental in developing education and commerce in Japan, Kingoro Ezawa has always occupied a



PRODUCT OF MR. EZAWA'S FACTORY.

prominent place. He was one of the first men to recognize the great facilities the talking machine offered as a means of education, as well as for purely amusement purposes.

On two occasions Mr. Ezawa has had record makers of the Columbia Phonograph Co., General, go to Japan and record the music of his people. Among the selections made for Mr. Ezawa several years ago there are some recorded by the oldest and most cherished bards of Japan—many of whom have since died. The records of these men can still be had and their reproduction affords much pleasure and means of instruction to the Japanese. Like all other nations, the Japanese take great pride in the deeds of the

REVERSE SIDE OF VASE.

forefathers. Many of these lays are traditions that have been handed down from generation to generation, and have been kept before the public by the music of these bards. There is a great deal of historical association in all of these stories. Many of the old families in Japan have one or more of these bards as members of their households, whom they respect and maintain in order that they may enjoy chanting of their lays.

It will be noted on one of the pictures showing the reverse side of the vase—which is a product of Mr. Ezawa's factory in Japan—that certain Japanese characters are inscribed. These are writings of some of the greatest statesmen in Japan, and important historical events are connected with same. This vase was bought by Prince Ito, the resident general of Corea—it being his intention to present it to Dr. Radd, of Yale University. This was to have been carried to Dr. Radd by the late Dr. Stephens, who was recently murdered in San Francisco. Owing to the fact that it was necessary for Mr. Stephens to leave Japan before he originally intended to, some of the engraving by Prince Ito was not completed.

NEW SHIPPING AND SALES DATES

For Advance Records for the Next Year—Announcement Issued Recently.

The sales department of the National Phonograph Co., Orange, N. J., in bulletin No. 29, dated December 11, call the attention of Edison jobbers to the appended shipping and sales dates for advance records from December 1, 1908, up to and including December, 1909:

Shipping dates, 8 a. m.—December 23, 1908; January, 23, 1909; February, 24; March 24; April 23; May 24; June 24; July 23; August, 24; September 24; October 23; November 24; December 23. The selling date is the day immediately following the shipping dates named, at 8 a. m., excepting when it falls on Saturday, when the succeeding Monday is designated.

The bulletin concludes by saying: "In future we will permit jobbers to make shipment of advance records at 8 a. m. on all shipping dates. This advance from 2 p. m. to 8 a. m. was made at the request of a number of our jobbers. Any jobber or dealer who makes shipment of records, or places them on sale in advance of the hour specified herein, violates the terms of his agreement, and will be dealt with accordingly."

INTERESTING FACTS REVEALED

In the Report Filed in the Probate Court in Regard to the Defunct Broadway Savings Bank of Toledo—The Talk-o-Phone Co., A. L. Irish and D. V. R. Manley Were Makers and Endorsers of Paper to the Amount of $50,000.

(Special to The Talking Machine World.)
Toledo, O., Dec. 31, 1908.

Tuesday the expert accountant who examined the books and condition of the defunct Broadway Savings Bank of this city, as trustee for the benefit of the depositors and creditors, made his official report to the probate court. It will be remembered that the Talk-o-phone Co., and its successor, the Atlantic Phonograph Co., both bankrupt, though the latter was "capitalized" at $2,000,000, figured largely as borrowers on the books of the bank. The name of A. L. Irish, at one time president of the Talk-o-phone Co., and latterly vice-president of the Atlantic Co., as well as D. V. R. Manley, president and general manager of the Atlantic Co., also appear personally as makers and endorsers of paper to the amount of nearly $50,000. The notes of the two companies are listed as collateral on loans made to Irish. Overdrafts, among others, were charged up against the following on May 5, 1907: Talk-o-phone Co., $21,940.71; Atlantic Phonograph Co., $8,353.28; A. L. Irish $8,496.92; Hayes Music Co., $2.902.25.

The report says: "Altogether the officers, consisting of president, former presidents, cashier and directors of the Broadway Savings Bank, together with the account of A. L. Irish, were makers and endorsers of paper owing the bank, together with their unpaid stock liability, on April 2, 1908, when the bank closed, the sum of $201,755.04. This was 76 per cent. of the entire amount owing the bank on loans and discount and capital stock."

Concluding the trustee's statement grimly observes: "If the Metzger notes, amounting to about $100,000, can be collected, the depositors will receive about 50 cents on the dollar. In case a judgment against Metzger cannot be collected, the depositors must be satisfied with about fifteen cents on the dollar." The bank was looted from the day it was opened.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

Leading Jobbers of Talking Machines in America

THE DITSON STORES

Trade Mark

Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co. Nos. 8, 10, 12 East 34th Street NEW YORK, N. Y.

J. E. Ditson & Co. No. 1632 Chestnut Street PHILADELPHIA, PA.

THE REGINA CO.
TRADE-MARK
BROADWAY and 17th ST., NEW YORK
Factory: Rahway, N. J.
Western Branch: 259 Wabash Ave., Chicago
WHOLESALE AND RETAIL
REGINA MUSIC BOXES REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS
DISTRIBUTORS IN NEW YORK FOR
Victor Talking Machines and Edison Phonographs
Complete Stock. Prompt Deliveries.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave.
RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

HARGER & BLISH
JOBBERS
VICTOR
EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Des Moines IOWA Dubuque

BABSON BROS.
19th Street and Marshall Boulevard
CHICAGO, ILL.
EDISON JOBBERS
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
"If it's made we ship it the same day order is received"

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

E. T. WILTON & COMPANY
HOUSTON, TEX.
Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
We have everything you need, also
JEWELRY and WATCHES

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison, Victor and Columbia
Machines *and* Records
300,000 Records
Complete Stock Quick Service

You Can Get Goods Here
EDISON JOBBERS VICTOR DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

C. B. HAYNES W. V. YOUMANS
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
603 East Main St., Richmond, Va.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
377 Tremont Street BOSTON, MASS.

Stick a Pin in This!
We refer all retail inquiries to our Dealers' towns to them for attention.
We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.
We do not refer the inquiry to you and then offer to pay dealers if the customer will buy direct.
The Rudolph Wurlitzer Co.,
Cincinnati and Chicago

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of EDISONS AND VICTORS

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

"PLAY THE OTHER SIDE, PAPA"

Double Record Disks 10-inch 65 Cents.

Single Record Disks 10-inch 50 Cents.

Taper Arm Zon-o-phones from $20.00 to $75.00

ZON -O- PHONE RECORDS

The Pleasure Doubled — The Cost Reduced

TWO SONGS WITH BUT A SINGLE DISK

32½c. per Selection **Zon-o-phone Records** are now made with selections on both sides for 65c., the lowest price ever offered for this type. No other record at any such price enjoys the established reputation for supreme quality, musical or technical, of Zon-o-phone Records. Their artistic interpretation of music, extraordinary clarity of natural tone, smooth freedom from scratching, extra length and long wear are all featured in this new production.

Zon-o-phone Single Record Disks Now 50c.

for 10-inch; 75c. for 12-inch

The complete operas by celebrated European soloists and choruses delight and satisfy music lovers. Ask your dealer for the Zon-o-phone lists. It will **"Double your Pleasure."**

Zon-o-phones are visibly the best-made talking machines, musically superior, and they **Reduce the Cost.** Ask the dealer.

Universal Talking Machine Mfg. Co.

Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA
Mobile.....W. H. Reynalds, 167 Dauphin St.

ARIZONA
Tucson.....George T. Fisher, 7-9 E. Congress St.

CALIFORNIA
Los Angeles...So. California Mus. Co., 332 S. B'way.
San Francisco..Peter Bacigalupi & Sons, 941 Market St.
San Francisco..Byron Mauzy, 1165-75 O'Farrell St.
San Francisco..Kohler & Chase, 1329 Sutter St.

FLORIDA
Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....James I. Lyons, 265 Fifth Ave.

MARYLAND
Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.
Baltimore.....Louis Mazor, 1423 E. Pratt St.

MINNESOTA
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
Detroit.....J. E. Schmidt, 536 Gratiot Ave.

MISSOURI
Kansas City....Webb-Freyschlag Merc. Co., 7th and Delaware Sts.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3889 Finney Ave.

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Newark.....Edisonia Co., 57 Halsey St.
Hoboken.....Eclipse Phono. Co., 203 Washington St.
Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK
Astoria (L. I.)..John Rose, 99 Flushing Ave.
Buffalo.....Neal, Clark & Neal Co., 643 Main St.
Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA
Fargo.....Stone's Piano Co., 614 First Ave., N.

OHIO
Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.
Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.

OHIO
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.
Columbus.....The Columbus Piano Co., North High St.

OREGON
Portland.....Graves Music Co., Inc., 111 4th St.

PENNSYLVANIA
Allegheny.....H. A. Becker, 601 Ohio St., E.
Philadelphia....Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Austin.....Petmecky Company, 411 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.
Houston.....Southwestern Talking Machine Co., 615 Main St.

CANADA
Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 1004 Government St.
Victoria, B. C...M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

VOL. V. No. 2. 80 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1909

Would This Interest You?

¶ Show a merchant that you can increase his business at no added expense to him, and you won't get out of his office until a contract is signed.

¶ If the closing of such a deal would mean a large and immediate profit for you, and if every new customer gained for the merchant meant a new one for you on your own line, don't you think the exclusive control of such a proposition in your territory would be worth obtaining?

For Particulars Address

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of M[illegible]

Do You Desire to Make Dollars?

GOOD COIN OF THE REALM?

We suppose Yes! Well then, we can help you

¶ We have a special proposition of interest, which will assist talking machine men to increase their incomes.

¶ There is no doubt of it.

¶ The suggestions which we are able to make in this particular will be of monetary advantage to every talking machine man who wishes to broaden his sphere of operations.

¶ It will be easy to increase your income, without materially increasing your expenses, for the suggestions which we will make do not include a large outlay of money.

¶ We have gone into this subject exhaustively and we know that we are on the right road.

¶ We know that we can do precisely what we say regarding bringing about increased incomes for talking machine men.

Write and see how we can make good

EDITOR SIDE-LINE SECTION

THE TALKING MACHINE WORLD

1 Madison Avenue, NEW YORK

SIDE LINE SECTION

New York, February 15, 1909

There's Big Money In This For YOU

INCREASE YOUR INCOME

It makes no difference where you live or what business you are engaged in, you can positively increase your present income by handling our machines. They require very little attention—just fill the machine and take out the money. Every machine is fully guaranteed and with ordinary care will last a lifetime. They are just the thing for men with small capital, because they bring quick returns and large profits. $5.00 to $50.00 a day (according to the number operated) easily made.

The Talking Scale—Speaks Your Weight

An automatic device which calls out in a loud clear tone the weight of the person standing on the machine, after placing a coin in the slot. It is a nickel-eater that never fails to attract the crowd. Just read the amounts being made: Dreamland Moving Picture Theatre, Cleveland, Ohio, $35.20 from one scale in two weeks. L. J. Denkler, Macon, Ga., $120 from three scales in 10 days. H. S. Donnerd, Indianapolis, Ind., $24.36 from one scale in one day. What others are doing you can do—so don't delay, but fill in and mail the attached coupon to-day before someone else gets into your territory. We are the leading house in the United States for all kinds of Automatic Weighing Machines and Automatic Vending Devices.

WEIGHING MACHINE

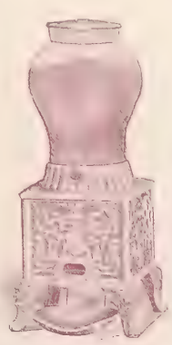
Our Automatic Peanut Machines

are positive winners, over one thousand Peanut Machines being operated in Cleveland, Ohio, alone. This demonstrates that the business is profitable.

Champion Gum Vending Machines

have been adopted by nearly every railroad in the country, including Illinois Central, Southern Pacific, Baltimore & Ohio, etc.

CHAMPION GUM AND CHOCOLATE VENDING MACHINE



MACHINE FOR VENDING SALTED PEANUTS

A Word of Authority About the Opportunities

The chief difference between the man of success and the unsuccessful man is that the former is quicker to recognize and utilize opportunities for money making. Opportunities, however great, are of no value unless acted upon—unless utilized. They come to-day and are gone to-morrow; hence it is that in laying before you the exceptional opportunity for money making afforded by the establishment of a line of our weighing and vending machines, we urge prompt decision. You cannot lose.

Your investment is absolutely under your own control. You take no risks such as bank failures or mining stock schemes, etc., etc.

Better fill in the coupon NOW. Tell us what machine you are interested in and we will show you how you can invest your savings where they will make money for you day and night. While you sleep they are working for you. We operate our own machines in Cleveland, Ohio, and know what they will do.

The United Vending Machine Co.

131 Caxton Bldg., Cleveland, O.

Emptying the Cash Box

He looks prosperous—why shouldn't he? His income is derived from operating a number of our weighing and vending machines. Looks good—doesn't it? You can have some of it too—if you operate a line of our machines—they're gluttons when it comes down to consuming coins.

COUPON

THE UNITED VENDING MACHINE CO.

131 Caxton Bldg. Cleveland, O.

Gentlemen:—Kindly send me information regarding your Automatic Machines. I am interested in your .....machine.

Name .....

Address .....

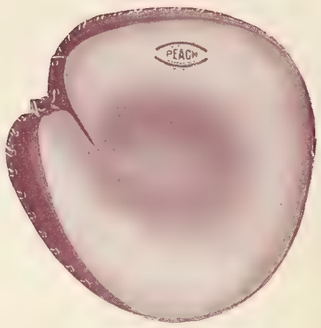
State .....

MAKE MONEY

DURING THE

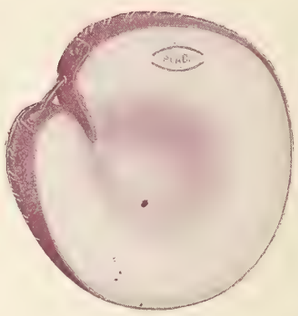
SPRING AND SUMMER

BY INSTALLING A LINE OF



TRADE QUALITY **PEACH** WORKMANSHIP MARK

Baseball Goods



60 Styles of **MITTS** 100 Styles of **GLOVES**

LOOK FOR THE BRAND

"THE NAME SELLS THE GOODS"

Product Unmatched Capacity Unlimited

WRITE AT ONCE FOR CATALOG
AND VALUABLE INFORMATION

DON'T DELAY, IT WILL MEAN MONEY LOST.

Location: At heart of the Glove Industry and center of the Leather Market of the U. S.

Tells the Story of Our Success

Facilities: In a word—Expert Operation and Experience.

Succeed With Us.

The J. A. PEACH COMPANY

INCORPORATED

GLOVERSVILLE, N. Y.

HUGH G. HOFFMAN,
First National Bank Building,
CHICAGO.

H. L. BOWLDS,
Pacific Coast Representative,
Mason Opera House Building,
LOS ANGELES, CAL.

The Talking Machine World AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, FEBRUARY 15, 1909

VALUE OF WINDOW DISPLAY.

The Appearance of a Window Like the Appearance of a Man Is Often an Index of Character—It Pays to Pride One on the Attractiveness of the Store and the Window Is a Splendid Indication of One's Progressiveness.

The value of window publicity is an old but always a "live" topic. While all the world despises the man who lives for appearances only, while we all are agreed that the habit of judging our fellows merely by appearances is vicious, still we are agreed also that appearances go a long way, and are often an important index to character. If a man persists in coming to business day after day without a tie, and if his waistcoat front is an advertisement of what he ate for breakfast, we come to the conclusion that he is shiftless and untidy.

So it is with your store; you pride yourself on its general appearance of neatness. You have it swept daily, or perhaps twice daily, and you insist that your salesmen have a smart and clean appearance and that they welcome your customers courteously. You want as fine a display of goods as your clientage will permit—all these things are as a matter of course.

But do you make that last extra effort to attract your customers to your store? Do you make the first impression so inviting that when they turn into your street or glance at your store from across the way they pause and feel a desire to enter; or, if they go on, feel and remember that you have the very finest display in town?

Don't forget the value of first impressions.

As the eye of man is the window through which his character may be read, so, in literal truth, your show front is the window through which the character of your store may be read.

POST CARDS FOR EASTER.

The Easter Season Next to Christmas Is One of the Best Periods for Post Card Selling in the Year—However Talking Machine Dealers Stocking Side Lines Need Not Confine Themselves to Easter, but Should Carry a Line for All Seasons and Holidays in the Year.

Talking machine men will soon be face to face with the Easter demand for all kinds of post cards and other novelties. In view of the widespread popularity of the fancy post card as a medium for seasonable greetings, retailers should make a point of stocking a sufficient quantity of Easter styles. At a time like this the higher priced and therefore more profitable lines are the kind that will find quickest sale. By this we mean cards that will retail at from six for a quarter to three for a quarter, though, of course, there will always be those who desire the cheaper grade. After Easter, however, the special day card will be dropped temporarily and the view card will come into its own. Each year adds to the popularity of these cards and the retailer who keeps his stock well supplied will find himself well repaid for his investment. While novelty cards (by that we mean special day cards) change each year the view cards are standard and as long as they are of good quality there is no fear of their becoming dead stock. Local views are especially live sellers and the dealer in any city or town who neglects having a full assortment is losing a lot of good money. Buyers never tire of them and the more there are and the better they are the more liberal and more profitable the business. Advance orders are essential and the dealer who has not placed his orders for these cards is quite likely to have more or less trouble securing the goods when he wants them.

Whenever it is possible it is well to obtain some exclusive views. This can often be done by either taking a photograph or having one taken for you of the particular object or objects of interest in your locality and either sending this with your order for so many thousand to your manufacturer, who will print your own name along the margin of the address side—or else send your photograph to some well known engraver who makes a specialty of this work and have a cut made, from which almost any local printer can run off any desired number. By the latter process time can often be saved especially if manufacturers have a rush on.

There is no question that the German manufacturers have never quite been able to understand and execute a typical American card. This is now being demonstrated by the large increase in American manufacturers who are meeting with wonderful success. The native product naturally comes a great deal nearer pleasing the average American than any imported line. Home grown humor is more striking and local art seems much better adapted to bring it out.

MAN'S BEST TRADE-MARK.

Reputation Is Not What a Man Thinks of Himself, But What Others Think of Him—Some Salient Points for Business Men to Consider.

A good reputation is a man's best trade-mark. Reputation is not what a man thinks of himself, but what others think of him. A man's estimate of himself isn't apt to pass current. Most men would put the value far too high. Some few would put it too low. Generally the estimate is in inverse ratio to the value, but an unprejudiced public may be trusted to strike a just level.

When it is announced that a new miracle-working electric device has been invented the world is skeptical. If it is stated that Edison is the inventor, skepticism is changed to faith. In the reputation of the Wizard of Menlo the public puts its trust.

George Bernard Shaw says he has written and can write better plays than Shakespeare's. But Shaw's opinion and Shaw's reputation are a long ways apart, and the verdict is still in favor of the poet of Stratford.

N. P. Willis, who is scarcely remembered by a succeeding generation, considered himself the greatest American poet. That was Willis' estimate.

Bryant, Longfellow and Holmes set themselves upon no pedestal, but their reputations were and are secure. They rest upon the estimate of the public.

We can build but we cannot dictate a reputation.

A prominent western advertiser was once asked what he considered the most essential element in advertising. His reply was, "Reputation." "A page advertisement," said he, "is of little value unless the man making the announcement has a reputation to back it up." It isn't so much what a merchant offers as the fact that he offers it.

Reputation multiplies the value of printer's ink. When, after a lapse of fifteen years, it was announced that Verdi had written a new opera, the musical world was on "the tiptoe of expectancy." It was not the title of the opera, nor the Shakespearian theme, nor any star cast that aroused public interest. It was Verdi. "Rigoletto," "Trovatore," "Traviata" and "Aida" had established his reputation. "Otello's" reception was cordial, as a natural consequence.

Washington's reputation was invulnerable. When a president was wanted for the new republic there was no question as to the man. The man in whom the public puts its trust is the man who points the way to great events.

Reputation is worth more than riches. Wealth in the hands of one who is discredited becomes a curse. "I have lost my reputation, and what remains is bestial," cries Cassio. He who is without reputation is like a rudderless ship without a sail.

A tree of a century's growth can be felled in an hour. So with reputation! Difficult to attain, priceless to possess, it must be jealously guarded.

Hard-earned reputations have sold innumerable square feet of bedaubed canvas. Such betrayals are always extravagantly expensive. The public is hard to win, but easy to lose. Deception is a double-edged dagger. As a prominent writer pertinently says: "A reputation is too valuable an asset to be sacrificed to greed. It is so valuable that it should be the aim of every man to attain."

SOME BUSINESS SUGGESTIONS.

How to Increase Trade and Keep Sales Force Occupied.

The aim of the "Side Line Section" is to place a line of manufacturers in touch with responsible retail forces, so that the two may work along satisfactory lines of distribution.

It will pay dealers and jobbers to investigate the offerings made in this issue by manufacturers, and if there is further information desired, it should be understood that the Editor of the "Side Line Section" stands ready at all times to supply information which will assist dealers to broaden their lines of business operations.

Here are three links in the chain of gold, which will bind you to success: Intelligent buying, good salesmanship, effective advertising. A chain is no stronger than its weakest link. You owe it to yourself—you owe it to your business—to see that each of these links is as strong as your best effort can make it.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, FEBRUARY 15, 1909

The moving picture theater has become so much a matter of course that when Mayor McClellan moved a few days ago to revoke the licenses of such resorts in New York few realized what the industry meant in dollars, time, and number of persons employed.

Cheap, and even humble, as many of these shows may be, inquiry proves that they represent a growth hardly paralleled in the history of amusements in this country. Within the last five years their glaring signs, strident music, and brightly lighted portals have been multiplied by thousands with a rapidity almost magical. In the larger cities they are numbered by hundreds. Few towns of any size or country fairs lack one or more of them. Flourishing on the thin family purses which go with financial depression, they have affected the theatrical business so seriously that some types of sensational melodramas have been almost driven from the field. Yet these facts hardly give a hint of the scope of the subject—the millions of dollars invested in such shows, the outlays for lanterns, films, and theaters, the stream of nickels and dimes which flow into the box offices of such resorts every week, the growth of a wonderful scientific invention and the ingenuity displayed by a dozen manufacturers of films in supplying novelties. The growth of the industry in the United States, as figured by the New York Times, may be summarized thus:

Capital invested	$40,000,000
Value of films made annually	102,000
Value of picture machines in use	2,000,000
Weekly wages drawn by employes	2,000,000
Receipts per week	3,000,000
Number of picture shows in the United States	10,000
Number of employes at exhibitions	100,000
Persons attending shows every week	45,000,000

Twelve millions of dollars invested in moving picture shows in Greater New York alone was an estimate made by an expert in the business. There are in round numbers 500 "store shows" in the city, besides twenty regular theaters devoted to the exhibition of moving pictures.

An average investment of $4,000 for each "store show" was considered conservative. The cheapest of them cost $500, the more pretentious $25,000. The finest "store show" properties in the city include one in Harlem, costing $30,000, and another in Fourteenth street, representing an investment of $80,000. An average of $500,000 each was placed on the twenty regular theaters with picture shows. Into this estimate the value of the real estate entered in some cases, that of the good will in others, but, as one owner remarked, there is from present prospects no better amusement to place in the theaters.

Four thousand dollars each was considered a fair average valuation for the picture shows outside of New York. There were 10,000 of these when the last count was made about a year ago. This year, one expert said, the number is nearer 15,000 than 10,000.

"You cannot gain an idea of the growth of the business," he remarked, "unless you travel from city to city and see these show places. Chicago has nearly 350, Philadelphia about 200. One theater in the latter city cost $150,000; another meant an investment of $75,000. It is safe to say that there is hardly a town east of the Rocky Mountains of 2,000 population or more that has not a moving picture show. In many cities of from 75,000 to 100,000 population you find surprisingly elaborate theaters of the sort costing $50,000 or upward. If the average investment of $4,000 each is placed on 10,000 theaters in the country the investment would be $40,000,000.

The films made in America every year for the picture shows are worth at least $102,000. The manufacture of the films is practically controlled by nine concerns. Eight of these are licensed under the Edison patents, the ninth has just formed a combination with a company representing some of the foreign manufacturers. With an output of twelve films a week by the licensed concerns and a total output of two American films and three imported every week by the new combination there are at least seventeen films put on the market every seven days.

Adopting an average of 1,000 feet as the length of each film, and the current selling price of 12 cents a foot, as a valuation, each film represents an investment of $120. The weekly output is worth $2,040, the cost of films annually is $102,000. The moving picture show usually consists of four films, each requiring fifteen minutes to exhibit, and three or four illustrated songs, each costing from $15 to $18 a week. In the larger theatres the films are withdrawn and new subjects substituted every second day. The films are rented to the proprietors of the shows for $50 each a week.

The moving picture machines now in use, with their lenses, powerful lights, and reels, are worth $2,000,000. They are sold at prices ranging from $175 to $225 each, with $200 as the average price.

A well equipped picture exhibition also requires the services of ten people. By this is meant the working force of a "store show," not a theater. The list includes a piano player, a drummer, a man at the lantern and his assistant, and two ushers only. Their wages average about $200 a week. With 10,000 such shows the payrolls would be $2,000,000 for a force of 100,000 persons.

Into the box offices of these moving picture shows at least $3,000,000 is passed in dimes and nickels every week by American pleasure-seekers. The average "store show" takes in $300 a week, the proprietors counting on an audience of 200 persons at each performance. In the theaters devoted to moving picture shows receipts of $3,000 a week are considered good business. The latter class are excluded from the $3,000,000 estimate, the sum being based on 10,000 "store shows" at $300 each.

With one-half of the $3,000,000 receipts representing nickel admissions and one-half tickets costing a dime, the receipts would indicate that 45,000,000 persons visited these shows every week, or nearly every other person in he United States.

ROLLER SKATES NOT MODERN.

Their Invention Dates Back to 1760—American Manufacturers Now Excel in This Field.

It is only necessary to visit the plant of the Union Hardware Co., Torrington, Conn., to get an idea of the immense number of roller skates which are used in this country. They are undoubtedly among the most popular of the many devices used to give people both amusement and health. Contrary to general opinion the roller skate is not a recent invention. It dates back to 1760 and the inventor was a Dutchman named Merlin, who went to England in that year. Eight years later he exhibited a "pair of skates contrived to run on wheels" at a museum in Spring Gardens, and also gave public exhibitions of his prowess in skating over a smooth floor, playing a violin the while. It appears, however, that his demonstrations were, on occasions, rather more exciting than successful, for it is recorded that he used to fall about and smash into mirrors and pictures which covered the walls of the room. There are some old Londoners, no doubt, who remember the performance of a ballet entitled "Les Plaisirs de l'Hiver," at Her Majesty's Theater about 1849—which the artistes acted on wheeled skates. The ballet made a "tremendous sensation" and helped to establish the pastime in the public favor.

A RICH FIELD FOR DEALERS.

The Spring and Summer Seasons Unfold Great Possibilities for the Talking Machine Dealer Who Puts in a Line of Camera and Photographic Supplies—Now Is the Time to Prepare for Profitable Business.

With the coming spring a rich field opens up to the talking machine man in cameras and photographic supplies, the possibilities of which are only limited to the amount of ingenuity displayed by the retailer. Each day brings us nearer to the warm, balmy period which follows the winter and heralds the birth of new and joyous life everywhere. It is amidst this rejuvenation that the love of outdoor pastimes comes upon young and old alike and with it the insatiable desire to preserve these beauties of nature in the one way known to science, namely, photography. Are you going to let this opportunity slip by, Mr. Dealer? If so, it will be only to regret it when it is too late. Why not take time by the forelock and investigate this field thoroughly now?

Of course it may be that other lines will appeal more to your particular customers; of that you must be the judge. But the fact remains that if a retailer possesses enough push and ambition, competition, or anything else, cannot stand in his way with these goods. Every man, woman or child is a prospective purchaser of photographic goods if handled in the right way, and many schemes can be worked up to win over a good majority. For instance, make it a point to offer each month cash or other prizes for the best picture submitted by your customers. This will start a keen competition and by a judicious amount of advertising in local dailies will add many names to your list of purchasers. Start camera clubs and spread the news broadcast about the pleasure to be derived from hunting with the camera. Why is deer hunting so fascinating a sport? Simply because of the skill, patience and endurance necessary to get a shot, and yet from experience the writer can vouch for the fact that it is a far more difficult feat to obtain a good negative than it is a shot. And once let a person get into the habit of trailing with a camera and it is next to impossible to break its influence. There are no game laws to affect this sport, and if one has any sentiment against the rapid disappearance of game in this country it is at least some satisfaction to feel as one turns over the pages of his album and glances at this animal or that bird, that as far as he is concerned they are still enjoying life to the fullest extent.

A REVIVAL IS EVIDENT.

Renaissance of the Bicycle in Public Favor—The Motor Cycle Also a Big Factor in Renewing Interest in These Creations.

To judge from reports which reach this office from various quarters, 1909 will see a strong revival in the bicycle business in this country. While for some years this business has lain dormant in reality it was only regaining its wind after the craze which swept over the country some seven or eight years ago, and is even now preparing for another lively campaign, which, while it may not equal the former vogue, will certainly be of large enough proportions to enable firms in the business to make a very respectable amount of money. Then, too, before there was no motor cycle to help things along, while now there are at least a half dozen well-known makes to tempt the purchaser. These machines are daily becoming more and more popular and dealers who have been fortunate enough to obtain agency rights are reaping a harvest for their forethought.

If your advertising does not lie, the inquiries it brings are of real value. It is foolish, then, not to properly handle these inquiries—not to have the right kind of literature to send out, and convincing follow-up letters, based upon a winning scheme.

TRADE Gillette MARK
KNOWN THE WORLD OVER

ALL seasons are good for the Gillette Safety Razor. Make your Gillette business a steady source of income. Keep your stock on display. Let your store be known as GILLETTE headquarters.

It is astonishing how many sales can be made by merely suggesting the razor and explaining its qualities. Most men know of the GILLETTE, but many of them are not posted on what the razor will actually do. They don't realize what it would mean to them in comfort and economy.

You will find that it pays to tell customers about the GILLETTE. The only limit to the business is the enthusiasm you and your sales force put into it.

Use the GILLETTE signs and trade helps.

The GILLETTE is a live proposition for any store. It pays to be identified with it.

Canadian Office
63 St. Alexander Street
Montreal

Gillette Sales Company
519 Kimball Bldg., Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York, Times Bldg.
Chicago, Stock Exchange Bldg.

Gillette Safety Razor
NO STROPPING NO HONING

ILLUSTRATED RECORDS.

Talking Machine Records Can be Illustrated at a Trifling Cost by Means of Reflecting Machine and Picture Cards—Talker Fraternity Take Notice of This Innovation.

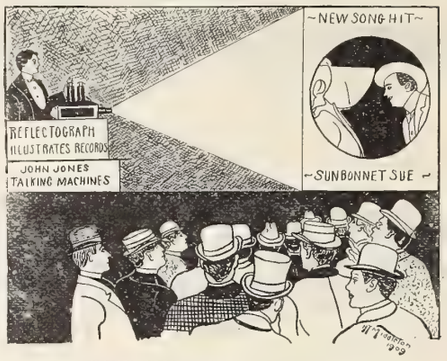
Since the Side Line Section has made its appearance in The Talking Machine World, the writer has indulged in some hard thinking, endeavoring to give birth to an idea which might prove of value to the "talker" man in connection with the side line end of his business, and he thinks he is now able to "deliver the goods."

How many times have you sat in a theater where illustrated songs were rendered, and while admiring the beautiful pictures thrown upon the curtain, longed for some method of illustrating records without the large expense involved in the purchase of a stereopticon and glass slides? The writer has had just such experiences, but how little did he dream how soon his wish could be realized. Now that the opportunity has arrived, it remains for you, Mr. Dealer, to get in ahead of the other fellow, and push it strenuously forward to the success it deserves.

Records illustrated for a few pennies! Think of the hit such an announcement will make with your customers. Will they not be delighted, when they call upon you to hear the new monthly supplements, to learn that they can procure from you an outfit capable of producing beautiful colored illustrations life-size on a screen, and when they hear you name the price they will undoubtedly purchase it on sight.

Mr. Dealer, the writer sincerely believes his idea is worth money to you, and he thinks you will agree with him in a moment. Listen:

The machine capable of doing the illustrating is already before the public and can be purchased at retail as low as $4, so no time need



USING ILLUSTRATED POST CARDS.

be taken up with a description of it. It is simply necessary to state that it will do the work, and do it well.

What he wishes to bring to your special attention is the fact that some progressive gentleman can make a bunch of money right now by having pictures similar to the colored postal cards, now so popular, printed to illustrate records. When you think, Mr. Dealer, that artistic picture post cards can be bought at any news stand, drug store, or from venders on the street for as low a price as three for a nickel, you can easily imagine how cheap you can afford to sell cards of a similar quality, made especially to illustrate talking machine records. It looks good to you, doesn't it?

As a side line, Mr. Dealer, this proposition will prove "the greatest ever," "the one big noise," for it will set the pace for your record sales, stimulating old trade, and establishing new. In fact, it cannot but be a boom to the "talker" man from the very outset.

There is a varied assortment of ballads, march songs and descriptive selections already listed in the catalogs of the different talking machine companies, and new ones coming every month, which are well adapted for illustration purposes, and when the public learns that this can be done at trifling cost, it will enhance the value of their machines to a vast extent. Ask them and see if I am not right.

The writer is not in a position at this time to state the exact amount of money likely to be involved in the manufacture of these record illustrations. It would depend largely upon the subjects, of course, but the demand would be so great, and, consequently, the number sold so enormous, that even though the costuming, posing, etc., of the talent employed in making pictures proved somewhat costly, the margin of profit would still be extremely satisfactory.

While penning this article the writer has wondered whether the idea he has been bragging about is really a product of his brain alone, or whether at this very moment someone is not turning out a few million song pictures.

He can only agree with the illusionist at the vaudeville show who, when about to attempt a particularly difficult feat, turned to the audience and remarked: "This is a good trick if I don't do it."

ILLUSTRATED RECORDS.

(Air—"When Love is Young.")

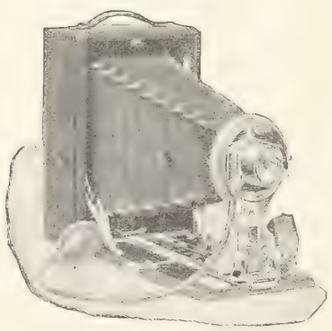
When songs are sung in future
Upon the phonograph,
What do you think may happen
To help you cry or laugh?
What joy will hold you spellbound
While bugle blasts ring high?
You'll see the singer there, and then
The troops march by.

HOWARD TAYLOR MIDDLETON.

Seize the Opportunity!

GET THE

SENECA CAMERA AGENCY



Pocket Seneca No. 3-A—Post Card Size

as a Side Line before some one else snaps it up. It's not the money you spend, but the money making opportunities you lose, that really count.

Let us tell you how Cameras can be made to boost the net earnings without adding anything to the expenses.

64 Page Illustrated Catalog and Particulars Upon Request

SENECA CAMERA MFG. CO.

ROCHESTER, N. Y.

Largest Independent Camera Makers in the World

HENDE MFG. CO. PUBLICITY.

The Hende Mfg. Co. have favored us with a catalog of their Indian motorcycles, showing all their latest styles and containing as well as a detailed, descriptive and illustrated story of the special features that enter into the 1909 Indian. The volume is handsomely gotten up, cleverly written and should prove a forceful means of conveying desired information to dealers and would-be purchasers regarding the individual merits of these creations. The headquarters of the Hende Mfg. Co. is located in an imposing building at Springfield, Mass., where they have built up a splendid trade based upon quality.

SPORTING GOODS MEN IN NEW YORK.

The National Sporting Goods Dealers' Association will hold its annual meeting in New York during the present month. There will undoubtedly be a large attendance at this most important event, when officers will be elected and the plans for the year outlined. It would pay dealers to manifest a closer interest in this organization, for in this way the dignity of the sporting goods trade will not only be maintained, but many matters of great interest and of trade advancement will be inaugurated, all tending to the prosperity of the retailer, jobber and manufacturer.

SPALDING AGAIN IN PHILADELPHIA.

A. D. Spalding & Bros. have secured a lease of the building, 1210 Chestnut street, Philadelphia, Pa., where they intend to open up an establishment under the management of F. J. Gray. The Spalding people retired from the retail sporting goods business in Philadelphia some ten years ago, but find now that Philadelphia is waking up, perhaps since Hammerstein captured the Quaker capital.

To secure economical results you must systematize your work. If enough time can be saved in this manner to increase your business by one order per week it will pay you well for the effort. By way of demonstrating we suggest that a few minutes each evening be spent in arranging and laying out your work for the following day. Try it.

REASONS FOR SUCCESS.

The J. A. Peach Co., Incor., Gloversville, N. Y., Have Built Up Quite a Business as Manufacturers of Baseball Gloves and Mitts—Reasons Responsible for Their Success.

(Special to The Talking Machine World.)
Gloversville, N. Y., Feb. 6, 1909.

Among the progressive establishments of this famous glove center is the J. A. Peach Co., Incorporated, who are winning quite a reputation as manufacturers of sporting goods. The problem of manufacturing baseball gloves and mitts found its inception in the organization of this company in this city within the past three years. In a general way little was known then of the firm, the members, or the product they represented. They started the manufacture of these specialties in a modest way with the realization that not only one but many questions figured in the successful marketing of their particular class of merchandise. Their goods have now been sufficiently long on the market to have attained a well earned and deserved measure of recognition among dealers and jobbers throughout the United States.

In a measure success or failure in this manufacturing era lies primarily in the attitude, or wise policy laid out, and that strictly adhered to. Fulfilment of obligations and retention of confidence are two of the basic reasons specially emphasized by the J. A. Peach Co., Incorporated, as responsible for their successful advent as factors of importance and standing among the manufacturers of sporting goods.

As may be noted from their advertisement elsewhere they are turning out a large line of gloves and mitts covering all prices and styles. In talking with a member of the firm the other day he said: "Our line is especially suitable for progressive talking machine men who desire to handle a side line which will pay them good profit, and bring many customers to their store. The sporting season will soon be with us, and it behooves those who desire to get in line to prepare for one of the best seasons in many years by stocking early."

KING MOTORCYCLE.

Present Heavy Demand for These Machines Which Is Constantly Growing—Wonderful Improvements Made in Their Manufacture—Profits in Handling Such a Line.

Perhaps no revival has come so rapidly and so surely as that of the bicycle craze. One has but to watch the growing throng of cyclists flying along the streets of cities and towns or along country roads to realize that such a revival is real. And it has brought with it the motorcycle, that automobile for one, which from a crude, cumbersome affair of a few years ago has developed into a handsome high-powered machine built like a watch and capable of reeling off a mile a minute if necessary. Of course the chief improvements have been in the engine in the direction of reducing weight necessary per horse power until at the present time it is possible to secure a four-cylinder engine of as high as seven horse power which may be installed in the frame of a bicycle not much larger than the ordinary styles. Just how acute is the interest in motorcycles at present was exemplified at the Automobile show recently held in Madison Square Garden, New York, and where over a score of motorcycle manufacturers displayed their latest and most perfect creations.

The entire basement was given over to these machines and the exhibits were visited and inspected by thousands.

Many talking machine dealers formerly handled bicycles when the craze for them was at its height and they can appreciate the profits in handling such a line. It is the wise man indeed who does not hesitate to investigate the present live opportunity of profiting by the revival and the coming of the motorcycle and put in a stock of these machines.

Within two months at least the roads in most sections of the country will be fit for bicycling, and when that time comes it is the dealer who has the vehicles to offer who will reap the reward.

INCORPORATED THIS MONTH.

The World Patent Vending Co., of 172 Washington street, Chicago, Ill., has been incorporated to carry on a general mercantile business with a capital of $1,000. Hiram I. Keck, John W. Clark and Michael Baccash are the incorporators.

* * * *

Among the new incorporations in the State of Illinois is the Commercial Appliance Co., 135 Adams street, Chicago, organized with a capital of $3,000 to manufacture novelties. The incorporators are M. M. Wood, George W. Conover and Arthur MacNeal.

* * * *

The International Film Mfg. Co. has been incorporated at Dover, Del., with a capital of $10,000. The incorporators are: Orrin B. Faussett and Isaac Kriebel, of Philadelphia, and William C. Popp, Wilmington.

* * * *

The Knickerbocker Leather & Novelty Co., New York, has been incorporated under the laws of the State of New York, to manufacture leather goods and advertising novelties, with a capital of $60,000. Incorporators: William Tager, 1109 Forest avenue; Barnett Epstein, 1110 Jackson avenue; Morris Epstein, 1105 Forest avenue; Saul L. Kowarsky, 1107 Forest avenue, New York.

* * * *

The Payne Mfg. Co., of New York, has been incorporated under the laws of the State of New York to manufacture novelties, notions, etc., with a capital of $10,000. The incorporators are: Hulbert Payne and Ellen D. Payne, 3 Burling Slip; James J. Wilson, 288 St. Nicholas avenue, all of New York.

* * * *

The Calumet Film Exchange, of 184 La Salle street, Chicago, has been incorporated under the laws of the State of Illinois with a capital of $21,000 to deal in moving picture films. H. Heinemann, John A. Verhoeven and George Hoke are the incorporators.

* * * *

The Illinois Metallic Novelty Co., of 908 Unity Building, Chicago, Ill., was incorporated during the month to manufacture novelties, etc., with a capital of $3,000. Incorporators: George E. Miller, James G. Kellogg, William H. Feindt, Jr.

* * * *

The George K. Spoor Co., of 184 La Salle street, Chicago, have been incorporated recently to deal in moving picture supplies with a capital of $5,000. Incorporators: John A. Verhoeven, L. R. Verhoeven, Robert Verhoeven.

* * * *

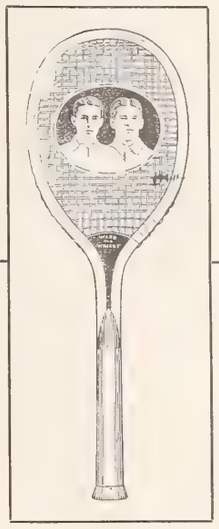
The World Machine Co., Irvington, N. J., has been incorporated to manufacture vending machines with a capital of $250,000. Incorporators: H. M. Browne, F. W. Mills, E. J. Forhan.

FEBRUARY, THE SHORT.

"I suppose you know how the month of February happened to have but 28 days," said the snake editor to the horse editor.

"Yes, I do," was the reply. "When Julius Cæsar revised the calendar, he named a month after himself, July. The following month was left with its old name, Sextillis, or the sixth month, for that was its number in the Roman calendar. When Augustus became emperor, he thought he had as good a right to have a month named after him as Julius had, so he renamed Sextillis and called it August. At that time Sextillis had but 30 days, while July had 31. Augustus thought his month should have as many days as Julius, and one was taken from poor little February to accomplish the object."

"I always supposed that something of the sort happened, but my idea was that Augustus had been working so hard one February that he took a day off, and it never was replaced."



WRIGHT & DITSON

LAWN TENNIS GOODS

Dealers in Talking Machines who want to add a profitable side line to their business should put in a full line of Wright & Ditson's specialties. There is a splendid margin of profit, particularly on the rackets. The Wright & Ditson Lawn Tennis goods are the best known and are the best.

Our balls are used in all National Championships of the United States Lawn Tennis Association, and all the Champions use the Wright & Ditson rackets.

We supply catalogues free with dealers' imprint.

Correspondence solicited; send for catalogue and prices.

Wright & Ditson
344 Washington St., Boston, Mass.

BRANCH STORES:

18 West 30th Street,	NEW YORK CITY
84 Wabash Avenue,	CHICAGO, ILL.
76 Weybosset Street,	PROVIDENCE, R. I.
Harvard Square,	CAMBRIDGE, MASS.

ATTEMPTS AND ACCOMPLISHMENTS.

"The Reason Why Most Men do Not Accomplish More Is Because They do Not Attempt More," Says U. G. Case in Modern Methods.

The above is most likely applicable, in a sense, or in a degree, to every individual. There is a marked tendency in human nature to do only that which is required or ordered, or sufficient to create an income to satisfy ordinary desires of a personal nature—living and pleasure.

Decided successes may generally be traced to definite causes, embodying an attempt always to do more than is required of you, or through having greater than ordinary desires. Yet, decided successes are also sometimes a fortunate combination of circumstances—called luck by some.

Non-success cannot always be traced to inability, lack of personal characteristics, or an insufficient strong will, or lack of interest, or of desire to succeed. That word fate seems to enter strongly into their lives. Unfortunately there are some people who can't accomplish any degree of success.

This is generally traced to some reasonable and explainable cause, and yet they cannot overcome the cause. Probably, it is the work of a higher force. A millennium probably never will make its appearance; probably we would then be worse off than now. If equality existed there would be nothing to strive for.

This suggests ambition. The world's advancement is gaged by man's ambition. To be satisfied is to have no ambition. To be dissatisfied is to desire more—greater accomplishments mentally, bodily, worldly and spiritually. Hence ambition creating. Ambition works overtime, attempts more, accomplishes more.

If we only do what we are ordered to do, we put ourselves on a level with the lower instincts of uncivilization, or the lower animals that do man's bidding. An equality of humankind from prehistoric days to the twentieth century, would set us back almost that many centuries compared to the present world's progress.

If we only do what we are ordered to do, we find no pleasure in the work, in the accomplishment—we only await pay day—meanwhile probably labor against will—rather a slaving proposition. To sleep the required number of hours, work ten hours a day, do some necessary personal work during balance of time, leaves us a small proportion for pleasure.

Consequently, blessed and fortunate is the man who gets pleasure out of his work—works with a pleasure. It is he who endeavors to do the best possible—the best in him—it is he who attempts more, hence accomplishes more, resulting in advancing himself mentally, bodily and increases his income.

Success in any sphere of life is, therefore, traced primarily to an ambition for advancement mentally and in the work allotted to us; to improve ourselves so we can improve on our work results; to always attempt more than we are requested to do, and to do it—not theoretically, but practically. Deeds count to yourself—to your employer.

Applied to salesmanship, they mean you should, to attain decided success, advance yourself mentally. This means knowledge of a general kind. Create a personality that carries with it a force that attracts—that is magnetism. This force is the power that wins—makes friends—brings orders—retains friends—continues orders—broadly speaking, means Success.

It means you should constantly seek a better knowledge, better general understanding of your goods. You should know as much as possible of your competitor's goods. You can never know too much. Properly fortified you can hold out indefinitely. Read and study all you can secure on your line of goods. Knowledge is power—someone said.

It means an inate desire to succeed—ambition of a higher order, the kind that wins character, honorable orders and money—not the wrecking kind.

Create records, keep up by all possible and honorable means such records. Do not rest on well-earned, well-deserved laurels. Look for higher laurels. Do not take for granted your company is satisfied. They never are—all business houses are grasping. Even if apparently satisfied, strive yourself for increased orders—it's the one positive way to increase salary.

Work the required time—sometimes more—it pays. Rob your employer of nothing—not even time. Time means money to him—he pays you for it. Never think you do too much. Those that do don't succeed—they become grouchy because too all-important—to themselves—expect too much. Attempt more—do more—the reward is bound to come some day.

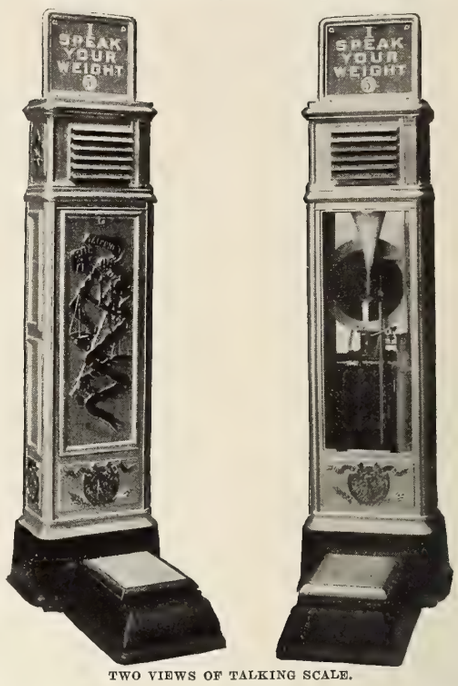
Do not attempt more because no other salesman with your company gets more salary, or because he gets less. Do not guide yourself by others. Every "man is the architect of his own fortune"; so also of his standing and place in his company. Aim to surpass all other salesmen; when you surpass, aim still higher—the reward is yours—not the other salesman's.

Moral: "The reason many salesmen accomplish more than others is because they attempt more—the reward is self-evident."

THE NICKEL EATER.

The Man in the Box Who Is Constantly Crying for More Coin—A Novelty Which Is Attracting Great Attention in All Parts of the Country—Splendid Possibilities in This Device—A Novel Invention Is the American Talking Scale—It Speaks Your Weight.

The Talking Scale is an automatic device which calls out in a perfectly audible tone the weight of the person standing on the scale, after placing the coin in the slot. It's a big money-maker. The novel money-maker is not an experiment, but a method of cleverly combining the two well-known perfect machines—a scale and a talking machine.



TWO VIEWS OF TALKING SCALE.

The Talking Scale is equipped with a 10-inch disc record. The different weights are recorded on the record in the same manner that a song is recorded; that is, after the scales announce "one hundred pounds" the scale speaks "one hundred pounds," according to the weight of the person standing on the platform.

When a person stands on the platform of the scale there is an attachment connected with the platform which draws the reproducer or sound-box down to the line on the record which is to announce the correct weight. When the coin is inserted in the slot it falls down the chute and releases the disc, which makes one revolution, calling out the correct weight. This announcement is carried directly to the opening of the machine by the aid of a metal horn.

This marvelous device is manufactured by the United Vending Machine Co., Cleveland, O.

This concern operates hundreds of machines and have a perfect index system for keeping account of labor, supplies and percentage paid to location, so that in an instant they can ascertain all particulars relating to any machine, no matter where located. They can supply valuable statistical matter to assist their agents in every part of the country.

The opportunities this product offers to bright, energetic business men are manifold. The closest investigation is invited and the manufacturers desire representatives who will take hold of this business proposition with determination.

There are hundreds of first-class places where the machines can be placed to advantage, such as hotels, cafes, railroad stations, waiting rooms, summer and winter resorts, cigar stores, etc.

They are money-makers, and they attract the curiosity of the public.

Here is an opportunity for talking machine men to get in touch with a money-making proposition. The company will be pleased to supply all necessary data and information, and it is interesting to note what money-makers are these coin-operating machines.

SALES-PULLING SIDE LINES

THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument

Necessary alike for Men, Women and School Children. Fills with Ink like a Fountain Pen. Writes like a Lead Pencil. Will Not Leak Carried in Any Position.

No. 1

Short

MADE IN TWO SIZES:

No. 1 or short pen, 4¼ inches open . . . $1.50—to dealers, $12.00 per dozen, f.o.b. Chicago
No. 2 " long " 5½ " " . . . 2.00— " 16.00 " " "

PRESIDENT Fountain Pen Ink for Fountain Pens and PRESIDENT INK PENCILS

A Superior Line of Inks, Pastes and Mucilage. Send for Catalog.

Novelty Statuettes--Quick Selling Novelties. Make Great Window Displays

The McCutcheon "Purp" Prehistoric Animals Carbon Paper

179-181 Lake St., F. W. McINTOSH CO., CHICAGO

CARDS FOR NATIONAL HOLIDAYS.

Among the Most Profitable According to Those Who Have Given the Field a Thorough Trial Are the St. Patrick's Day Emblems—Some Interesting Data in This Connection.

Chatting the other day with a talking machine dealer who has made quite a success of post cards as side lines he said that among the various special cards he handled of St. Valentine's Day, Easter, Washington's Birthday, Lincoln's Birthday, St. Patrick's Day, Decoration Day, Fourth of July, Labor Day and other festivals, his best sellers are those designed for Irish celebrations, and that of the various buttons, badges, shamrocks, ornaments, brooches and rosettes made up for Irish celebrations there are sold in this country altogether about a thousand million annually, or as many as are sold of similar emblems for the celebrations of all other nationalities put together.

As the dealer puts it, suppose there are in this country of Irishmen and their immediate descendents, say 10,000,000 people; that would give 10,000,000 Irish purchasers. But there are sold of these Irish emblems a thousand million a year, or a hundred times ten million, and who buys them?

They are sold for souvenirs at dinners and they are sold at fairs and to be worn at various celebrations as well as on St. Patrick's day. Many are lost or broken, others being bought to replace them. Many are bought to be given away; individual purchasers buy a dozen at a time and give them to their friends. Irish emblems appear also to be bought and worn by people of various other nationalities.

The sale of the shamrock and other Irish emblems in the streets is confined to a few days about St. Patrick's day, but preparations for this brief period of public sale, when novelties are introduced, are made months in advance. Emblems that will be offered in the streets here on March 17 may have been designed and the manufacture of them begun last September. New York dealers in these emblems and in the multitudinous variety of novelties that are produced for all sorts of other occasions as well, sell goods all over the country and samples must be out early.

Of St. Patrick's day emblems, for example, there are now offered about a hundred varieties, and the manufacturers get out new styles every year. Dealers in distant localities, as for instance on the Pacific Coast, must have these samples to select from well in advance to enable them to give their orders in time, and it takes time to manufacture and transport the goods, which must arrive at their destinations in ample time for distribution.

And the same is true of the little hatchets and badges, emblems of one sort and another that are specially designed for Washington's Birthday, as it is also for the many kinds of emblems that are made for the various other days in the course of the year on which emblems are worn. They are all designed and the work of manufacturing them is begun long in advance, and of all these many emblems thus designed for wear on special days there are sold altogether in the United States about 2,000,000,000 yearly.

COLOR CHRONOPHOTOGRAPHY

Seems to be Nearing Its Final Solution—Some Recent Developments.

After the successful solution of the problem of color photography by the Lumière Brothers, the problem of color chronophotography seemed to be nearing its final solution. But the practical difficulties encountered were far greater than in ordinary photography. Flexible films of 100 feet and more in length must be handled, instead of glass plates of limited size. On the other hand, the Lumière process is suitable only for the making of transparencies. Duplicate positives from a series of negatives are out of the question.

A novel system has recently been invented by a Roman painter, Signor Barricelli, for the cinematographic reproduction of animated scenes in their natural colors, says the Scientific American. The coloring of the films is obtained by means of the three-color process, but in a novel way. Instead of coloring the film itself, the inventor reaches his result by a rapid presentation of images, each of which is colored in one of the three fundamental colors—red, yellow, blue. By virtue of the well known phenomenon of visual persistence, these images will give the impression of a complete three-color image.

In order to reproduce a given scene in its natural colors it is sufficient to photograph the object three times through properly colored screens, each of which will allow only the light rays of a given color to pass. Thus, three analytical color negatives are obtained. The corresponding positives printed from these negatives in black and white must be projected in rapid succession on a white wall, each through the same color screen used in obtaining the negative. The eye will then perceive a multicolored image, provided the rate of succession be such that the individual impressions due to the various colors on the retina may superpose themselves on one another. The length of the photographic film, as well as the speed of succession, should, accordingly, be three times as great as in the ordinary cinematograph. The system adopted by Barricelli for insuring the succession of the various color screens in front of the objective, both during the taking of the views and during projection, is of remarkable simplicity. A glass disc divided into three colored sectors, according to the fundamental colors red, yellow, blue—is rotated in front of the objective so as to change the screen at each move of the cinematograph shutter.

Energy, system, perserverance; these were the cardinal principles of Napoleon's success. You need them all in your business if you desire to achieve success.

Baseball Goods Are Profitable

THEY FIT IN WITH YOUR BUSINESS

The Goldsmith Line of Sporting Goods Is Complete

Backed by Our Unrestricted Guarantee as to Satisfaction and Quality

Write at once for full particulars and why it will pay you. Also advising in which Catalog you are interested—

SPRING AND SUMMER CATALOG.—Baseball Supplies Complete.
COLOR BOOK of Baseball Uniforms.
FALL AND WINTER CATALOG.—Footballs, Boxing Gloves, Striking Bags, Football Uniforms.
ATHLETIC CLOTHING, COLLEGE PENNANTS, etc.

P. GOLDSMITH'S SONS, Manufacturers

New York Salesroom: WILSON TRADING CO., 46 Cortlandt St.

Main Office and Works: 207-9-11 W. Pearl Street, Cincinnati, Ohio

Branch Factories: COVINGTON, KY.; NEWPORT, KY.

NO USE FOR OLD FOGY METHODS

In These Modern-Method Days—"Investments" and "Expenses"—How to Build Up a Steady Patronage—Ideas Abound in Every Direction—Profit Made Out of Honesty.

It takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old fogy merchant, for instance, who does not believe in the so-called up-to-date methods—up-to-date store fixings and arrangements. He is afraid that any radical change will drive away the old-established and steady-going trade that the store has been years in building up.

Up to date means increased expenses to him; it is just a clever scheme to wheedle some of his cash away. He forgets that the old reliable trade will, in the process of time, if through no other cause, die off, and that unless new trade is continually added the days of his business are surely numbered.

In order to do a successful business, and keep it ever on the path of progress, the confidence of the public must be secured.

Nowadays people have little confidence in any business that does not make some pretensions to being up to date. They have an idea that the men who run it are themselves behind the times; that they do not keep posted on styles, fashions and methods. And who would patronize a store for supplies if they felt that the goods displayed were more likely to be old style and out of date than just fitted to the season's requirements.

The appearance of the store has much to do in making a good impression, and an erroneous impression once formed is the hardest thing to overcome.

The bugbear of expense often stands between a man and success. Have you ever seriously considered what expense means—what it is?

Stocking a store with goods is an expense, and a pretty big one. Clerk hire is another large item of expense; so is rent, heating, lighting, advertising, etc.

The biggest amounts are usually dignified with the term "investment," the little fellows are simply called "expense," and every merchant makes it his business to cut the latter as much as possible.

Call them all investments, treat them as such, and you will be more likely to get profitable returns.

USING DENATURED ALCOHOL.

Quite a Demand for Convenient Utensils to Use Denatured Alcohol as Fuel—New Field Opened Up by an Enterprising Dealer—Within a Short Time Denatured Alcohol Will Become the Proper Fuel.

A line that is being energetically pushed by the manufacturers is that consisting of utensils for using denatured alcohol. When only the pure alcohol was obtainable there were various forms of stoves and lamps put on the market, but the high cost of the alcohol practically made its regular use out of the question in the average household.

Since the time the Government recognized the industrial standing of denatured alcohol and the fact that when thus prepared it was unfit for human consumption, thereupon removing the revenue tax from the denatured product, there has been a strong stimulus in the devising of convenient utensils to use that fuel.

Concerns have sprung up having for their exclusive purpose the exploiting of such utensils, special cooking demonstrations for housewives being given several times each day.

At the present time articles for using denatured alcohol include heaters, various forms of cooking stoves for the home, yacht or for travelers, self-heating irons and various forms of lamps. A line of these specialties presents a most attractive appearance and their novelty appeals strongly to the progressive housekeeper.

The standard price for denatured alcohol is about sixty cents per gallon and it is even now readily obtainable even in the smaller towns. The growing demand for it will naturally mean that it will be handled by other dealers besides druggists, who practically control the sale of denatured alcohol at present.

Dealers looking for a handsome, easily handled and attractive side line should investigate the possibilities of articles mentioned. Their novelty will appeal strongly to the casual caller and the cleanliness of denatured alcohol as a fuel combined with the absence of disagreeable odors and danger of explosion should interest those who desire handy cooking contrivances for the heated months and for the vacation period. However, the lamps and, in fact, all the articles are decidedly in season all year round, their uses being manifold.

NATIONAL SALES MANAGERS MEET.

The National Sales Managers' Association was perfected recently at Chicago. About fifty-five sales managers of Chicago industrial and commercial concerns enrolled as charter members and a permanent organization was effected. The following were the officers elected to serve the first term of six months:

President, H. H. Cushman, of the L. A. Becker Co.; vice-presidents, C. A. S. Howlett, of the Western Electric Co.; L. G. Muller, of the Columbian Bank Note Co.; Geo. C. Ebeling, of Gage Bros. & Co.; secretary, John T. Webber, of the Wabash Cabinet Co.; treasurer, R. L. De Nise, of the Adams & Elting Co. While the membership is at present limited to Chicago sales managers, it is the purpose to make the organization national in its scope and steps will be taken to extend the membership accordingly.

Successful salesmanship is based upon an intimate knowledge of human nature. Study your customers. Get acquainted with their individual characteristics and humor their fancies.

A SIDE LINE

which may soon become

YOUR MAIN LINE

We can refer to quite a number of talking machine dealers who have taken on our line of

PIANOS and PLAYER PIANOS

and feel well pleased with the results achieved! Suppose you consider this proposition!

We control the output of two large factories furnishing a complete line of pianos and player pianos of unexcelled merits!

Let us hear from you.

WINTER & CO.

Manufacturers

220 Southern Boulevard (cor. E. 137th St.) **NEW YORK CITY**

SOME EXCELLENT SIDE LINES

Made in the West—New Viascope Co. Catalog—Post Cards and Accessories—F. W. McIntosh Co. Specialties—The Output Co.'s Lines—Other Goods That Should Interest Talking Machine Dealers—The World's Special Side Line Section Praised.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 6, 1909.

The special side line section which made its debut in separate covers last month has attracted a great deal of attention, and much favorable comment has been heard in the trade regarding the importance of side lines, which in this day of expansion fill the aching void in the talking machine stores. A perusal of the side line supplement, with the various offers of its attractive side lines, has been found by Chicago dealers with their already numerous variety of lines to be worthy of consideration.

When one considers that good side lines not only make the store more attractive in the ornamental sense, but earn enough on the practical side to balance the rental, light, heat and other expenses he will wonder how he ever did without them.

The Viascope Co., of this city, have just brought out a very attractive catalog describing "the latest and best moving picture machine." In this five-cent theater era talking machine dealers have not only sold these machines, but in many towns have secured five-cent theater privileges, thus opening for themselves another profitable business.

The post card industry of Chicago is a very live one at the present time and offers to the dealers a meritorious side line. Gartner & Bender, 107 East Madison street, have just brought out some very fine styles that are making quite a hit with the trade.

For those dealers who handle post cards, newspapers, magazines, etc., the Gier & Dail Manufacturing Co., of Lansing, Mich., have several cabinets that represent the latest up-to-date improvements of that line. "We make the only post card cabinet with a center disc. We have seven different styles of revolving post card racks. We have post card and magazine pockets in any length strip to fit in any space in your store," they inform your correspondent.

The F. W. McIntosh Co., 179 Lake street, have several side lines which could be used as auxiliaries by dealers. The President ink pencil, which is guaranteed to be a perfect writing instrument and one worthy of the name, can be used alike by men, women and children. It can be handled with good profit and should offer a good side line. A line of statuettes that can be used as ornaments and oddities and that are live wires in the selling field are also offered by the company.

The Output Co. of America, with offices at 1110 Heyworth building, are not only having excellent results in marketing the output of the Cut Glass Works, but will in the course of a couple of weeks consummate arrangements for the handling of several lines which will make peculiarly good sellers for talking machine dealers.

The Automatic Machine and Tool Co., of this city, have a very excellent slot machine containing 24 disc records that they will put before the trade in a very short time. It offers everything modern in this type of machine and is a money-maker.

The sporting goods factories are turning out baseball goods galore at the present time, and many of them are so rushed on present orders that their plants will be run to capacity limit for the next four months, irrespective of future business.

A post card concern that has its busy signal out almost all of the time is Alfred Holzeman, of 2815 Wabash avenue. Mr. Holzeman is a worker and is a specialist in his own particular field.

There has been nothing of recent years that has magnetized the trade as has the "Billiken," god of happiness, luckiness and prosperity. It is the invention of a Chicago girl, and is marketed by a Chicago company. Not only have most of the retail stores these goods on display, but they are seen in private residences all over the city. The object of the "Billiken" seems to be to destroy the "grouch."

Talking machines speak for themselves, and the fact that many dealers are adding fountain pens as an auxiliary side line would seem to indicate that the pens would write for themselves.

J. C. GROSHUT ON WESTERN TRIP.

Secretary of Manufacturers' Outlet Co. Expects to do Record Business—His Extensive Itinerary Covering About Two Months—Another Trip Planned.

The same day that the Manufacturers' Outlet Co. removed to their new offices and factory, on the second floor of 89 Chambers street, New York, namely, February 1, J. Chas. Groshut, secretary and treasurer, started on a selling trip that will take him through the Middle and Central Western States and through the Northwest. With the company's lines, which he believes will appeal to the general talking machine trade looking for profitable side lines, Mr. Groshut expects his sales will exceed $100,000. He is an experienced traveler and seasoned salesman.

J. CHAS. GROSHUT.

His itinerary is as follows: Albany, Schenectady, Utica, Syracuse, Rochester and Buffalo, N. Y.; Cleveland and Toledo, O.; Detroit, Lansing, Grand Rapids and Kalamazoo, Mich.; Chicago, Ill.; Racine, Milwaukee and La Crosse, Wis.; Minneapolis, St. Paul and Duluth, Minn.; Dubuque, Cedar Rapids and Des Moines, Ia.; Omaha and Lincoln, Neb.; Topeka, Kan.; St. Joseph, Kansas City, Jefferson City, St. Louis and Springfield, Mo.; Decatur, Ill.; Terre Haute and Indianapolis, Ind.; Louisville, Ky.; Cincinnati, Dayton, Springfield and Columbus, O.; Wheeling, W. Va.; Pittsburg, Harrisburg and Philadelphia, Pa.; Trenton, N. J.

Mr. Groshut will probably be away at least two months, and on returning will go through the South and Southwest.

HOW THE DOLLAR MOVES.

An Illustration in Multiplication Which Like the Acorn Grows Large Oaks of Profit.

Here is a simple problem in multiplication: If you invest a certain amount of money in a piece of music, or a banjo, mandolin, or harmonica, or any other side line item which you handle, and then sell it at an advance of 15 cents, you have made 15 cents.

If you use the same money for the purchase of similar goods, and make four such deals in a year, you have cleared 60 cents.

If you have $10,000 in your business, and are able to turn it over four times a year, you are on the same level as the man who has $40,000 and turns it over once in a year.

If the above don't carry its own moral, then there is no moral to be made out of it.

That is a great question in selling goods: To sell the goods, and get the money out of them; to have that money to put back into other goods, to sell again.

If you have a dollar locked up in some old slow-coach of an article, go at it with all your might, and get that dollar out. Then speed it forth after something else that will move livelier; keep it at work, and make it earn something all the time.

Better have your money in a savings bank at 3 per cent. than in some old "storekeeper" at nothing at all.

STATIONERY AS A SIDE LINE.

A Line Always in Demand—The Local Dealer Gets the Trade—An Excellent Offer to Those About to Install Such a Line.

Everybody writes letters, and consequently everybody must buy stationery either in large or small quantities, and the general inclination is to buy it at the most convenient store. The dealer who has a side line of writing paper and envelopes is therefore in a position to build up a large and profitable trade in same in his immediate vicinity. Those considering installing such a line should not fail to peruse the announcement of the Berlin & Jones Co., New York, offering an assortment of writing paper and envelopes, 100 boxes, sufficient for the nucleus of a stock, for $15. The stationery is of good quality and sells for 25 cents and more per box, ensuring an excellent profit for but little effort.

HOW PIANOS MEAN PROFIT

For the Talking Machine Dealer—Appeal to His Customers Who Appreciate Music—How Coin-Operated Electric Pianos Can be Made to Produce Large and Steady Income.

Many talking machine dealers have realized the advisability of installing pianos as a side line, and the success that has attended such a move has been most pleasing. Pianos, as musical instruments, naturally appeal to those people who are regular purchasers of talking machines and records, for such people have an appreciation of music, and generally have a desire to get away from the machine-made product occasionally and make their own music by means of various instruments. Several lines of pianos have been exploited in the columns of The Talking Machine World, and dealers have shown marked interest in the possibilities of handling such a line.

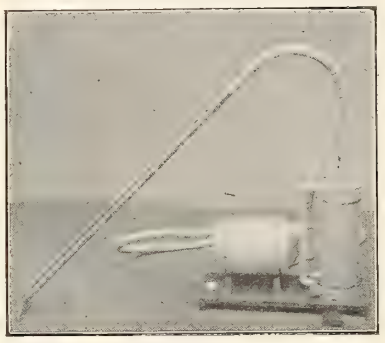
Coin-operated electric player-pianos are a line that brings profit to the dealer two ways. He can sell them outright to amusement resorts, cafés, etc., at a good figure, and incidentally create a customer for additional music rolls, or make still more money by installing the pianos in various public places on a commission. The gross earnings of these instruments in a fairly good location make a surprising total, and the cost of the piano is soon cleared, the further receipts being gilt-edged profit.

JAPAN AS A BICYCLE CENTER.

Japan is quite a center for bicycles, according to Consul John H. Snodgrass, who, writing to the Department of Commerce and Labor at Washington, from Kobe, states that, although the imports of bicycles into Japan have notably decreased of late, there are still some 40,000 vehicles imported every year. In that country they are now used rather for practical purposes than for pleasure. In addition to those imported entire, separate parts are imported, it is estimated, sufficient to make about 50,000 bicycles. Besides imported machines, some 40,000 or 50,000 are manufactured in the country every year. The total number of bicycles now in use in Japan is estimated at about 350,000, and their duration of life is not longer than five years, on an average. The demand for tires is estimated at 200 pairs per day. Not more than 60 pairs are made in Japan, the rest being imported. In 1907 Great Britain furnished 30,000 bicycles to Japan, and in addition $270,000 worth of parts, while the United States furnished 3,218 bicycles and $178,000 worth of parts.

"Peerless"
SUCTION CLEANERS
THE IDEAL SIDE LINE

A Necessity for the Home, Office or Store.
Large Profits and Exclusive Territory.
Write To-Day.



Model "A," $15.00

SUCTION CLEANERS ARE BECOMING A NECESSITY

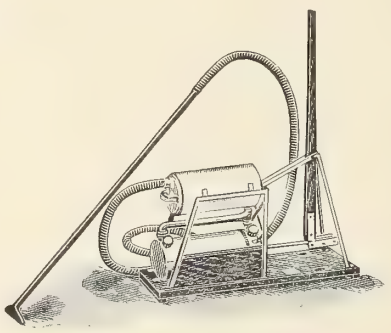
and you certainly cannot afford to miss this opportunity to handle the **Peerless.**

You Wish to Increase Your Profits, Do You Not? Then Listen!

You are no doubt familiar with the suction process of cleaning homes. You should be equally familiar with the

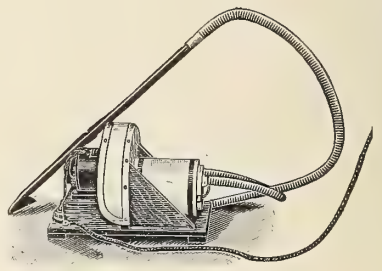
Peerless Cleaners

If you are not, don't delay writing us for particulars.



Model "B," $25.00

You have **No Competition** and every home is a prospect. Can you conceive a more recent or more profitable side line?



Model "C" or "D"
Model "C" For Direct Current, $55.00
Model "D" For Alternating Current, 65.00

Manufacturers Outlet Company

New Address
89 CHAMBERS STREET
71 READE STREET
NEW YORK

HERE AND THERE IN THE TRADE

Within three months the majority of the amusement parks in all sections of the country will be in operation for another season, and as last year most of them will include among the attractions a roller skating rink. These rinks offer an excellent field for the dealer handling roller skates, for new skates have to be purchased each season, as the old ones are lost, broken or worn out. If the local dealer is industrious he will land that rink trade by energetic action. Then, true, there are the private skating enthusiasts and the children to be catered to, whose interest in the sport is kept alive by the proximity of the rinks. A good line of roller skates is a paying investment, and a line to the Union Hardware Co., Torrington, Conn., who make roller skates, will bring valuable information on the subject.

* * * *

It's easy enough to be cheerful when life flows along like a song, and after all it's not so hard to be cheerful habitually if you take the pains to get the habit.

* * * *

The value of the post card collection is enhanced manyfold by the use of the Mayer Reflectograph manufactured by Charles W. Mayer, Rochester, N. Y. The views on the cards are enlarged to pictures from 6 to 8 feet square, with all the colors of the original preserved and brought out. Acetylene, gas or electricity may be used in the Reflectograph with equally good results.

* * * *

Don't worry when you hear that a purchaser to whom you had almost sold goes across the street and buys from your rival. In a similar manner, you have made a good many sales which your rival thought he had safe in hand.

* * * *

Wright & Ditson's celebrated tennis balls are as usual to be used at the National Championship Tennis Tournament to be held shortly. The great majority of the tennis champions ascribe a large part of their success to their wisdom in using the Wright & Ditson rackets. The dealer will profit by writing to Wright & Ditson, Boston, for a catalog of their lawn tennis goods and ascertaining the advantages in handling the line.

* * * *

Don't tell your story too glibly. The man who rattles off his piece about the goods, as if he had said it a thousand times, doesn't inspire any too much confidence.

* * * *

In a very few months, when Nature puts on her garb of spring, outdoor photography will again be in high favor. Have you a line of cameras and supplies to supply the enthusiasts in your section, cameras that when once sold, stay sold? If not it will pay you to communicate with the Seneca Camera Co., Rochester, N. Y., who have some very interesting information on tap.

* * * *

Don't lavish all your exquisite politeness on the pretty young ladies and well-dressed people who come into the store. The old man with a gingham umbrella and cowhide boots has silver and gold sometimes in his pockets.

* * * *

The season is rapidly approaching when the lover of outdoor sports comes into his own when gun and rod, golf club and racket again reign supreme. Dealers are now getting in touch with the newest features in the year's line of sporting and overhauling stocks preparatory to placing orders. Those familiar with conditions in the sporting goods field predict a record-breaking season for the dealers who are prepared. Are you numbered among them?

MARATHON CRAZE HELPS TRADE.

S. B. Davega Reports Heavy Demand for Running Outfits—His Success With General Sporting Goods.

Thanks to the Marathon craze, S. B. Davega, of 126 University Place, is realizing considerable in the sale of running pants, sweaters and other requirements for the athlete. He has proved thereby to his satisfaction the efficacy of sporting goods as a side line to his talking machine stock.

Mr. Davega has left his Fourteenth street store and converted a wing of his store on University Place into a spacious emporium with a gallery. There he has moved his entire stock.

While carrying on his extensive wholesale trade, Mr. Davega sells sporting goods of all varieties. Cameras, ice skates, tennis paraphernalia, Ingersoll watches, college pennants, deer heads and other specialties are conspicuously exhibited and from their sale is realized no small profit.

The wide-open success of S. B. Davega's side lines bear testimony to the fact that there is little narrow-mindedness on the part of tradespeople dealing exclusively in wholesale. The latter in few cases are prejudiced by the appearance of side lines with the general stock. If there has been any loss in the wholesale trade it has not been observed by Mr. Davega, whose side lines have spelled for him in increased business capacity and many extra dollars.

THE HERO WHO WOULD NOT ADVERTISE.

Captain Mark Casto, of Atlantic City, N. J., breveted "hero" by thousands of newspapers two years ago, is a bankrupt. The sheriff took his property last week and sold it at auction. He is a silent man. He shrinks from the spotlights. He put away his "hero" decorations in the bureau drawer. And so he failed, because he knew not how to advertise, or he had not the advertising temperament, says a writer in the Editor and Publisher.

Two years ago a big ship with many passengers ran on the bar off Atlantic City. The wind screamed. The waves pounded her to pieces. The population of Atlantic City stared incompetently from the Board Walk. The official life savers could not launch their boats, nor send any help.

Then came Mark Casto, a fisherman, with his little sloop, of which he was skipper and dubbed "captain." He sailed his craft out in the teeth of the storm. He took off the passengers. If ever there was a gallant feat of seamanship that was one. Honest sailors are not given to the use of the word "hero." They do what is to be done. So do men of the fire departments—"all in the line of duty."

Nevertheless, the newspapers said Casto's grit and good seamanship was "heroism." His name was in the headlines of 2,000 dailies and several thousand weeklies—always with the adjective "Hero."

A few months later the writer of this was at Atlantic City. He said: "Where is Casto? I'd like to sail an hour with him. He must be making lots of money taking people out for a ride at 50 cents a head."

But no Casto was near. He was away by himself, a cable length from the beaten way, mending fishing nets. Said a shrew skipper:

"Casto is a fool. He ought to be coining money. If I was him I'd have a broad pennant big as a man o' war ensign, flying from the masthead with 'Casto, the Hero,' on it big enough to see a mile off. An' I'd have my ad. in all the papers. What's the use of bein' a hero if you stick to fish nets?"

Alack, the fishing at Atlantic City has been poor. The times have been hard. Casto's boat was like the other boats, and how could the crowd pick a hero's boat if the hero didn't speak up?

Poor hero Casto! And to think that he performed a fine, gallant piece of seamanship, such as real sailormen know!

What's the use of being a hero, if "heroism" is not advertised?

SEEKING FOREIGN TRADE.

Some Important Suggestions to Safeguard Manufacturers of Talking Machines and Supplies as Well as Other Merchants in Making Trade Inquiries Abroad.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1909.

The following suggestions concerning the best means of safeguarding Americans seeking foreign trade through consular inquiry, and from foreign inquirers seeking American trade through the same channel, a system which has grown to unexpected proportions, is furnished by Consul W. Henry Robertson, of Gothenburg, Sweden:

"American manufacturers or exporters writing to a consulate regarding the introduction of their goods abroad, and asking that their letters be referred to some one who might act as their foreign agent, or who might purchase from them, should invariably give their exact prices, terms and conditions as far as possible, and should furnish at the same time banking or commercial references. Otherwise, in this consular district at least, it is practically impossible to induce anyone to take the slightest interest in such inquiries. Many important trade opportunities are lost through inattention by our exporters to these all-important details. Foreign dealers will not take the trouble to enter into correspondence with American firms without at least prima facie evidence that good results are likely to ensue.

"Where American exporters write to a consulate, looking to an increased sale of their articles abroad, they should invariably advise it as to any agents they may already have in the consular district, or the country itself, so that embarrassing situations may be avoided and the consulate may be assured, before seeking additional agents for such firms, that the ordinary ethics and usages of honorable dealing are not being violated. This consulate, in one instance at least, was allowed to suffer the embarrassment of submitting such a letter of inquiry of an American house to the firm's own agents here, who had happened just before that to have made a very fine sale for it.

FOREIGN IMPORTERS SEEKING INFORMATION.

"Where foreign importers apply to a consulate for the names of American exporters, or where such inquiries are referred by the consulate to the Department of Commerce and Labor, it is thought that it would frequently save not only much useless correspondence, but possibly some unfavorable business connections for American exporters, were such inquirers invariably required by the consulate to first furnish such banking or commercial references as would indicate on the surface that connections with them were justifiable and likely to be profitable to our trade. In other words, without carrying with it any undue responsibility upon the consulate in the matter, the very fact that the latter had furnished a foreign inquirer with the names of American exporters in his line, or that it had referred his request for the same to the Department of Commerce and Labor, should of itself justify a favorable assumption at home with regard to such inquirer as a foreign purchaser or agent. Moreover, such foreign inquirer should understand that his overtures would be given a much more prompt and satisfactory attention in the United States if as clear a statement as possible of his terms and conditions, and of his ideas of the general possibilities of the foreign market for the goods in question, would accompany his inquiry.

"It is assumed that most of our consulates, without taking upon themselves any responsibility for connections that may result, extend a general standing invitation, indirectly through the local press or otherwise, to possible importers of American products within their several districts to file with them their names and the articles in which they are specially interested. It would seem still better if the banking and commercial references of these parties and their general terms and conditions could be filed at the same time, with permission for their full use

properly by the consulate. In this way we could not only put our exporters in touch with all the reputable houses in our several districts, but it could be seen that so far as the consulate was concerned they got in touch with no others and were spared no end of useless correspondence and investigation.

"It would also be of great advantage in several ways if foreign importers or agents could be induced in all cases to let the consulate know exactly the names of American firms from whom they import, or whom they represent, and the articles that they receive. In all such instances the exporter, the importer, and the consulate can only have a common interest, and this can always be best advanced where there is a mutual understanding of the situation, mutual confidence, and a thorough co-operation in the matter. For example, in the case of newspaper or other attacks upon American products in a foreign country, far better methods for combating and for measuring the effects of these can be adopted through united than through individual effort.

CENTRAL BUREAU OF COMMERCIAL INFORMATION.

"A very serious and practically needless loss of valuable time would be saved our consulates and American trade interests abroad would be far better subserved in every direction, were American exporters repeatedly encouraged, through the medium of the Daily Consular and Trade Reports, to look more and more to the Department of Commerce and Labor, rather than directly to our consulates, for just the advice and information needed for the successful introduction of their goods abroad. In fact, if our consulates are to properly perform the time-consuming duties now expected of them, along with their other work of keeping the Government promptly and accurately posted on all commercial facts and figures of their respective districts and on the opportunities therein for American trade, not only exporters but the American public as a whole must be brought to increasingly regard the Department of Commerce and Labor and its Bureau of Manufactures as a central bureau of information on all commercial matters, foreign and domestic, and our consulates as contributing, but not distributing, sources of such information.

"If consular officers are to spend the time necessary for properly procuring the commercial information now exacted of them, they cannot possibly have enough left for disseminating this information in answer to the constantly increasing number of repeated inquiries on the same subjects. It is, therefore, strongly suggested that as the Department of Commerce and Labor is put more and more by consular officers in possession of the commercial data and conditions of their various districts and countries it should constantly make use of the most available means at its disposal to educate our people, whether private parties, firms, corporations, State officials, or others, to allow all their requests for information on commercial or any other subjects on which we are supposed to keep our Government posted to reach us through the Department of Commerce and Labor, and not directly.

UNNECESSARY LABOR FOR CONSULS.

"Whatever criticisms may be made against the consular service of the United States as a whole, I have never heard it charged with a lack of industry or alertness, and the plea herein made is not at all one for lessening work, but against wasted or misdirected effort. It is merely intended that with the same amount of energy in more practical directions much more useful results shall be achieved. As it is now, a formidable and constantly increasing mass of inquiries is received in practically each United States mail, many of them very comprehensive and on subjects on which each consulate has already repeatedly reported to Washington and to various individual Americans interested in the same lines. These inquiries would never have been addressed to the consulates at all, or certainly not in the form in which many of them are made, if the writers themselves had only thought of first consulting the proper department of the Government at Washington; and if they are to increase as rapidly in the future as they have done in the past, it will be impossible for even a consulate of the grade of Gothenburg to take care of them.

"A single instance may be given. My predecessor reported last June upon a miniature telephone, or microphone, invented by a Swede, which was expected to be of great convenience to employes at telephone stations, and also of service to persons with defective hearing. This report gave all the information on the subject available at the time, and carefully stated the name and address of the inventor [which was filed for public reference at the Bureau of Manufactures], so that those interested might apply to him for further details. Instead of thus disposing of the matter, so far as the consulate itself was concerned, it has done just the contrary. The press of the United States evidently made some incomplete reference to the report that was widely copied throughout the world, for the consulate has already been obliged to answer some 47 letters of inquiry on the subject from all parts of the United States, Great Britain, Cuba, Australia, Canada, etc., and they are still coming. It will readily be understood that, with the limited clerical assistance at consulates and with no funds for preparing printed replies to such inquiries, such an experience, which is not at all an uncommon one, almost deters a consul from making such reports at all, since the alert, energetic officer who makes the most reports, and consequently has the least time to spare for needlessly repeating them, is the one who gets the most inquiries. It would seem only fair, then, if consuls are to carefully collect the information, that the Department of Commerce and Labor, with its special equipment for this very purpose, should disseminate it.

ADVANTAGES OF SYSTEMATIC WORK.

"In the case of trade inquiries, a requirement that these should come through the Department of Commerce and Labor would not only spare consulates and the Departments of State and of Commerce and Labor the present system of circumlocution, but would have other distinct advantages: (1) The Department of Commerce and Labor could best judge whether the character of the inquirer and of the inquiry justified such a reply as consular officers now always feel obliged to make; (2) all the information desired may already be on the files of that department, which could almost always give it in more complete and accurate form for a whole country than could a single consular district; (3) in many cases where a consul now has to give long lists of importers, manufacturers, etc., and to make comprehensive reports on matters that can only come to naught, the Department of Commerce and Labor could briefly point out in reply that the difficulties in the way of introducing this or that article into a certain foreign market were simply insuperable, and that would be an end of it for all concerned; (4) the loss of time to the writer of having to await an answer from abroad, instead of from Washington, would be obviated.

"Nothing in this report is intended to mean that a consulate should not at all times be called upon wherever any American desires information from its district which the Government decides it is proper to thus secure, and which has not already been furnished to the proper department at Washington. Such inquiries could be readily referred to consulates by the Department of Commerce and Labor."

BURNS-BRITTAIN CO. SCHEDULES.

Schedules in bankruptcy of the Burns-Brittain Co., mail order business for phonographs, moving pictures, etc., 194 Broadway, show liabilities of $4,792 and five claims, whose amounts are unknown, and nominal assets of $72,326, consisting of stock, $3,050; machinery and fixtures, $2,900; phonographs held by others, $500; accounts, $4,154; open accounts on consigned goods, $60,000; cash on hand and in bank, $72, and cash deposits on contracts forfeited, $1,650.

THE ERA OF THE SUCTION CLEANER.

"Away with dust and dirt" is one of the slogans in the war against tuberculosis now being carried on all over the world, and it is the careful housewife who insists on going through the house every day with broom and duster who really does not heed the cry. Sweeping simply removes the dirt and dust from one spot and deposits it in another, largely in the lungs of those nearby. The Peerless Suction Cleaner, exploited by the Manufacturers Outlet Co., New York, however, entirely removes dirt and dust by suction, and besides being a perfect cleaning device, is a safeguard to health. The dealer will find that the prices make sales easy, with a tidy profit insured.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once, won't give you a second chance. It pays to be square.

A MOST PROFITABLE SIDE LINE

You can take an ordinary picture post card, a photograph or any opaque picture; place it in the "REFLECTOGRAPH" and the picture will be reproduced, life size, with all the colorings of the original, on a sheet from 6 to 8 feet square. While it will do anything and more than a magic lantern will, it does away with the inconvenient and expensive glass slides.

DESCRIPTION: Height, 15 inches; length, 13 inches. Made of Heavy Tin Plate and Steel. Finished in Black Enamel with Gold Panels. **BEST TIGER'S EYE LENSES.**

PRICES: Acetylene, $5.00; Gas, $5.00; Electricity, $5.00. Complete, ready to run.

We also manufacture 17 styles of Post Card Display Racks at lowest prices, including **Mayer's Revolving Card Rack,** Collapsible—50 pockets holding 1,500 Cards. **Mayer's Sectional Holders** for home use, and **The "Rochester" Oak Frame,** Displaying 50 cards and holding 4,000. AGENCIES WANTED IN ALL COUNTRIES.

FOR FURTHER PARTICULARS, ADDRESS

CHARLES W. MAYER, 10-12 Furnace Street, **Rochester, N. Y., U. S. A.**

VISITING A BASEBALL FACTORY.

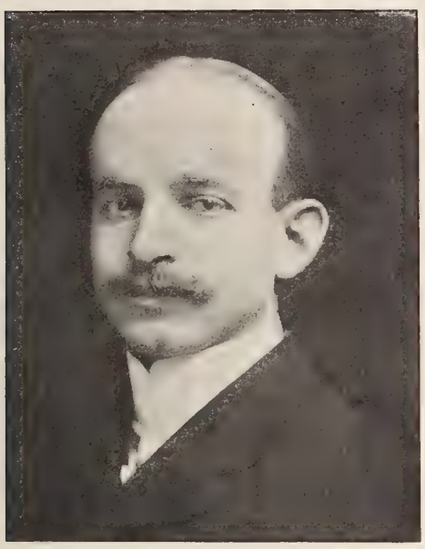
The Representative of the Side Line Section of The World Spends a Pleasant Time Inspecting the Great Plant of Goldsmith's Sons.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 2, 1909.

It was the good fortune of The World representative during a recent visit to this city to be shown through the factory of P. Goldsmith's Sons, one of the large sporting goods manufacturers of the United States. This concern manufacture 6,500 baseballs every day, varying in grades from the 5-cent to the $1.25 league ball.

In the manufacture of the cheaper balls the operation is so fast that it requires two men to operate the machine that compresses the substance into shape—one for loading and the other for finishing. The better grade of baseballs are



ONE OF THE GOLDSMITH "BOYS."

wound on special winding machines of wonderful accuracy and precision.

In the manufacture of a league ball there are a great many operations that the ball passes through before the cover is sewed on. Starting from the rubber center, the four-ply wool yarn is wrapped on under very heavy tension until the ball reaches a certain diameter, and then three-ply white yarn follows, until the ball reaches a certain diameter.

In the next operation the ball is placed back on the machines and then wound with the finishing extra fine-grade three-ply yarn, and then the finishing twine for the outside surface of the ball. The ball next passes through an inspector's hands, who tests it for weight and circumference, and if there is the slightest variation from the standard gage, the balls are returned to the winding room. Those that have passed inspection are now ready for the cover.

Owing to the large output, this concern has its own tannery in Covington, Ky., for tanning the sheepskin covers for the baseballs, and another plant in Newport, Ky., that does the sewing.

This plant turns out over 2,500 balls per day, and in addition to this they have two delivery wagons operating as far as 40 miles into the surrounding country, delivering a case containing 60 dozen baseballs, covers, needles and thread sufficient to cover them. These balls are sewed by the country folk at their leisure time, and when finished the delivery wagon on its regular trip calls for the finished work and then leaves another case to be sewed. The baseballs when finished are brought to the factory and then inspected and stamped upon a stamping machine, which was the first machine of its kind ever used for the purpose, stamping the trade-mark, number, name, etc., on in one operation, while heretofore it required many girls, as there was different stamping. This machine turns out twenty complete stamped balls a minute.

In the glove and mitt department, which is operated under a separate superintendent, who is a specialist in his line, the same attention is paid to detail and to special machinery to turn out each and every item exactly alike. A very large and heavy power press is on this floor for cutting out the felt linings for fielders' gloves and catchers' mitts. Heavy steel dies are used which cut out as high as two dozen linings in one stroke. The better grade of goods are cut by expert hand cutters, who sort the best part of the hides for the various grades. All finished gloves and mitts then pass to the inspection department, where they are carefully examined, stamped, a guarantee ticket attached, and then carefully packed.

In the clothing department, which is also in charge of a separate superintendent, who is an expert in this line, we find them busy making baseball suits, athletic shirts, running pants and college pennants.

One of the features so noticeable in these various departments is the arrangement of motors, each and every department having from one to two motors. Mr. Goldsmith, who showed me through, stated that they found this a very great convenience, each department being entirely separate and convenient when operating at night.

Within the last six months a new system was introduced with the selling and manufacturing department of placing an unrestricted guarantee on all of the goods which they manufacture. They want those who buy Goldsmith sporting goods to know that the manufacturer stands behind them and are only too glad and ready to replace any article which does not give full measure of service and satisfaction.

Goods are being shipped to Europe, Australia, South America, and as far as Japan, and the Goldsmith line is well represented and sold by the largest jobbing houses and dealers in the United States and Canada.

This firm issue four very attractive catalogs each season, as follows: Baseball and Baseball Supplies; Striking Bag, Boxing Glove, Football Supplies, Athletic Clothing; Felt Pennant and Pillow Covers; Baseball Stock Uniforms, which they make from $6.75 per dozen upward; Color Book of Athletic Flannels for Baseball Suits made to order. These will be gladly sent upon request to those who are interested. They report business as exceptionally good and the outlook for the coming baseball season to be brighter than ever.

ADVERTISING AS AN ADVANCE AGENT.

The traveling salesman entered the hardware store, walked up to the proprietor briskly, and handed him a card.

"I am introducing," said he, "the metal anti-absorbent corrugated vehicle wheel, that has been warranted——"

"Never heard of it," said the merchant, as he turned away. "We have a lot of the old kind, and they are good enough for us."

"But I would like to show you a sample. They are warranted to——"

"I guess you will have to excuse me; never heard of them, and have no interest in them." And he turned away, and shook hands with a customer who was coming in.

The same store, twenty-four hours later: Enter a salesman, who hands his card.

"We are the manufacturers," said he, "of a patent rapid-action assorted demi-toned steel trimmer, that——"

"Glad to see you," said the merchant. "I have never seen one of those, but have wanted to. I saw a cut in the ———— Magazine, and your card has stared at me from its pages for two months past. See, here is the card. Show me how it works."

A natural interest had been aroused; the salesman had easy sailing, and a new customer was made.—Hardware Magazine.

PUT YOURSELF IN EMPLOYER'S PLACE.

Try imagining yourself in your employer's place and see what sort of a clerk you think you are making from his point of view.

66⅔ Per Cent. Profit For YOU

A selection of one hundred boxes of writing paper to retail at the popular price of 25c. or over.

Twenty-five cover designs—four each of a design—flower, fancy heads, and regular cover paper. Boxes contain one quire and twenty-four envelopes of good linen-finish paper in sizes now used.

We have been in business fifty-nine years and guarantee this assortment as being one of the best we ever put out. Save you trouble of selecting the right thing.

Display matter included without charge.

Further information and illustration of boxes supplied upon request.

Mail Us To-Day Your Order For One

Assortment No. 6 at $15.00 F.O.B., N. Y., less 3% for cash in ten days to

SALES DEPARTMENT

Berlin & Jones Co.

MAKERS OF FINE STATIONERY

FACTORY AND MAIN OFFICES

547-553 West 27th Street

NEW YORK

A KNOWLEDGE OF HISTORY

Carried on by Means of Post Cards—Historic Speeches Made Known—W. G. Frazer's Clever Plan to Aid the Dealer.

There is not a large city in the United States or, for that matter, in any country where there are not buildings of historic interest, views of local, national or even international interest, or perhaps it may be just a view or views that are shown to the visitor only because of local pride.

While the foregoing is true in all large cities wherever located it is just as true only in a less conspicuous way in every town throughout these United States, either in the North, South, East or West. It goes without saying that there are more historic views in the East than in the West, it is equally true that there are more scenes of local and national interest in the West than in the East, nevertheless our country is honeycombed with scenes of which we are all very proud.

More than twenty-five years ago it dawned upon the people of Germany, Italy and France that they too had a very large number of scenes, buildings and historic spots, and that it would be a very wise thing to make these known to the world in an effective but necessarily an economical way.

After repeated efforts and experiments it developed that a card could be printed showing the outlines of the building that they wished to describe, but not giving a very good view of the scenes in which they wished to interest the world.

From this feeble effort but earnest desire to illustrate these different subjects in an original way has grown the modern post card.

During the year 1908 the sale of these modern local post cards in the United States was larger than ever before, and the orders given for delivery during 1909 will make the actual sale for this year of record breaking proportions. This progress has been made in spite of the financial conservatism with which the country has been afflicted during the last twelve or fourteen months.

Many manufacturers have advertised themselves as publishers of these post cards, some of them have spent large sums of money in their efforts to bring their cards to the attention of the retail dealers, but usually orders have not been forthcoming without a large amount of correspondence or the visit of a traveling salesman.

Wm. G. Frazer, manager of the post card department of the American News Co., New York City, has devised a plan that will cut off all the unnecessary correspondence and also the visits of salesmen, especially to the dealer who wishes only to supply himself with cards which will please his customers and yet offer them a reasonable variety of good quality at a fair price. If you will write Mr. Frazer you will receive by return mail all the necessary information condensed so that you will be able to place your order at once without asking a single question.

This house is long and favorably known as keeping their agreements and the dealer placing his order with them will take no risk as to quality, price or delivery on time agreed.

In addition to these matters in connection with your orders they will guard your photographs with zealous care and other cards will not be published from them no matter what inducements may be offered this company.

Now is the time to arrange for a stock of cards for the spring and summer trade so that there will be no chance of disappointment in deliveries.

SIDE LINE QUESTION DISCUSSED.

Interesting Views Entirely in Sympathy With Those Previously Expressed in These Columns of a Prominent Trade Authority—Sporting Goods a Suitable and Productive Side Line for Talking Machine Dealers.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 8, 1909.

Chatting recently with one of the brainy executives of the A. J. Reach Co., of this city, on trade elasticity he said: "You are right when you say that one of the crying needs of the talking machine business is a suitable and productive side line. This is a matter that has so often been discussed and advocated that I only state it as the premise of what follows. Admitting the need of a side line the question has always been presented, and never quite satisfactorily answered, as to what would constitute a suitable and productive side line—suitable as to combination, and productive enough to warrant the expenditure of time and money to warrant its prosecution in connection with the main line, the talking machine business.

"Mature reflection has led me to the conclusion that sporting goods furnish the very best side line for several potent reasons. Such goods appeal to the same vast and varied class to which the talking machine business appeals—to the class which desires amusement, must have it, and is always willing to pay the price. The sporting goods line, moreover, is clean, compact, easily handled, with limited manufacture and competition; and it affords a good margin of profit to the retailer—a very important consideration in these days of close prices."

Now having determined upon the advisability of sporting goods as a side line it is not a matter of great difficulty to determine upon the source of supply. It is not too much to say, for it is widely admitted, that a leading house in this field is the A. J. Reach Co. They are strictly a manufacturing concern, maintain a uniform level of prices, do not retail at all, and in all ways protect the retail dealers who are their chief, in fact, their only customers.

ENORMOUS SUM FOR CALENDARS.

It is roughly estimated that $18,000,000 have been spent by business men of the United States for calendars which are given away as gifts during the year just opened. Some of these calendars cost to produce from fifty cents to a dollar.

FOR LIVE DEALERS ONLY

Here is a chance, Mr. Talking Machine Dealer, to form an alliance with a business concern which will mean a revolution in the money-making powers of your business.

We have the product and the plans which will help you to make money easier and more rapidly than ever before.

KOHLER & CAMPBELL

have a Piano Selling System which works Wonders For Dealers who co-operate with them. Positively sells pianos without expense to dealers. Without question the greatest scheme ever inaugurated. Hundreds of their representatives have reaped big returns from the plan. Why not you?

Do not delay writing for particulars concerning this business creating proposition. Delays will mean the postponement of money making. Can you afford to delay?

You can command our experience and knowledge gained and immediately apply it to your own trade development. Write for particulars.

KOHLER & CAMPBELL, PIANO MANUFACTURERS STATION G, **New York City**

NOTE—Last month's insertion of this announcement brought in a large number of inquiries from Talking Machine dealers all over the States, to whom we have communicated our successful piano selling plan, and we are glad to say that they are already reaping very gratifying benefits therefrom. We can do the same for you!

DO IT NOW

Note—Mention "Side Line Section."

ANNOUNCEMENT FROM REGINA CO.

Move Wholesale Headquarters from Rahway to New York—Visitors Heartily Welcome.

Rahway, N. J., Jan. 22, 1909.

To the Trade:—On Monday, January 25, 1909, we shall move our wholesale headquarters from Rahway to New York City, combining the same with our retail sales department, at Broadway and 17th street.

To facilitate the handling of business and to avoid delays, all dealers who have been accustomed to address us at Rahway should from now on address all orders and correspondence to us at Broadway and 17th street, New York.

Shipments will be made from Rahway as heretofore.

Our accounting department will remain at Rahway, and all remittances and correspondence relating to settlements should be directed to the Regina Co., Rahway, N. J.

All instruments or parts of instruments returned for repair, exchange or credit should be sent to Rahway, N. J., but correspondence regarding such shipments should be sent to New York.

Dealers in the West who have been transacting business through our Chicago office, at 259 Wabash avenue, may continue to do so as heretofore.

Dealers visiting New York are invited to call and inspect our new lines of samples and to make our New York office their headquarters if they so desire. Old customers, as well as new ones, will be cordially welcomed. Yours very truly,

THE REGINA CO.

On Jan. 30, Jos. Blumberg, general manager and L. T. Gibson, secretary, of the Regina Co., occupied their offices in the company's premises, Broadway and 17th street, New York. Maurice Chaillet has also come over from Rahway, N. J., and will be permanently in the city also. About a third of the store floor will be utilized for the company's general office, the remainder, with the basement, will be devoted to a display of a complete line of their music boxes and slot machines, in which they will carry on both a wholesale and retail business.

NO END TO INGENUITY IN SELLING.

This is the story of a man who had a $20,000 stock and wanted to turn it into money in a hurry. The unnamed genius was a South Carolina retailer who had enough sporting blood in his veins to think of a variety of live things to do. He arranged a dog and wagon race, free for all, to the dog-owning boys of the town. Entrants were required to register at the store and be credited with at least $100 sales. These sales were managed in this way: When the boy reported as a contestant his name was given to the cashier, and then when a customer made a purchase the clerk either asked or the customer indicated to what boy the credit was to be given and his name was written on the sales slip, and when this went to the cashier the credit was given to the proper boy. When he had reached $100 to his credit an entry card was issued to him. The boys solicited their friends, relatives and everyone they could get hold of to buy at this man's place, so they could get the credit.

For ten days before the date of the races it increased his sales, over the same days of the year before, from $100 to $400 a day. On the day of the race his sales were almost double the best he had had. The day following was a little quiet, his sales dropping off just a little, but they were $100 more than they were on the same day the previous year.

The race came off on schedule time and people came from all the countryside to see it. The winner was awarded a dog cart and harness, furnished by the local wagon and harness maker, in return for the liberal advertising afforded by the contest.

It was a big success all round, and the merchant had to replenish his stock to care for the new trade drawn to his store by the unique advertisement.

Brains certainly do pay well anywhere; and a little ingenuity will tide almost any merchant over a tight place.

IS THIS THE PERFECT MAN?

An Analysis of What the Hundred-Point Man Is—Nearly Approaches Perfection.

Elbert Hubbard descanted recently in his inimitable way about men and things in the Philistine. He said: "A hundred-point man is one who is true to every trust; who keeps his word; who is loyal to the firm that employs him; who does not listen for insults nor look for slights; who carries a civil tongue in his head; who is polite to strangers without being fresh; who is considerate towards servants; who is moderate in his eating and drinking; who is willing to learn; who is cautious and yet courageous.

"Hundred-point men may vary much in ability, but this is always true—they are safe men to deal with, whether drivers or drays, motormen, clerks, cashiers, engineers, or presidents of railroads.

"The hundred-point man may not look just like all other men, or dress like them, or talk like them, but what he does is true to his own nature. he is himself.

"He is more interested in doing his work than in what people will say about it. He does not consider the gallery. He acts his thought and thinks little of the act.

"The hundred-point man looks after just one individual, and that is the man under his own hat; he is one who does not spend money until he earns it; who pays his way; who knows that nothing is ever given for nothing; who keeps his digits off other people's property. When he does not know what to say, why, he says nothing, and when he does not know what to do, does not do it."

DISCOVER THE WEAK POINT

In Competitor's Lines and Then Profit by That Knowledge, the Secret of Successful Dealing.

Whenever two men meet with the same class of merchandise to sell, the one must show an advantage over his competitor by way of price or quality of the merchandise, or he must be more quick in argument and state his claims with more force than is possible for his competitor to do. The purchaser will be controlled in his decision by what seems to him to be to his advantage. This is what every retailer wishes to accomplish by his articles of publicity. He wants to show the people that it is to their interests to buy his goods; that they will save money by coming to his establishment; that he had a line of goods superior in quality; that he offers better opportunity to his customers for making a good collection; that he carries nothing but merchandise of the latest introductions. He must study the tactics of his competitor as closely as a general would study the movements of an enemy, that he may learn the weak points in his methods says the Clothier and Furnisher. This weak point having been found and the attack made, an advantage is at once gained by which he will profit. The attack is not made in a way to bring forward the competition, but through the article of publicity, so as to cover the weak method observed in the competitor's system of meeting competition.

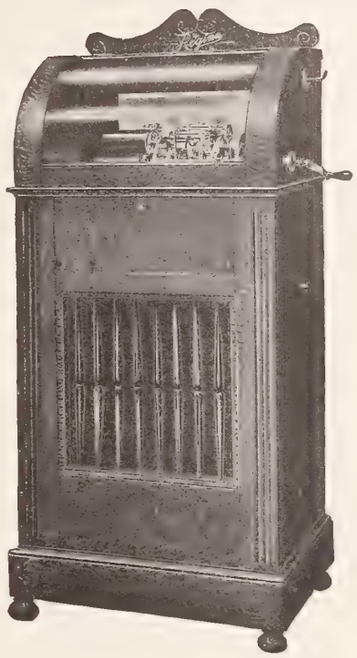
ROTHLEDER'S TRIP TO DAYTON.

(Special to The Talking Machine World.)

Dayton, O., Feb. 1, 1909.

C. F. Rothleder, a prominent piano dealer of Pittsburg, Pa., and a member of the firm of Rothleder & Schwalm, who own several of the largest picture theaters throughout the country, including the Jewel and the Third Street Theater in this city, was recently in the city looking after his business interests. Mr. Rothleder is optimistic over business conditions.

HERE IS A Money Maker



The New Regina-Hexaphone.

Have you seen it ?

It has a slot attachment, and you will see from the illustration above that it does away completely with the unsightly horn; the one used in the Hexaphone is concealed inside the cabinet.

There is big money in the Hexaphone agency for live dealers, and there is no instrument that will produce better results.

It's a money maker.

It requires less room than many of the coin operating machines, and has little liability to get out of order.

It makes money while you sleep.

If you wish to increase your business profits, get the Hexaphone Agency.

The New Regina-Hexaphone is a new talking machine holding six different cylinder records. After inserting coin any one of the six records can be selected and played

It takes standard talking machine cylinder records, which are very inexpensive, easily procured, and offers an endless assortmen of all kinds of music. These records can be easily taken out and changed by the operator.

The Regina-Hexaphone is simple, substantial and compact, has an excellent tone and is a big attraction and a winner.

The Regina-Hexaphone is a very popular instrument with slot machine operators; it pays well, is easily handled, weighs but little and a large number can be operated at a very small expense.

The Regina-Hexaphone requires but little manipulation—is always ready—can be played anywhere—will play an unlimited number of airs.

THE REGINA CO.

RAHWAY, N. J.

259 Wabash Avenue, CHICAGO

DOING TWO THINGS AT ONCE.

Business vs. Hot Birds and Cold Bottles—The Text: If Whiskey, Cards, Automobiles, or Vacations Interfere With Your Business, Give Up Your Business—No Use Trying to do Two Things at Once!

There was an old fellow down in the hoop-pole region whose eyes were not properly matched when nature was assigning him his various bodily members. And because he was cross-eyed and could look two ways at once, he thought he could do two things at once as well as men who had not been visually crossed could do one thing at a time. And because he tried to do two things at once, he did not do them as well or as quickly as he could have done had he stuck to the one thing before he began upon the other. He was a cutter of hoop-poles, and while he was cutting one, he employed his rolling eye in looking up another. But when the night came and the tale of poles was made, his pile was not as large as that of his more concentrated partner.

The man who is out for the hoop-poles of success in the wilderness of business, sometimes feels a pride of possession in some bias of mental activity that he regards as an asset, when in reality it is a liability. He keeps one eye on the pole he is cutting, while with the other he is looking about for another pole; and neither of the performances can he do well. He is pegging away at the desk bodily, while his mind is somewhere else—on pleasure, politics, outside schemes, the stock market, whiskey, cards, automobiles, vacations—or a lot of other things. Better for him to chuck the business to someone else who can do it properly; and if he must go to idleness or ruin, go it alone, and not take the business with him.

I am not preaching the doctrine of the nose to the grindstone, says a writer in the Hardware Dealers' Magazine. If too much work makes Jack a dull boy, too much work and no fun will make Jack's father a fossil before his time. No man should be so busy, or so full of his business that he cannot unbend his mind and his body, and get out at the right time, and kick up his heels with the colts. Judicious golf has saved many a spleen and doctored many a liver. Put on your coat and skip away, no matter how old or how busy you may be. But don't do the golf act in the office or see visions of automobiles and hot birds and cold bottles while at the desk.

There was a Kentucky old-school gentleman who had over his desk a placard which read: "All business with me must be disposed of before 3 p. m. I shall then go out for a drink. There is no telling what may happen after that." He was a splendid business man. At 9 o'clock in the morning he was at his desk. He drove things like an engine through the day. He was all business. No social calls or semi-foolishness under the name of business could reach him. At 3 o'clock he shut his desk, put on his hat, and went out. No matter what he did, he did not mix his business and his drinks.

The sane business man is the one who gives himself one full, glorious, restful month out of the twelve. He allows his main understudy, or his several understudies, free vacation swing in June and July, and reserves August for himself. He pulls out for his vacation grounds on the first day of the month, and not a letter or telegram reaches him; not a problem is sent to him for settlement; not a word is heard from him, until the first of September sees his sunburned face at the door, and he comes back to his desk, full up to the safety valve of the steam that is to run the machine for the rest of the year. The sane business man, I said. Of course there are others.

The young business man is in more danger from a confused conglomeration of autos, factory costs, cards, invoices, wines, bills of lading, soubrettes and office management, than is his father. The old man has imbibed wisdom from Solomon, and has cut out the foolishness and the frills. The boy is so full of virile strength, and so hard on the bit, that he foolishly thinks he can do two things at once. He is cross-eyed enough to think that he is cutting more poles than he is.

PATENT PENDING

No. 20 MAGAZINE CABINET

Dail's Display Cabinets

Solve the problems of displaying magazines, tablets, post cards and sheet music. These fixtures economize space, make the most attractive way of displaying goods ever conceived. Every one entering your store must see them and *Attention Means Increased Sales.* Built of bessemer steel, each section of pockets being pressed from one piece of metal, no joints or solder to break, nothing on the market compares with them in strength, durability and merit. We have ideas that will interest every retailer, we have made a study of displaying goods in retail stores, our suggestions are

FREE

GIER & DAIL MFG. CO.

206 Grand St. LANSING, MICH.

PATENT PENDING

No. 1 POST CARD CABINET

DOING THINGS RIGHT AND WRONG.

A clerk in a well-known lithographic establishment who is business clear through all right, was entrusted with some special work. The concern received a circular recently from a big western bank, announcing the death of the president of the institution. The clerk was instructed to write a letter of condolence in reply. This is what he wrote—here's the very note: "We are greatly pained to learn of the loss sustained by your bank, and extend to you our heartiest sympathy. We notice that the circular you send us announcing Mr. Brown's death was lithographed by a Chicago house. We regret that you did not allow us to figure on the job. The next time there is a bereavement in your bank we shall be glad to quote you on lithographed circulars, and are confident that we can give you better work at less cost than any other house in the business. Trusting that we may soon have an opportunity to quote you prices, we remain, with profound sympathy, etc."

PIRATED PLEASANTRIES.

A certain prominent lawyer of Toronto is in the habit of lecturing his office staff from the junior partner down, and Tommy, the office boy, comes in for his full share of the admonition. That his words were appreciated was made evident to the lawyer by a conversation between Tommy and another office boy on the same floor which he recently overheard.

"Wotcher wages?" asked the other boy.

"Ten thousand a year," replied Tommy.

"Aw, g'wan!"

"Sure," insisted Tommy, unabashed. "Four dollars a week in cash, an' de rest in legal advice."

A young man engaged board and lodging in a private family who were extremely devout. Before each meal a long grace was said. To their dismay and horror the new boarder sat bolt upright while the others at table reverently bowed their heads. When the second day passed and the young man evinced no disposition to unbend, the good lady of the house could endure the situation no longer. "Atheism?" asked she sharply. "No, madam," humbly responded the new boarder; "boil."

The following colloquy took place between Councilor Sealingwax and a witness who "would talk back": "You say, sir, the prisoner is a thief?" "Yes, sir." "'Cause why?" "She has confessed she was." "And you also swear she worked for you after this confession?" "Yes, sir." "Then we are to understand that you employ dishonest people to work for you, even after their rascalities are known?" "Of course. How else would I get assistance from a lawyer?"

"A sailor," said Rear Admiral Mead, "brought a tin cup to an inspecting officer and exclaimed: 'Taste this, sir. That is all I ask. Just taste it.' The officer took a sip. 'Well, really, my man,' he said, 'this is not bad soup at all.' 'Yes,' said the sailor, bitterly, 'and yet they want to persuade us, sir, that it's tea.'"

"Prove if you can that I ever got one dollar otherwise than in accordance with law!" said Mr. Dustin Stax.

"And if I do, what then?"

"Why, we'll appeal the case and hire some more lawyers."

From now on you will meet every little while the mysterious man with sources of political information not open to those who are paying thousands of dollars to find out things.

One of the Greek philosophers expresses the following beautiful thought: "If there is any good deed I can do, or kindness I can show, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."

Mark Twain, while visiting a friend's house, was asked his opinion of a new marble bust representing a young woman coiling her hair. "Very beautiful," said the humorist, "only it isn't true to life." "Why not?" asked the owner. "Hasn't her mouth full of hairpins," said Mark.

"Big talker," declared the Indian who had been listening to a local candidate. "Heap scrap."

"And what if he is not elected?"

"Scrap heap."

"Remember," said the political adviser, "that consistency is a jewel. "Yes," answered Senator Sorghum, "but these days a lavish display of jewelry is not considered polite."

A PROFIT-SHARING PLAN.

Stockholders and Employes of New York Sporting Goods Co. Each Receive a Dividend.

The following address was made by P. R. Robinson, president of the New York Sporting Goods Co., 17 Warren street, New York, at a meeting of the employes called for the purpose of distributing a percentage of the profits for the year 1908:

"The object in calling you together is to confer about our business for 1909, and to present you with a small token of our appreciation of your efforts in behalf of our company in 1908. Our first obligation is to the stockholders, who have invested their money and assumed financial risks, giving us all an opportunity of earning a livelihood. The board of directors have declared a dividend of 5 per cent. on the capital stock of the company, and also a dividend of 5 per cent. to the employes based on the salary each employe has drawn during the past year. I have the pleasure, therefore, of presenting you each with a check representing your share of the bonus. I want to thank you for your loyalty to the company, and am glad to say that your efforts have resulted in a fairly good year in spite of the general business depression.

"I would like to explain that this gratuity is wholly voluntary and is not to be considered as a precedent. It is, nevertheless, the general opinion of the management of the company that some profit-sharing plan of this kind is good for the general business, and while we cannot promise repetition of this distribution, we always want to show our appreciation of your efforts. In other words, I think I am safe in saying that your interests and the company's are identical, and if every employe will do his utmost to increase sales and keep down expenses, his welfare will not be overlooked.

"I sincerely hope and believe that every employe from errand boy to department manager will use his or her best efforts to make 1909 the biggest year we have ever had since the New York Sporting Goods Co. hung out its shingle. I thank you one and all in behalf of the stockholders, directors and officers of our company."

SAFETY RAZORS BIG SELLERS.

Talking Machine Men Enthusiastic Over This Line as Custom Makers.

During some extensive trips the past month The World has had an opportunity of getting into close physical touch with a large number of talking machine men, and we have taken the trouble to investigate how safety razors and accessories are "panning out" as a side line with those who have handled them for some time. In view of what we learned we can unhesitatingly recommend this line to any one desiring a live seller which has at the same time that added feature—a good profit. Of course, like in other lines, there are good and bad razors and while we cannot, of course, be specific we would certainly recommend those that have stood the test of constant use and are well known to the public, for there is no question about the selling value of a name or trade-mark that is well and favorably known.

BANNER YEAR FOR POST CARDS.

James H. Weaver Tells Why Records Will be Broken in 1909—Home Manufacturers Being Preferred to the Foreigners.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 6, 1909.

James H. Weaver, of the National Colortype Co., of this city, makers of view cards, says that the past year has been the best in their history, adding "what might have been" had general business been normal. "As the general business depression of 1908 is passed, the outlook is exceptionally bright, and the way our orders are being booked shows this will be the banner year," says Mr. Weaver. "Some of our customers, who carry post cards as a side line, write us that it was actually the post cards that pulled them through the hard times of 1908, and that the post card business for the summer months will be satisfactory.

"The German manufacturers say of the post card business in the United States that they only get thousands where they used to get millions. Why? Because the 'millions' are now made in this country, and not as they say, because business has dropped off. I absolutely know that more cards are being sold in the United States now than when the Europeans were getting their orders by the millions. The American business man is too full of energy to wait from four to six months for cards when he can get them at home in two to four weeks, even if he has to pay more for the home cards.

"One of our customers writes us that a canvass among his customers shows that the sales in January of post cards, especially the local view cards, far exceed the previous years."

PUSH PROFITABLE GOODS.

It Will Pay the Dealer Handling Side Lines as Well as Talking Machines.

Profit is the main object of all business. When the end of the year comes and you figure out the result of your twelve months' work the amount of your sales cuts very little ice—it's the amount of the profits you're interested in.

What's the good of doing $100,000 worth of business if the cost of the goods sold, plus the expense of handling them amounts to $100,000, too? You won't feel a bit better for it.

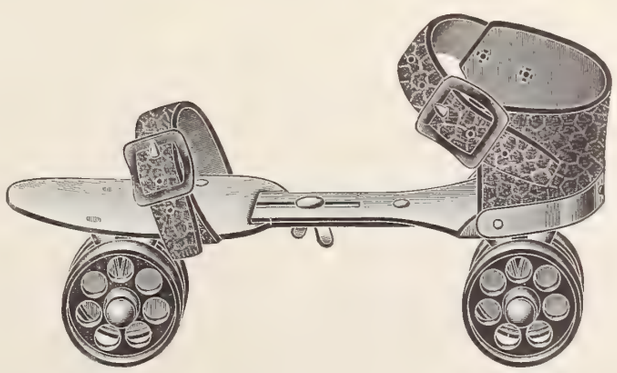
Keep your eyes open for the profitable lines. What if your competitor does more business than you, as long as your profits show up better? It's profit that counts.

You can make a wonderful difference in results of your business by pushing the profitable goods. Let the goods which pay a profit barely sufficient to cover the cost of handling them sell themselves. Put your energy into selling specialties—items which admit of a better margin and don't cost so much to handle.

ROLLER SKATES

USED EVERYWHERE

We manufacture a full line for RINK USE and for SIDEWALK USE, with Wood, Steel and Hemacite Rollers.



An Ideal Side Line

Catalogue sent on application.

Union Hardware Co., Torrington, Conn., U. S. A.

THE SEASON FOR SPORTS

Rapidly Approaching—Importance of Stocking Sporting Goods at Once—Why Such a Line Means Profit for the Dealer—The Enthusiast Demands the Best.

With the daily papers all over the country devoting large sections of their sporting pages to news of the stars of the great baseball leagues and the doings and plans of these organizations, it is a reminder to the live dealer that now is the time to stock the various paraphernalia of this great national game, for soon the amateurs will begin organizing and equipping "nines" for the coming season. And baseball goods with "class" are the ones that appeal to the enthusiast whether he be seven or seventy years old. One has but to hear the twelve-year-old captain of the "Blinktown Terrors" hold forth upon the merits of a "league" ball or bat or exhibit a first class glove to realize how the quality of the "tools" of the game are appreciated. This game has grown steadily in popularity by leaps and bounds and dealers who are in the sporting goods business are not only making a good thing out of it, but by publicity on their own hook are giving the thing an extra boost. Now while this national game is perhaps at this time of year heard more about than others it is not the only fish in the pond by a long shot—tennis, golf, cricket, basketball, roller skating, fishing and many other sports have their own enthusiastic followers, and as with baseball these enthusiasts demand sporting goods of recognized name and quality, for 'twere approaching sacrilege to risk the losing of an amateur record through a defect in the outfit used.

The devotion of the enthusiast to his particular sport means profit for the dealer handling the goods desired. If any one doubts the opportunities open to those entering this field we would respectfully request him to step around to the nearest place of this kind, where if seeing is believing, it won't be long before some manufacturer in this field will receive his order for the line. One of the beauties of this business is that once you win a customer his purchases are very apt to be not only good, but what is equally important, frequent. If he plays golf he will want new sticks, balls, shoes, stockings, etc., and if he plays very much it almost amounts to a standing order. This is also true of nearly all the lines—they needing constant replenishing to keep in first class condition. We want to lay especial stress on the importance of dealers getting in line early. Now is the time to get orders in for if you put things off any longer, not only will you lose many of the initial purchasers which are generally the largest, but the manufacturers, once the season is in full swing, will be too rushed to give your order anything like prompt attention.

Talking machine men who are contemplating adding sporting and athletic goods as a side line should not put off ordering a day longer than necessary, because once the season has fairly opened, manufacturers and jobbers of these lines will be so swamped with the inrush of business that it will be impossible to give anything like prompt attention to newcomers. At best it means delayed shipments, and the talking machine dealer or jobber who desires to get the best results out of this line cannot afford to let the public overlook his new addition.

MOVING PICTURES AS EVIDENCE.

Play a New Role in a Brooklyn Court—Make Quite an Impression But Judge Later Discredits Them—Jury Not Influenced.

Moving pictures were introduced for the first time as evidence before Judge Aspinwall in the Supreme Court of Brooklyn, last week, in a $50,000 damage suit, brought against the Coney Island & Brooklyn Railroad Co. by Patrick McGorty, acting as guardian for his son, Stephen McGorty, ten years old. The boy was a passenger on a Franklin avenue car on March 17, 1905, with his mother, aunt, and a brother, when an altercation arose over the payment of his fare. It was claimed that the conductor threw the boy from the car at Franklin avenue and Lefferts place, and as a result he was injured so badly that he has been, he asserts, compelled to wear a brace.

After the testimony of the plaintiff was all in the lawyers for the railroad company put the moving picture scene in exhibition. This move was unexpected, and in spite of the objection of the counsel for McGorty, Justice Aspinwall decided to allow the moving picture show to be produced in court.

The courtroom was darkened after a while canvas was spread, and several pictures were thrown on the sheet in plain view of the jury, showing the injured boy and several of his companions in his neighborhood at play without the use of a brace. He was seen running, jumping, and wrestling with his companions and he appeared as lively as the rest of them.

This is the first time in court proceedings that a moving picture exhibition of this kind has been used as evidence. The pictures were taken two years after the accident, and were offered as evidence to prove that the boy was not permanently injured, as it is claimed in the suit.

The general public seemed to believe that the moving picture exhibition was conclusive evidence in favor of the company's side, but was much surprised to learn that the jury, after due deliberation, gave McGorty a verdict of $8,500.

The attorney for the railroad protested vigorously and moved for a new trial. The judge stated, however, that he had refrained from passing any remarks until now, but would say that he did not think the moving picture would ever again be introduced as evidence in a case of this kind. He stated that it was clear that the boy was induced by the promise of money to take the brace off his foot and run a short distance, and that the operator moved the mechanism of the machine so rapidly when working the film in court that he had the boy running at a rapid pace. It was also stated that the boy was taunted to fight on another occasion by some boys who were "interested." They "got his Irish up" to the extent that he endeavored to wallop another boy about his size. The moving picture man was, of course, "on the job," and this was the fighting exhibition shown in the court. In other words, the judge considered the moving picture evidence was "made to order."

The case in many ways was unusual, because of the introduction of the moving picture as a witness and the peculiar developments which came to light in connection with it.

PROMPT COLLECTIONS HELP

The Retail Store and Do Not Drive Away Customers as Some Think.

Prompt collection of accounts does not drive away customers from a retail store. On the contrary, it makes them feel in closer touch with the establishment.

Such results as this have been secured in a store whose credit manager does not allow any accounts to run more than a month without shutting off the customer's credit and taking immediate steps to collect from him.

All bills for any month are due on the 10th of the following month. That is several days after the statements have been sent out. In some special cases where men receive their wages at unusual times during the month we make arrangements that their bills shall fall due on the 15th or 17th.

On the 20th, if payment has not been made, a copy of the statement is again sent, and a settlement is demanded.

After that collectors are sent out to look up overdue accounts, and from the 20th until the 30th generally succeed in getting a good share of the money, or at least a promise.

All accounts remaining unpaid after the 1st of the following month are shut off, and the customer cannot get any more goods without arranging definitely for a settlement.

The result is that this establishment is able to collect every month 87 per cent. of its accounts.

Customers do not care to have their accounts closed and their credit impaired. They do not take offense at the rule, because they know it is applied to every patron without exception.

So a large amount of money is turned back into the working balance which other stores have tied up in customers' accounts.

CHICAGO'S BUSINESS MEN'S SHOW.

From February 27 to March 6 are the dates set for the tenth annual Chicago Business Men's Show which will be held at the Coliseum. Judging from the advance bookings it looks as if this will be one of the most successful held in many years.

J. A. Flett, Ltd., Vancouver, B. C., have added a large sporting goods department in charge of C. L. Burch, formerly with the sporting goods department of the J. H. Ashdown Hardware Co., of Winnipeg, Canada.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

Local Views Printed to Order
Black and White, Gelatine, per 500, $2.85; per 1000, $4.00

Local Views Printed to Order
Double tone, im. brown cardboard, per 500, $3.00; per 1000, $4.25

Local Views Printed to Order
Double tone, Real, on chamois card, the best; per 1000, $5.75

Local Views Printed to Order
Photo finish, like a photo, glossy you know; per 1000, $5.75

Local Views Printed to Order
Hand colored, the best, per 500, $5.00; per 1000, $7.25

Local Views Printed to Order
Hand colored on double tone, im. "it is it"; per 1000, $8.50

Local Views Printed to Order
Colored print, plain and glossy; in single 1000, $6.50 and $7.50

Local Views Printed to Order
Autochrom, six colors, "Better than any chrom"; per 1000, $7.50

Local Views Printed to Order
Com. Colored print, "The Best," Panel effect; per 1000, $11.50

Local Views are our specialty. Samples of the above free. Special prices for quantities.

FLOWER CARDS from $2.75, $3.75, $4.75 per 1000.

The Marvel Offer { 250 Birthday, 250 St. Patrick, 500 Easter
1000 cards, $6.50

F. O. B. New York. The above consists of highly lithographed 12-color work, plain, embossed, bronzed and gilded, the kind for which you are paying right now $12 and $15. As long as they last they are yours.

NEWFIELD & NEWFIELD
Selling Agents for European Printing Works
98 WARREN STREET, NEW YORK
Agents wanted in uncovered territory

HAVE FAITH IN YOUR GOODS

Or Else Find Another Job—Learn All About Them—In This Way You Enthuse Your Customer.

If you can't believe in your line of goods, find another job where you can believe in them. Your lack of faith in the goods you sell will undermine you.

Having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, lasting nature and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to employer and customer in your handling of them, replacing them neatly and keeping things ship shape. Your manner in speaking of them will carry conviction to the extent that you know about them.

Out of this condition you will hear your customer asking: "Now, what do you think as between this and this." When you hear that question, it is a tribute to your salesmanship. Store these things in your recollections—they are invaluable as a stimulus to confidence.

Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital—human nature never will be above the implied compliment.

Your tactfulness will come of your own education of yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home satisfied than you could have learned of scores of easily pleased customers.—The Macey Monthly.

The Athletic Manufacturers' Credit Association will hold its fourth annual meeting in Chicago, Ill., on February 8-10, at the Auditorium Hotel.

MISTAKING BUSTLE FOR HUSTLE.

Too Many Business Men Undervalue the Slow Plodding Employe Who Never Fails to Get There While He Is Impressed With the Bustling Man Who Makes Much Noise But Hardly Ever Gets Results.

People are often mistaken in their judgment of employes as well as men generally. Too many mistake bustle for hustle. Frequently the remark is heard that so and so seems to be slow without inquiring whether the party referred to does not accomplish as much as some of the persons who make more noise. Now let us consider the matter. Did you ever notice the carts removing the earth from an excavation? Ever see them in a line passing along a thoroughfare, the horses tugging at their tasks, but ever on the move and ever making by the most direct course for their destination? Haven't you often pointed to a new building foundation where a week or a few days before was a barren lot with the exclamation: "That certainly was quick work"? And yet, every step in the procedure was slow. It is like the local on the railroad that puffs and snorts and shrieks and jerks with a great howdy-do; and the express, traveling only at the best rate of the local, but making fewer stops, nips seconds and minutes and hours from the running time, with no noise and no bluster, and is well back on the return journey when it salutes the boisterous local still making laboriously for the main depot.

Judge your man by what he does, not by what he seems to be. A lot of bosses have had their eyes opened to the merits of the quiet plodder. He not only gets there, but if he's loyal and conscientious and sincere, he puts it all over the shuffling, talkative bluffer. He's more dependable because his judgment is sounder. He's quicker because he has less to undo. He proves his worth by his work. And some day, when he hies suddenly off to a more responsible position, his erstwhile employer rubs his eyes and wonders why he had been so blind to real merit. Remember this. One of your clerks may be more valuable to you as a friend-maker than as a salesman.

Your prestige means your profit. When you find your establishment is rated higher than your competitor's, that people prefer to deal with you and have more confidence in you, give the credit where it is due. The modest plodder is a worthwhile asset, after all.

Now we are nearing dangerous ground. The employe asks: "Shall I change my location if better prospects appear?" Assuredly. The man who pays your weekly wage doesn't add a few extra dollars for sentiment's sake, does he? Not unless he's the rare exception. With him it's a business proposition, pure and simple. If he can get another man to do your work at material reduction in salary, he's going to do it.

Don't mistake our meaning. We do not insinuate that years of devoted service go unrewarded. But we do insist that the young man who aims high and would reach the summit must avail of every opportunity to get there. He can't afford to stay in a rut. He can't afford to quibble and parley over every advance. Time is fleeting. Your best days are these days. Put your very soul into your daily task, and if, knowing you deserve recognition you do not get it, quit! That's plain talk. It's common sense. The merchant who disagrees is the sort that makes promises and fails to keep them in the belief that his subordinate wouldn't dare to be independent. Think it over.

THE ART SIDE OF STATIONERY.

Interesting Observations on Styles and Tendencies as Shaped To-day by Popular Demand—The Place of Heraldry—By John O'Shea in The National Stationer.

The variety of material, useful and otherwise, that comes under the heading of stationery, is so vast that a catalog of considerable bulk is required to encompass it. Many articles for the writing desk and library table are gems of art. The great vogue of Art Nouveau during the past decade is responsible for much of the really beautiful that we possess in the way of enamel and metal ware. It is in the designs of these small articles such as hand seals, paper knives, ink wells, paper racks, etc., that the sinewy and sensous quality of this decoration appear to such good advantage.

This particular style has lent itself to the embellishment of calendars and paper boxes, in fact, to any subject requiring a decoration, whether of figure, landscape, or ornament.

However, there has of late been a call for the works of modern illustrations portraying the sentimental incidents of every-day life; and progressive stationers, mindful of the popular demand, find it profitable to issue the all-absorbing "He and She" in various phases of tender progression. An attractive box cover is most insinuating. When the imagination is properly appealed to, the sale is easy.

The illustrated post card is another husky new-

The Klein & Heffelman Co.
CANTON, OHIO

Ohio Representatives

WINTER & CO. PIANOS

MASTER PLAYER PIANO

RUDOLF PIANO CO.

Rudolf Pianos and Player Pianos

Dealers wanted to represent these lines in unoccupied territory

comer. It is an admixture of riot and beauty. We cannot lay claim to any exclusiveness in producing the better kind—they are mostly a European product. To the lazy correspondent it is indeed a boon, and therefore universally popular.

But modern innovations have left our private stationery entirely unaffected. This condition is mainly attributable to heraldry. Although many coats of arms are very elaborate and ornate, they are very decorative, and what is more, they represent something. There is not a more pleasing device than family escutcheon suitably embossed.

The science is an old one, dating from the Crusades. It was originally military, borne on banners to distinguish one army from another. And as it expanded, devices were drawn up and given for distinguished service as they are given now to men who attain eminence in their professions, under monarchical governments. Besides the family coat of arms there are state, city, ecclesiastical, collegiate, and so on. The national flags are also heraldic. State papers and charters are never without their great seals. An interesting document for one who wishes to gain a little knowledge of this subject is to study a copy of the Magna Charta.

A fully emblazoned coat of arms, suitably framed, is a distinctive decoration for the home. The stanch republican takes offense at the general use of crests and mottoes in this democratic country of ours, arguing that it is at variance with the accepted condition of things. But Washington and many signers of the Declaration of Independence and other distinguished Americans, whose patriotism and good sense puts them beyond suspicion, displayed coats of arms on their book plates and stationery.

The book plate has shown a decided advancement, because the designer is unhampered by any conventionality; it is a favorite and popular subject for artists.

It is safe to say that we are attaining a general excellence both in the attractive way goods are presented and quality of the workmanship.

HUNTS SPOOKS WITH CAMERA.

German Artist Pushes a Button When His Medium Does Things.

Baron von Erhardt, a German painter, who resides at Rome, occasionally holds spiritualistic seances in his studies. They have one unusual feature.

The experiments are not made in darkness, but two ruby electric lights sufficient to show clearly every object in the room are used. A photographic apparatus is placed in front of the medium with an exposed plate, which naturally the ruby light does not affect. A tin dish containing magnesium is placed near the camera and connected by means of wires with an electric battery.

Thus when the Baron wants to make sure that the medium isn't cheating or to make a record of some particularly interesting feat he has only to push a button and establish an electric circuit which ignites the magnesium and a photograph by flashlight is taken. The plate is developed there and then it serves as a document of the particular phenomenon which has taken place.

A recent photograph showing a fiddle suspended in the air without apparent support was taken in this manner. At another sitting an object was seen floating about in the air, a photograph was taken and it revealed that it was the medium's coat, which in some way he had removed while his hands were clasped in his neighbor's. Once the camera caught a table floating through the air, at least it seemed to.

THE LIMIT ACCORDING TO MAUD.

Maud Muller on an autumn day
Was raking the fallen leaves away.

The judge meandered down the walk,
And stopped to make a little talk.

"Maud," said he, and his bosom heaves,
"What are you doing—raking leaves?"

"No, sir," said Maud, in accents low,
"Just at present I'm shoveling snow."

Whereupon the judge moved his feet
And meandered onward down the street.

Then Maud winked at the cat, did she,
And said with forced solemnity:

"Of all fool things from tongue to pen
The limit is the fool remarks of men."

PLAIN STATEMENT OF FACT.

Dust and dirt are plentiful, but feather dusters, brooms and cheesecloth are cheap. Get them together.

It takes a live fish to swim up stream. Any old lobster can float down.

THE BENEFITS OF PROFIT SHARING.

Not a Philanthropy but a Distinct Asset—Increases the Efficiency of Employes and Ensures Undivided Loyalty.

Profit-sharing has become one of the serious questions of the day. A few years ago, when some of the larger industrial concerns adopted the principle of distributing a certain amount of the net profits among the employes this move was regarded to a certain extent as a philanthropic fad—a whim of benevolence—which, while interesting because of its novelty, was altogether too radical for adoption generally.

The conservative business mind shrank from the principle of sharing profits with employes as it instinctively shrinks from any theory which encroaches upon the imperialism of private property. Naturally, it was argued that a division of profits, continued year after year, would constitute another fixed expense of doing business and would have to be regarded as an addition to the expense column. In some way or other this extra cost would have to be offset or it would result in the narrowing of profits which went to the owners. As a rule, owners are reluctant to reduce their own individual profits.

But the principle of sharing profits with employes has spread rapidly through the industrial world and has obtained the indorsement of some of the leading captains of industry, among them Andrew Carnegie, who has spoken in unqualified approval of the principle as going far in equalizing the relations between capital and labor and stimulating interest in a mutual undertaking.

Not only the large industrial concerns, but the smaller types of business enterprise, such as the retail store, are awake to the importance of profit-sharing.

The merit of this system is that it is simple and definite, the feature being the appropriation of 1 per cent. of the gross sales to the profit-sharing fund. Certainly, the amount that the different clerks receive at the close of the six months' period is sufficiently large to excite both gratitude for the gift and increased personal interest in the business.

The day of the small business enterprise seems to be on the wane for the present, at least, says the Dry Goods Reporter. The individual without abundant capital has less hope of founding an independent business than he formerly had. But where employes become shareholders and participate in profits there is a new spirit instilled into the life of those who work for others.

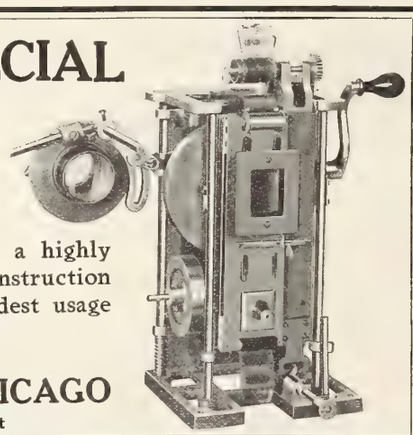
Allied with profit-sharing are the provisions which insure the employes against disability from accident and old age. When the day comes that the employe is assured that a long period of faithful service will give him the status, to a greater or less degree, or a part owner of a successful business, the attractions of the employe's life will multiply greatly and will approach those of the independent proprietor.

REASONS WHY YOU SHOULDN'T "KNOCK."

When you knock a competitor the customer thinks there must be some reason and goes over to see him.

The VIASCOPE SPECIAL
NOW READY

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.



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This Will Interest You

A word to Talking Machine Men.

Presumably you are desirous of increasing your income.

That is quite a laudable ambition, and we can start you along the right path.

It is conceded that there is no line which will blend better with talking machines than pianos.

But the great essential is the *right* pianos.

Now we have the *right* pianos at the *right* price.

The Cable-Nelson instruments are built along attractive lines.

Architecturally they are perfect, and when placed in warerooms they are bound to attract attention.

They can't help doing so.

They are cased in beautiful veneers and they are decidedly attractive in their appearance.

Then too, their tone is surprisingly rich. In the upper registers it is clear and sparkling, the bass rich and sonorous.

And the price. Ah! there is the attractive point. The price is entirely consistent with the values offered.

It has been through the production of large values that the Cable-Nelson business has steadily grown year by year.

STYLE F CABLE-NELSON

We have a special proposition for talking machine dealers, one that will interest, and it will pay you to take up this subject at once with us.

We can put you on the road to new business and the pathway will be lined, of course, with dollars for you.

Is this statement interesting? Then write us.

Cable-Nelson Piano Co.

Republic Building, CHICAGO, ILL.

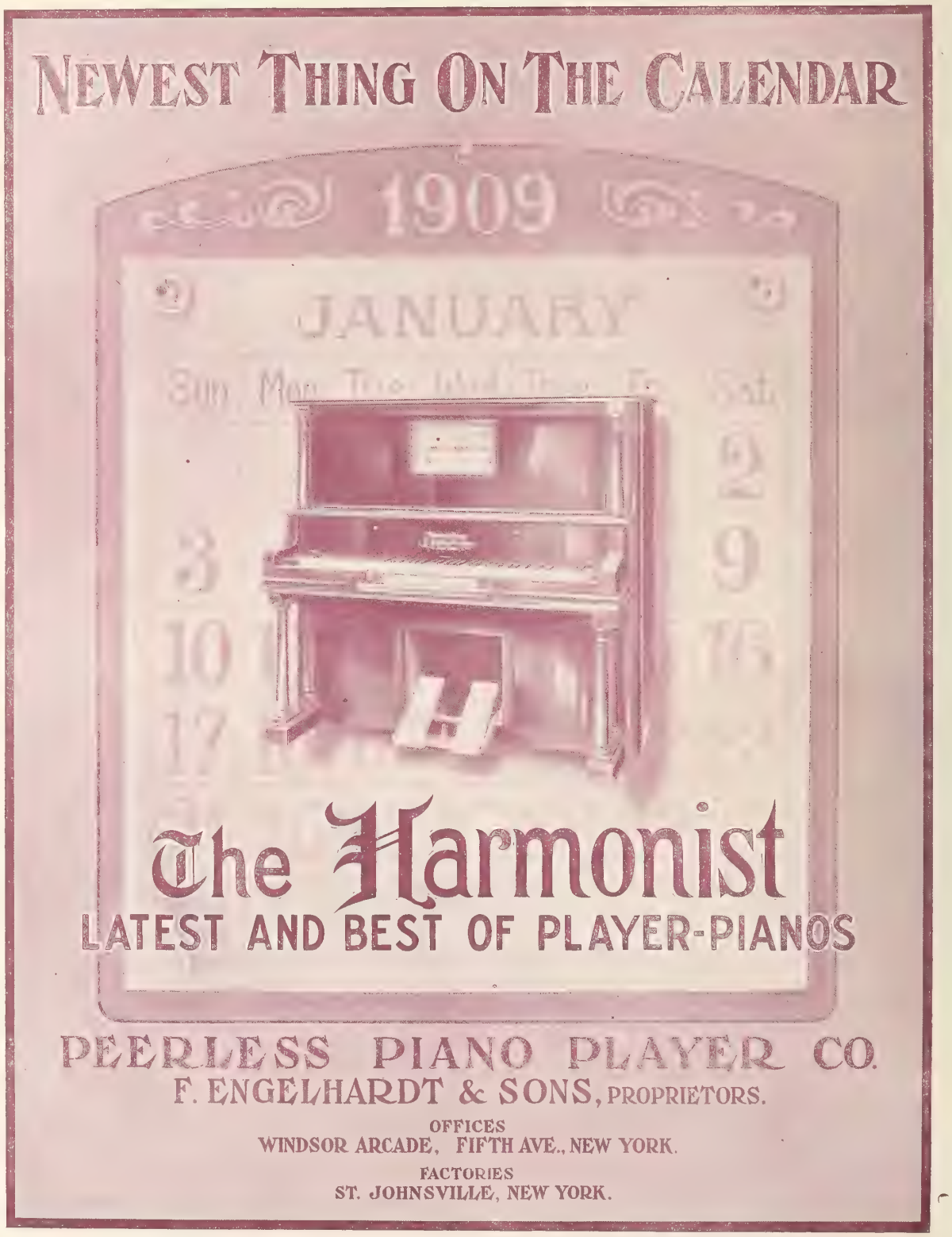
Did you know there was money in the piano player business?

Have you any idea of the profits that you can make out of the Peerless or Harmonist Agency?

We can give you some live suggestions which will cause you to wonder why you have not investigated the money-making powers of the Peerless Player product before.

Note the illustration shown on this page, and figure on getting in line with the manufacturers as quickly as possible; the quicker, the greater chance you will stand of increasing your income during the New Year.

Be up-to-date and ever watchful of your own interests.



The Talking Machine World

Vol. 5. No. 2. New York, February 15, 1909. Price Ten Cents

ROTHWELL PRAISES THE "TALKER."

The Noted Conductor Agrees With Walter Damrosch That Music in the Home Is the Great Pacifier and in This Connection the Talking Machine Fills an Especial Place—Says Its Possibilities Are Unlimited.

(Special to The Talking Machine World.)

St. Paul, Minn., February 6, 1909.

When the soup is cold and the meat burned and hubby is growling out a series of uncomplimentary remarks concerning the general management of the household, let wifie slip into the parlor and wind up the talking machine. Immediately Caruso or Calve will begin to warble sweet notes and hubby, delighted, will have forgotten all about his grouch. Thus will numerous family quarrels be eliminated and the divorce evil robbed of half its strength. This at least is what Walter Rothwell, conductor of the St. Paul Symphony Orchestra, believes.

He is heartily in sympathy with the statement made by Walter Damrosch that a mutual knowledge or fondness for higher music by husband and wife would do much to smooth away the numerous little differences which arise.

For a family not skilled in the production of higher music, Mr. Rothwell advocates the talking machine as a peace restorer. Can you picture a fond husband returning at 3 a. m. and gazing up at the head of the stairs, where wifie, her sweet countenance distorted by an awful frown, is holding forth, producing a "talker" from his overcoat pocket and starting "The Toreador"?

"I think that idea very clever and very true," said Mr. Rothwell, in speaking of Damrosch's idea.

"There is no doubt in my mind that a knowledge and appreciation of the higher class of music would go far to bring about a happy home life among all classes of people. It appeals to the soul and lifts a man out of the temporary environment which may bore him and make him seek the diversion of a quarrel with his family or friends.

"If the husband and wife can find a common interest in the appreciation of good music it will relieve the strain, as Damrosch says, which results from a perusal on the part of one of the day's doings in the kitchen or a resume on the part of the other of some deal with Jones or Smith."

Then turning to his young wife he remarked: "There are often hours at a time when we speak of nothing else but music. Our art is so close to us that we can find full expression of our hearts in the simple rendition of some symphony which lifts the clouds of a dreary day or passes away the monotony of an hour which might otherwise prove oppressing.

"Yes," was the reply of Mrs. Rothwell. "There are often days when we think of nothing else. We are both musicians and have interests in common which would certainly prove of value in smoothing over any monotony which might impend."

"For a family which is not skilled in the production of the higher class of music the talking machine is one of the finest things in the world for producing a diversion and keeping peace in the household," continued Mr. Rothwell. "It is vastly abused by the production of the nonsensical popular ragtime with which the ordinary machine is commonly stocked, but those who own first-class talking machines are no longer purchasing only the lighter music but are well supplied with the finest selections which our great artists produce.

"The talking machine has given to the world much that the world would not otherwise have been able to obtain or to appreciate. There are many classes of music which the talking machine produces almost perfectly, and one of these is the symphony orchestra. Vocal solos are also well reproduced, especially those sung by men's voices. Women's voices have not the strength nor resonance to produce the best records.

"It is wonderful what has already been done, and there seems to be no limit to the possibilities of the 'talker' idea. Yes, as Mr. Damrosch says, the value of music as the food of love is as yet unestimated."

THE PRESIDENT'S RECORDS.

Dealers Will Have a Valuable Asset in the Records of the Voice of President Taft Who Takes Office March 4.

With the inauguration of Wm. H. Taft, as President, early next month, dealers will find the Taft records which were issued during the last campaign, very valuable assets. For the first time they will be able to supply the public with a record of the voice of the President of the United States, and we greatly mistake if these Taft records will not prove tremendous sellers, not only in this country, but all over the world.

It seems to us that both manufacturers, jobbers and dealers should lay especial emphasis on the fact briefly outlined above and inaugurate a new campaign of activity. Every loyal American, who possesses a talking machine, will be proud of having in his home one of the addresses made by Mr. Taft, and it only needs the proper publicity, correct emphasis and enterprise on the part of all concerned to secure the desired results.

THE "TALKER" TO CURE DISEASE.

Where Such Cure Is to be Accomplished by Mental Suggestion—By Having Machine Repeat Patient's Own Words Complete Harmony Is Possible—Details of the Theory.

(Special to The Talking Machine World.)

Cincinnati, O., February 2, 1909.

To cure disease by talking into a machine and then listening repeatedly to the reproduction of your own voice. This may sound strange and foolish, but Walter Maxwell, manager of the Palace Hotel, declares that it can be done and is demonstrating it to his friends. Mr. Maxwell is a firm believer in the efficacy of faith and suggestion in the cure of disease. His belief is similar to that of the advocates of the Emmanuel movement and other faith healers, except that he denies that any religious belief is necessary. Belief in what one wishes to accomplish and faith in one's ability to accomplish it is all that is needed, he asserts. Auto-suggestion or suggestion from another will do the rest.

"But my trouble has been," said Mr. Maxwell, "to get anyone to make suggestions to me which were entirely in harmony with my own belief. Thus a single thought in which I did not have faith, destroyed all of the power of suggestion. I tried a talking machine on which with my own voice I recorded the suggestions I wished to impress upon my mind by reproducing them a number of times, but the "talker" records, made of soft wax, soon became scratchy and indistinct and were very unsatisfactory. I heard three years ago of a new machine called a telegraphone which overcame this difficulty. The machine has just been perfected, and by browbeating the manufacturers I secured the first one sent out from the factory. It has not yet been placed on the market, and the one I have is only loaned to me. It answers my purpose wonderfully.

"But most important of all is the efficacy of machine suggestion, for this has none of the objections of personal suggestion. The latter has always caused people to fear that they might come under the domination of another personality. The machine obviates that worry."

Mr. Maxwell has the telegraphone in his office in the Palace Hotel. It is really a wonderful machine in its simplicity of construction and operation, accuracy and distinctiveness of voice reproduction, and absence of all noises except those recorded by the operator. The voice record is made on a hard steel disc by electricity, which records the sound waves. By merely pushing a button an old record may be erased while a new one is being recorded on the same disc. The machine is designed for commercial use, as in receiving of dictation and its subsequent transcription by a typewriter, and the manufacturers probably would be much surprised to learn the use which Mr. Maxwell proposes to make of it.

"The influence of suggestion upon the physical body is easily demonstrated," said Mr. Maxwell. "If while you were sitting quietly in your home, a neighbor should rush in and tell you that your child had been run over by a car, you would believe him. You would have faith in the truth of his statement. The physical effect would be to cause you to pale and flush, the temperature of your body would rise and your pulse would beat more rapidly. If, however, you could look through the door and see your child standing there unhurt, while your neighbor was talking, you would have no faith in his statement and his suggestion of disaster would have not the slightest physical effect upon you. This is a homely way of showing the power of mental suggestion upon the physical being and it also shows that it is necessary to have faith for it to be effective. This being so, why should not the power of suggestion be used for good in the healing of bodily disorders, especially maladies of the nerves which most easily respond to suggestion?"

SAPPHIRE FOR DISC RECORDS.

Important Patent Granted to H. Schroder, of New York, Covering the Above.

H. Schroder, of the H. Schroder Hornless Phonograph Mfg. Co., Inc., 387 East 158th street, New York, has recently been granted a patent on a new form of disc record to be played with a sapphire jewel instead of a steel needle, the record being softer than the present styles of disc records. However, records with a harder surface to stand the wear of the steel needles, will be provided under the patent, for those who prefer to retain the present styles of reproducers and the steel needles.

The Schroder Co. have also perfected their new and improved style of hornless phonograph to be sold at a popular price. It has mechanical features and tonal qualities that should interest those of the trade looking for new creations.

MUSIC TO PRODUCE COLORS.

Important Patent Granted to H. Schroder, of New York, Covering the Above.

Loie Fuller introduced a new invention to the Berlin public on the evening of Feb. 5, when she showed her so-called system of "light orchestration in colors."

She has discovered that the sounds produced by different instruments represent various hues. There are persons, says "La Loie," who are especially sensitive in this respect, and who invariably feel this imaginative play of color when listening to orchestral music.

She has constructed an apparatus calculated to make the colors actually visible and to display clearly for the benefit of any audience, sensitive or non-sensitive, the melting of shade into shade in accordance with the changing of the instrumental melodies.

Miss Fuller's new device was shown before an invited audience of musicians and critics, and she essayed to react to the music of the Bluthner orchestra, one of Berlin's permanent symphony organizations.

THE TALKER AS A VOCAL TEACHER.

David C. Taylor in His Work on the Voice Says That Imitation Furnishes the Only Means of Acquiring the Correct Vocal Action—What Better Voice to Imitate Than the Great Voices Heard Through the Medium of the Talking Machine?—These Give Instruction of the est—Opens Up a New Vista for the Talking Machine as an Instructor.

Since the talking machine has been so greatly perfected we are enabled to hear, in the most perfect manner, the voices of the greatest artists of the world. It is a well-known fact that pupils in the leading vocal schools use these machines as a means not only of inspiring them to greater accomplishments, but of getting a proper idea of phrasing and of voice production—of copying or imitating the voice recorded so faithfully on the record.

The talking machine nowadays is not only used in the home of the prospective operatic singer, but all the leading teachers use it as a means of stimulating pupils and pointing out wherein Caruso, or Melba, or Scotti, or Farrar, or Eames, or others of the great galaxy of stars excel, and their various methods are analyzed and commented on with most helpful results.

It is noteworthy that in a recent volume issued by David C. Taylor he maintains that "Imitation furnishes the only means of acquiring the correct vocal action." That "Imitation supplies the only practical means for training voices."

These are the bombs which have just been cast into the camp of the singing teachers. They are designed to shatter tradition in their explosion—the tradition which rests on an anatomical conception of throat and chest muscles and has expressed itself from time to time in vague commands to "Sing in the breath." "Open the throat." "Sing the tone forward." "Support the tone."

David C. Taylor is the insurgent and the man of the bombs. Only the other day the teachers had never heard of him. They are talking about him now. He has written a book, of course—that's the way he starts his explosives—and he calls it, inoffensively enough, "The Psychology of Singing" (Macmillans). It is when you get a good way beyond the title and beyond the analysis of various modern methods of voice culture that you strike the new idea.

"Having ascertained the futility of the attempt to teach singing mechanically," says Mr. Taylor, "it is in order to determine the truth or falsity of the statement that the exercise of the imitative faculty alone does not suffice for the training of the voice."

The imitative instinct is of early recognition. In childhood we learn to speak our mother tongue by imitating the speech of those about us. So Mr. Taylor gets his starting point for argument. But vocal imitation would be impossible without the ability of the voice to produce sounds in obedience to the commands of the ear, and this ability the voice normally possesses. It can imitate a wide range of sounds. Otherwise spoken language could not exist.

"If the perfect vocal tone can be shown to be included in this range of sounds, then the voice can be trained by imitation."

Mr. Taylor refers to the performances of vaudeville performers who imitate the notes of many instruments, the oboe, the clarionet, the muted trumpet, also the songs of various birds. This gift indicates the possession of some special structure of the vocal organs. Given the natural vocal ability, the power to produce the tone quality is developed by repeated attempts at imitation. "The possessor of the natural gift perfects this gift by practice." And essential for the guiding of practice is a close listening to and comparison of the original tones and the voice in imitations.

Now this power of vocal imitation does not come of normal faculties; the tones of the oboe and trumpet do not lie within the range of qualities normal to the normal voice. On the other hand, "the quality of the perfect vocal tone is unquestionably within the range of every voice so constituted as to be capable of artistic singing. A fine natural voice normally produces beautiful tones. It is only with this type of voice that voice culture is concerned. Such a voice must be capable of producing the perfect vocal tone."

We have the fact that the faulty tones of one voice can be readily imitated by another voice. Mr. Taylor takes up the case of a vocal teacher who is trying to correct a gifted pupil by imitating his faults and showing him the right tone productions. "Suppose this master begins the instruction by singing for the pupil tones of exaggerated throaty quality and bidding the pupil to imitate these tones. At the next lesson the master would very slightly improve the quality of the tones sung as a model for the pupil's imitation. The student would listen and model his daily practice accordingly. . . . The master would again set a slightly improved model." Mr. Taylor asks pointedly:

"Could any point be reached at which the student would be unable to imitate the teacher's voice?"

Supposing the teacher to have perfect command of his own voice, when the last trace of faulty production in the student's voice had been eliminated, he would be singing perfect tones.

"No limit," Mr. Taylor holds, "can be set to the ability of the voice to improve its manner of tone-production by imitation. It must therefore be concluded that the perfect vocal action can be acquired by imitation." And here is where the talking machine comes in. If the method must be imitative, why not copy or imitate the voices of the greatest singers in the world?

This bomb-thrower would leave to the doctors the technicalities of throat structure and muscular vocalism. The combination of mechanical vocal training and instruction by imitation impresses him as an absurdity. "Reliance on the imitative faculty involves the utter rejection of the mechanical idea. Any attempt consciously to direct the muscular workings of the vocal organs is an interference with the normal action of the voice."

To such attempts at muscular regulation Mr. Taylor attributes the frequent disaster of throat stiffness. Imitation, as a means of vocal culture, this author insists, is even now often of use, but unconsciously so. It happens that "the student pays little attention to the mechanical rule and simply imitates the teacher's voice. There being then nothing to interfere, the student's voice naturally responds."

Once the possibility of training the voice by imitation is established, Mr. Taylor holds, the old Italian method of teaching, regarded by many in these days as a lost art, is readily understood. From Tosi he quotes the admonition to "Let the master attend with great care to the voice of the scholar, which should always come forth neat and clear, without passing through the nose or being choked in the throat." To sing in tune and to produce tones of good quality—this summed up for the old master the whole matter of tone-production.

A beautiful tone conception—that is what the singer should be after first and last, according to Mr. Taylor's view. He sets the quest down as psychological, possibly, because it calls for qualities of acute perception, sympathy and comprehension. As he looks at the issue, no sweeping reform is called for in modern methods of teaching. Truly Mr. Taylor's ideas are highly interesting to all who have watched the progress of the talking machine and its influence in the musical world.

OPERA ON THE AUTOMOBILE HORN.

Grand opera with an automobile horn and an air bottle is the newest discovery in the motor world. Necessity mothered the invention, like in all other cases, for when the Gabriel Horn Co. were asked by the show committee of the recent exhibit at the Grand Central Palace, New York, to favor the audience with a selection from "Lohengrin" on its chimes, the company were in a quandary for the necessary power to carry out the program.

The Gabriel horn is operated by the exhaust gases of the automobile engine, but as no automobiles were permitted to operate at the show, some other means had to be devised or discovered. A happy thought struck the chimes player, and he immediately got in touch with the Goodyear Tire & Rubber Co. and arranged for the use of a Goodyear air bottle to replace the exhaust gas of the automobile engine.

"How many 'Lohengrins' are in an air bottle?" asked the operator of the horn. The bottle man knew how many tires the bottle would inflate, but on musical questions he was not an authority, and he said so. But the arrangements were made, and for the remainder of the show daily concerts of grand operas and popular songs were given by the horn and the bottle.

T. S. Garrett & Co. have opened a talking machine store at 7-11 Exchange Place, Raleigh, N. C.

OUR

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Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of **VICTOR RECORDS** ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us **VICTOR RECORDS** in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES; NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

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Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

Get the complete list of new Victor Records for March

Accompaniments by the Victor Orchestra

10-inch Records—Single 60 cents; Double-Faced 75 cents

The double-faced records are lettered "(*a*)" and "(*b*)."

No.
5665 Bunch of Roses March.....Sousa's Band
5666 The Sunny South—Medley.....Pryor's Band
16113 (*a*) Forest Whispers—Descriptive Novelty. Pryor's Band
(*b*) Battleship Connecticut March. Pryor's Band
16127 (*a*) Persian Lamb Rag (Banjo). Vess L. Ossman
(*b*) Medley of German Waltzes (Accordion). John J. Kimmel
52014 The Mocking Bird (Whistling)..Frank Haffort
5667 The Message of the Red, Red Rose (from "Marcelle") Miss Walton and Mr. Macdonough
16142 (*a*) Hard Times (Foster).....Haydn Quartet
(*b*) The Artillerist's Oath.....Peerless Quartet
5669 What's the Use of Working.....Josie Sadler

Two New Records by William H. Taft.

16143 (*a*) Foreign Missions.....William H. Taft
(*b*) Our Army and Navy.....William H. Taft
16144 (*a*) Now I Have to Call Him Father (Vesta Victoria's Hit).....Ada Jones
(*b*) American Ragtime (from American Idea). Billy Murray
5668 Take Plenty of Shoes (from "The Boys and Betty").....Billy Murray
5670 Down Among the Sugar Cane (Darky Shout). Collins and Harlan

No.
16122 (*a*) Barney McGee.....Ada Jones
(*b*) I'm Tying the Leaves So They Won't Come Down.....Byron G. Harlan
16141 (*a*) Shipmates—A Nautical Absurdity. Golden and Hughes
(*b*) Flanagan On a Farm.....Steve Porter

12-inch Records—Single $1.00; Double-Faced $1.25

The double-faced records are lettered "(*a*)" and "(*b*)."

35052 (*a*) El Capitan March.....Sousa's Band
(*b*) Manon Lescauet Selection (Puccini). Pryor's Band
35026 (*a*) Bumble Two-Step..Victor Dance Orchestra
(*b*) You Can't Stop Your Heart from Beating for the Girl You Love..Harvey Hindermeyer
58003 Andante from Trio, Op. 85 (Reissiger) (Instrumental Trio) (Violin, 'Cello, Pianoforte). Renard Trio
58004 I Love a Lassie (My Scotch Bluebell). Harry Lauder
58411 From Thy Starry Heaven—Prayer from Rossini's "Moses." Alexina, Mansueto and La Scala Chorus

New Victor Red Seal Records

Three New Records by Melba.

Nellie Melba, Soprano.

88149 Otello—Ave Maria (Verdi) 12-inch, $3. In Italian.

No.
88150 Ye Banks and Braes o' Bonnie Doon (Burns). 12-inch, $3. In English.
88151 D'une Prison (Hahn). 12-inch, $3. In French.

Two New Farrar Records.

Geraldine Farrar, Soprano.

87025 Believe Me If All Those Endearing Young Charms. 10-inch, $2. In English.
88147 Faust—Air des Bijoux (Jewel Song) (Gounod). 12-inch, $3. In French.

Another Hamlet Record by Ruffo.

Titta Ruffo, Baritone.

92042 Hamlet—Monologo. 12-inch, $3. In Italian.

Two Records by Mme. Gay—The New Metropolitan Carmen.

Marie Gay, Mezzo-Soprano.

91085 Carmen-Seguidilla (Near the Walls of Seville) (Bizet). 10-inch, $2. In Italian.
92059 Carmen—Habanera (Love is Like a Wood Bird) (Bizet). 12-inch, $3. In Italian.

Two New Records by Williams.

Evan Williams, Tenor.

74127 Prodigal Son—How Many Hired Servants (Sullivan). 12-inch, $1.50. In English.
74129 Boheme—Rudolph's Narrative (Thy Hands Are Frozen) (Puccini). 12-inch, $1.50. In English.

You can't afford to leave any of these new records out of your order.

This complete list of new *Victor Records* appears in our double-page advertisement in the leading magazines for March, and we also advertise in the leading daily papers throughout America on March 1, announcing that these new records have just been issued.

That will stimulate the demand, and to be on the safe side you should have every record. The best way to hold old customers and draw new ones is to get a reputation for having what every one wants.

Get ready now for February 27th—the simultaneous opening day for the new March records.

Send your order for these records to your distributor to-day—and order them all.

Victor Talking Machine Company, Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records

SEEKING NORTH POLE BY WIRELESS.

Frank L. Dyer, President of the National Phonograph Co. Writes an Interesting Communication Regarding the Possibilities of Successful Exploration by Wireless.

Frank L. Dyer, president of the National Phonograph Co., and a man of wide learning not only in the legal domain, but in practically every scientific field, recently contributed the following communication to the editor of the New York Sun upon the subject of exploration by wireless. He said:

"Your article outlining the plans by which Amundsen in the gallant old Fram hopes to carry out to a successful conclusion Nansen's original scheme was very interesting. Amundsen expects by entering the pack further to the eastward of Nansen's point of entrance to be carried in the very near neighborhood of the pole. Let me offer a suggestion that I think will make success an absolute certainty, provided the Fram is still able to resist the ice pressure during her long enforced voyage.

"When Nansen discovered to his chagrin that the drift was carrying him far to the south of the pole it will be remembered that with one companion and a number of sledges he left his comfortable quarters and struck out over the ice pack on his memorable dash. Knowing to a certainty that he would never regain his ship, but must make his retreat to Franz Josef Land, he was compelled to turn back after achieving the then highest record, and reaching Franz Josef Land in the early summer, encountered rotten ice and open water, so that it was only with the greatest difficulty that a landing was effected. Surely in the annals of adventure there was never a more brilliant exploit than this.

"Since Nansen's time the world has moved on and many scientific improvements have been made. The development of wireless telegraphy would enable Amundsen, should he find that the drift was carrying him out of the desired direction, to leave the ship, fully equipped for a dash of two or three hundred miles and return, and at the same time remain always in communication with his companions. He would not have to figure on a quick dash northward and a long southern retreat, but being always in communication with the ship, his northward march could safely be extended to a month or more if necessary. Furthermore, it could reasonably be predicted that the ice encountered would be fairly coherent, unless, of course, unknown lands were

FRANK L. DYER.

met. It would not be advisable for the sledging party to equip themselves with transmitting apparatus, owing to the weight, but it would only be necessary to employ a very light aerial, by which hourly or at least daily messages could be received from the ship specifying her location. The sledging party, knowing at all times the geographical position of the ship, in this way could reach her with as much certainty as they could a permanent land. Equipped in this way I would predict for Amundsen absolute success. When we remember that with the Gjoa, a very small auxiliary yawl, built in 1862, he achieved the seemingly impossible, with a comparatively modern vessel like the Fram, built for this special work and thoroughly tried out, and with a scientifically perfect campaign ahead of him, I feel assured, barring accidents, that he will reach the goal.

"Bearing on this suggestion it is interesting to recall that the Jeannette expedition was fitted out by Mr. Edison with a special telephone outfit employing ten miles or so of insulated wire so that the explorers could leave the ship for that radius and readily find their way back. The Jeannette was also equipped with one of the earliest isolated Edison electric light plants. DeLong's scheme was identical with Nansen's, involving the entering of the pack so as to be carried across the polar sea with the drift. Unfortunately, however, the Jeannette was too weak structurally to resist the ice pressure. Nansen's very obvious suggestion that a vessel suitable for polar work should be so strongly built that when ice pressure is encountered the ice and not the vessel should yield was unfortunately not perceived by DeLong."

PRECURSER OF THE PHONOGRAPH.

W. W. Warner of Madison, Wis., Displaying an Early Example of Talking Machine.

Perhaps in the monotony of up-to-date progress nothing can be more interesting and fascinating to men and women of to-day than some relic or contrivance of the past which takes the imagination back to days of yore. Just such a contrivance, namely, a microphone, or, what in the days of its origin, was referred to as an Edison speaking phonograph, has been displayed in the window of W. W. Warner's Music store, 27 West Main street, Madison, Wis.

This microphone weighs a hundred pounds—the latest phonograph weighs from 10 to 25 pounds—and is made of iron. Its general size can be limited into dimensions of 30 inches in length, 9 inches wide and 8 inches high. The mechanism for the reproduction of sound consists of a large cylinder and adjacently attached movable piece with a needle similar to the present day cylinder phonographs. All this rests on a large solid iron base about 2 inches in thickness. The cylinder, 8 inches in diameter, is attached about a shaft, one and one-fourth inches in diameter. The power is applied by hand, by means of a wheel and knob, the wheel being about three and one-half feet in circumference.

The machine is a type of initial effort in the designing and manufacture of a mechanism to reproduce the human voice and other sound effects. Berliner of Germany was the originator of the idea and it remained for America's, and now the world's inventor, Thomas A. Edison, then in the youth of his keen intellect and inventive powers, to speedily make the dream a bigger dream and a reality. This occurred 30 years ago, 1878.

As evidence of Edison's success in developing the phonograph, it may be interesting to note in this connection that the rude machine exhibited is No. 177, while among the latest figures obtainable in Madison of only one type of Edison machine is No. 357,562.

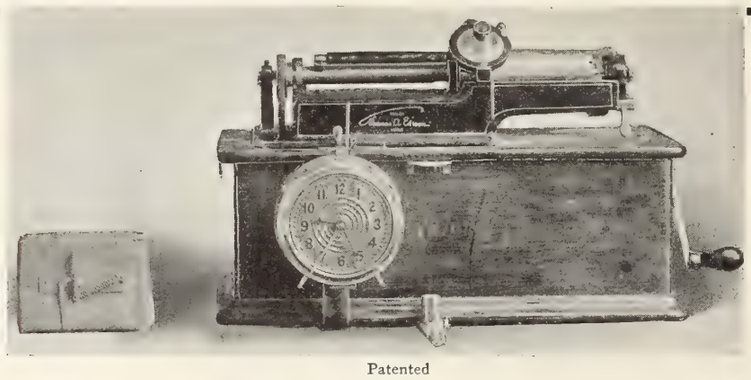
The microphone now in Madison was years ago exhibited at world's expositions. In 1878, W. W. Warner states, a similar machine was exhibited in his city, adding: "It may have been this same identical speaking phonograph which in 1878 or '79 was displayed here. An admission of 10 cents was charged for people to see and hear the quaint curiosity. As I remember, the show was in a building on East Main street. The cylinder of the phonograph was covered with tinfoil. Words were talked or sung into the mechanism while it was in motion and then literally unrolled and the words reproduced in a thin piping voice, but with unmistakable distinctness."

THE JOBBERS' ASSOCIATION.

Executive Committee Was to Meet March 1st in Washington—Postponement Due to the Illness of J. N. Blackman—Recent Concessions Secured.

A special meeting of the executive committee of the National Association of Talking Machine Jobbers for March 1, in Washington, D. C., is now under consideration. Owing to the illness of J. Newcomb Blackman, President Bowers has postponed the meeting until a later date.

Another concession granted the committee, and which will benefit the distributers, is the extra discount accorded them by the Victor Talking Machine Co., Camden, N. J., that went into effect January 25. Rather the discount rate in question was made uniform to all Victor distributers.



Patented

The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.
It will surprise and startle evening guests.
As a trade attractor in the store it is unexcelled.

It sells itself.
Can be operated by a child.
Is a perfect device. Does not get out of order

RETAIL PRICE, $5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

P. M. RAVENSKILDE

Patentee and Sole Manufacturer CABERY, ILL.

How about your Victor display?

Is your salesroom attractive, and in keeping with the greatest musical instrument in the world?

Do you give the *Victor* the front of your store?

Do you often show a whole windowful of *Victor* and *Victor Records?*

Have you always a complete assortment of *Victor Records* on hand?

Are you always ready and willing to play any *Victor Record* for your customers when they request?

Do you give occasional informal recitals, and invite prospective buyers?

It's to your best interest to do all this. These things are necessary if you expect to do a big *Victor* business. And there *is* plenty of *Victor* business just waiting for you to take it.

Display *Victor*. Talk *Victor*. Advertise *Victor*. Bring people in to hear *Victor*. Get enthused over *Victor*, and the people in your town will soon catch your spirit.

And they're bound to buy *Victor*.

We're saying all this for *your* benefit. You *know* what big profits the *Victor* gives you, and these suggestions will help you to increase your *Victor* business.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

Full information can be obtained from the following Victor dealers:

Albany, N. Y.—Finch & Hahn.
Altoona, Pa.—W. H. & L. C. Wolfe.
Atlanta, Ga.—Elyea-Austell Co.; Phillips & Crew Co.
Baltimore, Md.—Cohen & Hughes.; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister.
Bangor, Me.—M. H. Andrews.
Birmingham, Ala.—E. E. Forbes Piano Co.; The Talking Machine Co.
Boston, Mass.—Oliver Ditson Co.; Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y.—American Talking Machine Co.
Buffalo, N. Y.—W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt.—American Phonograph Co.
Butte, Mont.—Orton Brothers.
Canton, O.—The Klein & Heffelman Co.
Charlotte, N. C.—Stone & Barringer Co.
Chicago, Ill.—Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O.—The Rudolph Wurlitzer Co.
Cleveland, O.—W. H. Buescher & Sons.; Collister & Sayle.; Eclipse Musical Co.
Columbus, O.—The Perry B. Whitsit Co.
Dallas, Tex.—Thos. Goggan & Bro.
Dayton, O.—The Fetterly Piano Mfg. Co.
Denver, Colo.—Hext Music Co.; Knight-Campbell Music Co.
Des Moines, Iowa.—Jones Piano Co.; Harger & Blish.
Detroit, Mich.—Grinnell Bros.
Dubuque, Iowa.—Harger & Blish.
Duluth, Minn.—French & Bassett.
El Paso, Tex.—W. G. Walz Co.
Escanaba, Mich.—Grinnell Bros.
Galveston, Tex.—Thos. Goggan & Bro.
Grand Rapids, Mich.—J. A. J. Friedrich.
Honolulu, T. H.—Bergstrom Music Co.
Indianapolis, Ind.—Kipp-Link Phono. Co.; C. Koehring & Bro.
Jacksonville, Fla.—Alexander Seewald Co.
Kansas City, Mo.—J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb.—Ross P. Curtice Co.
Little Rock, Ark.—O. K. Houck Piano Co.
Los Angeles, Cal.—Sherman, Clay & Co.
Memphis, Tenn.—E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis.—Lawrence McGreal.
Minneapolis, Minn.—Minnesota Phonograph Co.
Mobile, Ala.—Wm. H. Reynalds.
Montreal, Canada.—Berliner Gramophone Co., Ltd.
Nashville, Tenn.—O. K. Houck Piano Co.
Newark, N. J.—Price Phono. Co.
Newark, O.—Ball-Fintze Co.
New Haven, Conn.—Henry Horton.
New Orleans, La.—Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y.—Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; The Jacot Music Box Co.; Landay Brothers, Inc.; Stanley & Pearsall.; Benj. Switky.; New York Talking Machine Co.
Omaha, Neb.—A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill.—Chas. C. Adams & Co.
Philadelphia, Pa.—Sol Bloom.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Musical Echo Company.; Penn Phonograph Co., Inc.; Western Talking Machine Co.; H. A. Weymann & Son.
Pittsburg, Pa.—C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me.—Cressey & Allen.; Portland Talking Machine Co.
Portland, Ore.—Sherman, Clay & Co.
Richmond, Va.—The Cable Piano Co., Inc.; W. D. Moses & Co.
Rochester, N. Y.—The Talking Machine Co.
Rock Island, Ill.—Totten's Music House.
Salt Lake City, Utah.—Carstensen & Anson Music Co.
San Antonio, Tex.—Thos. Goggan & Bro.
San Francisco, Cal.—Sherman, Clay & Co.
Savannah, Ga.—Phillips & Crew Co.
Seattle, Wash.—Sherman, Clay & Co.
Sioux Falls, S. D.—Talking Machine Exchange.
Spokane, Wash.—Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo.—Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn.—W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y.—W. D. Andrews.
Toledo, O.—The Hayes Music Co.; Whitney & Courier Co.
Washington, D. C.—John F. Ellis & Co.; E. F. Droop & Sons Co.

F

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1909.

THE trade for the first month of the New Year has been somewhat fitful. But every January trade is dull for that matter. In some sections of the country there has been a lively demand for talking machines and accessories; in other sections a business stagnancy has been in evidence. On the whole, however, it might be safely asserted that trade has been rather dull and somewhat disappointing. The demand has not been lively. However, there has been an unusual demand for records. The sale of machines has been curtailed, but the record business has been surprisingly good. There, too, has been a recrudescence of the horn trade. There has been a continuous demand for high-priced talking machine outfits. It is in a way surprising how the demand for high-priced products has kept continually on the increase. Many dealers have been exploiting the high-priced products in their local papers with the result that they have kept up their sales record to a satisfactory point.

IT is believed that there will be a constant betterment in business as the months pass, and people have it fixed in their minds that business is going to be better, and that in a degree will be a helpful force in making it so. There is nothing like having confidence in business, or anything for that matter to succeed. A man who has no confidence in the product which he puts forth, or in his ability to secure trade, usually fails. He doesn't comprehend the possibilities of business life, and his listlessness and lack of ambition will surely contribute to his defeat. General trade conditions of the country are steadily improving. There are fewer idle cars on the sidings than last month, and never before in the history of this country has an after panic liquidation been accomplished so successfully as during 1908. This was due in the main to the fact that all vital parts of the business organization, integrity, capital, good management and credit, were shown to be on a sound basis. In the background are the wonderful material resources of the great West during the last ten years, and in addition the great reduction or almost total elimination of mortgages on farms of the Mississippi Valley and throughout the West. It has been the farmers throughout that specially favored country who have been large purchasers of high priced talking machines. The result of this splendid condition has been surprising even to students of finance and to many business men. As a consequence stocks of machines in the hands of mills, wholesale distributors and retailers were probably never as low, proportionately to business or as well assorted for the interests of business as they are to-day.

LAST year at this time we had before us large stocks and small credit opening, and to-day we have small stocks and wide credit opening for all enterprises which are sound and conservative. As we review the situation for the first six months, the progressive man can transact good trade along legitimate lines, and then if crops turn out good look out for extraordinary large business in the fall. We are not looking for booms and we are better off without them, but it is almost sure that there will be continued activity in the trade field. The discussion of the tariff may have a conservative effect on the minds of most merchants, but we do not anticipate any revision which will be detrimental to general business. We have started on an upgrade which will probably continue for a number of years, and we believe that every talking machine man should push his business so as to make the most of the prosperity which is not only surely coming, but has already reached a number of points throughout the country.

TALKING machine men, in order to succeed, must have confidence in their business, its present and its future, and it is well when studying trade conditions to heed the example of some of the great houses of the industry. Take for instance, Lyon & Healy, of Chicago. To go through the talking machine display rooms of this great concern it at once an inspiration and a joy. When business was dull last year this house did not manifest the slightest fear as to the business outcome—in fact the directors went steadily ahead with store betterments which cost a modest fortune. They had confidence in the business future, and in the talking machine future in particular. There would have been no depression if all business houses had manifested the same confidence evidenced by this great house. We would suggest that dealers visiting Chicago look over this establishment. As far as we know it exceeds in character and originality any other talking machine establishment in the country, or in the world, for that matter. These rooms have been described in detail in earlier issues of The World, but a mere verbal description cannot treat the subject adequately. A personal inspection of the arrangement of the rooms, and whole floor plan, will be of obvious value to talking machine men everywhere. The example of this house in going ahead with such determination in the face of dull times and depression should interest many others who feel weak hearted concerning the talking machine business. It is just such kind of effort as this that should give heart to men who are depressed, and to such men a visit to the Lyon & Healy establishment will be an inspiration and incentive to go ahead and do business. Just keep things going. A little more ginger, if you please, and, of course, plenty of confidence.

IT is surprising how many high priced talking machines are used in the hotels throughout the country, and the drawing power of these instruments is beginnning to be appreciated by the hotel proprietors. We have seen a number of leading hotels throughout the West where the dining rooms and restaurants have been well patronized by people who have come in to listen to some famous artist during their meals. When these splendid talking machine creations are accompanied by other musical instruments they at once add greatly to the charm of the orchestra, and these special forms of entertainment may be maintained at very reasonable figures. The hotel and restaurant field is certainly a live one in which progressive talking machine men may operate with sure results ahead. There are possibilities here for business broadening which should not be overlooked. It is interesting to note some of the comments of people who have heard these wonderful creations for the first time. They have expressed intense surprise and admiration at the marvelous development which has taken place in this industry during the past few years. People who have not kept pace with the development of the talking machine and who listened to one of the larger creations for the first time are interested to such an extent that they are at once live trade possibilities for the local representatives. When a machine which is attractive and has marvelous powers of entertainment is placed in a suitable environment, it at once becomes a business incubator of no mean proportions.

A NUMBER of leading papers through the country, in commenting upon the marvelous changes which have occurred during the Lincoln centennial which we have just celebrated, have referred to the talking machine as one of the most wonderful creations. In doing so the foremost papers have placed the talking machine in line with the most striking inventions of modern times. Well, why is it not true, and is not such credit fairly due this wonderful creation? What other invention of man's reproduces sound with such faithful accuracy? The talking machine is indeed one of the most marvelous creations of the Lincoln centenary. With it it is possible to preserve the voices of leading men for future ages. It is entertaining and educational in the truest sense. Indeed, the merit paid to the talking machine is honestly due. A marvelous creation of the genius of man. That fact alone should act as an inspiration to men when showing up the qualities of particular machines. It certainly makes a pleasant business background to know that you are offering one of the marvels of a century of marvels in inventive creations.

A SUBSCRIBER asks what is the legal status of O. K. It has been officially declared that the letters "O. K." written on the back of an order for money and followed by a signature mean "all right," and are equivalent to an indorsement. This decision was passed by Judge Heaton, of the Superior Court in Fort Wayne, Ind.

AN EDUCATIONAL CAMPAIGN.

Of High Character Is Being Carried on by the Victor Talking Machine Co.—The Wonderful Machine Expatiated on Most Interestingly—Technical Pointers Explained.

Some recent advertising of the Victor Talking Machine Co. is worthy of more than passing consideration for its originality and effectiveness. It is not merely publicity, but an educational campaign that is doing much to dignify the talking machine and make it more respected and esteemed. For instance, here is an extract from some recent Victor publicity which is unquestionably of a high character. It appeared under the caption, "The Wonder of It," and reads as follows:

"Many common things become wonders if we know how to look at them, and many wonders become common things just because we do not keep the wonder of them alive.

"Let us look at the Victor talking machine a while from this point of view—the wonder of it. The Victor is wonderful from any point of view, whether we consider it from the scientific side, based as it is on an ingenious application of nature's most marvelous laws, or from the musically artistic side, with its limitless scope and variety; but let us look at it first merely as a machine, a little instrument which you can lift from place to place with ease, yet which can reproduce for you the music of an orchestra of a hundred pieces or the voice of a prima donna who may be at the other side of the world.

"The needle, the sound box and the record—these are the greatest wonders of the Victor. Simple as simple can be, and entirely mechanical in every detail, yet hardly less wonderful in their united powers than the human mind and ear and voice.

"See the little needle chasing the materialized sound wave on the surface of the record! Like a keen-scented, eager hunting dog it searches out every element of sound in a complex chord, struck, we will say, by Sousa's great orchestra. Every sound of every instrument is found accurately, and transferred to the sound box for translation into music through the horn. Does daily experience yield anything more wonderful than this? Yet how seldom you think of it when you hear the Victor playing a record.

"Still more wonderful in some respects is the sound box, a sort of mechanical ear, which "hears" the vibrations of the needle on the record and transmits them to those parts of the machine which are to translate them into music. How precisely its diaphragm repeats every vibration which thrilled the diaphragm of the sound box on the recording machine, making the music of the Victor a faithful echo of the original song.

"The Victor record you buy is not, of course, the one over which the recording needle traveled on its journey that traced the notes of the original music. The delicate original disc is first used as a matrix, the mother of hundreds of records so exactly alike that no expert can tell the difference between them, and then carefully protected and put away in the vault of sound writings, a precious masterpiece from which new metal plates may be made at any time. In this way a Victor song is recorded—written down in imperishable form so that generations hence young musicians may hear the voices which charm the world to-day, making the fame of the singer, hitherto the most perishable of earthly honors, as enduring as that of the poet or the painter.

"But how is the song reproduced? By what mysterious process is the sound writing, the disc, whose making we have briefly followed, made again into music; for recording the sound is only half of "the wonder of it?"

"When you place a Victor record on your machine, and set the little needle following the groove, its motion is transferred in the form of vibrations to the mica diaphragm of the sound box. If the diaphragm vibrates a certain number of times a second it will transmit to the horn a certain note. Increase this number of vibrations and the result will be a higher note. Sound, in short, is vibration, and each note of our musical scale represents a certain rapidity of vibrations in the air which carries it to our ears.

"Very simple, but at the same time wonderful, especially when we reflect that the quality as well as the pitch of each tone is exactly reproduced, so that we can distinguish readily between a note on one instrument and the same note on another.

"Think of the exact correspondence of sound vibrations which makes it possible for Mme. Melba to sing at one time in five thousand places all the world over the self-same song, in the self-same way, with the identical trills and the same irresistible style. Think of this vast stream of pleasure flowing from the point of a needle so small that you can scarcely see it. 'A camel through a needle's eye' has long been accepted as a strong expression of absolute impossibility. The Victor puts a whole brass band through a needle's point without making the slightest difficulty about it.

"'Only the simple subject of sound waves,' you say. Ah, yes, that's easily said, but do you understand it? And is there not great satisfaction in the ability to reflect upon the wonder of it; to ask yourself how it is possible that such a concord of sweet sounds as is rendered by at least one hundred instruments in a band can be written in a space on a record almost infinitely small?

"Ask how that chord can be found and struck by a little needle; how it can be passed on and interpreted into music by that little sound box. Ask yourself how it is all done, and if you cannot tell, why, just sit down and wonder over it. It will be well worth while to wonder over these things which have become so common to you that you have ceased to care anything at all about them."

MICA FOR DIAPHRAGMS.

Producers of Domestic Mica Want a Strong Duty Incorporated on the New Tariff Bill.

(Special to The Talking Machine World.)

Washington, D. C., February 6, 1909.

Mica is largely used for diaphragms in sound boxes, and therefore manufacturers are interested in the duty on this article. The grade of mica employed for this purpose is imported from India. In the sound boxes made by the Victor Talking Machine Co., Camden, N. J., and the Columbia Phonograph Co., General, New York, the mica diaphragm is used exclusively. The National Phonograph Co., Orange, N. J., have substituted copper for mica in the Edison sound boxes. The domestic and Canadian mica is totally unfit for diaphragms, and therefore cuts no figure so far as the trade are generally concerned.

Producers or miners of domestic mica—the most important deposits being found in North Carolina—are opposed to the importers as to the rate that should be embodied in the framing of the new tariff bill. The domestic miners avow the importers are trying to have mica placed on the free list, or the duty materially reduced. The importers, however, in a letter of December 18, addressed to the Ways and Means Committee of the House, say:

"We desire to go on record as follows in the matter of proposed tariff revision as applied to paragraph 184, act of 1897, which relates to mica: 1. We favor the removal of ad valorem duty of 20 per cent. 2. We favor the retention of the present specific rates, namely, 6 cents per pound on uncut mica and 12 cents per pound on cut mica. Specific duties of 6 cents per pound and 12 cents per pound, as stated above, return to the government a fair revenue and an equitable one to the importer, and fulfills the purpose of a specific duty. Protection is not required as far as mica is concerned in this country. Costs of production, etc., need no comment here. Domestic mica has not been bettered by the ad valorem duty in the present tariff, and, furthermore, consumers will continue to demand and to use foreign mica on account of quality and quantity and dependable supply thereof, as the past proves." The suggestions of the Ways and Means Committee will be awaited with interest.

"B. & H."

FIBRE NEEDLES

For Disc Records

Refined—Delicate and Sweet in Tone—True, Correct and Natural Reproduction—Preserve the Records *Forever*

"B. & H." FIBRE MANUFACTURING CO.

208 E. Kinzie Street CHICAGO, ILLINOIS

The Edison Phonograph isn't the only Sound Reproducing Instrument, But—

it is the instrument that has been developed by Thomas A. Edison, who made the reproduction of words and music possible.

It is manufactured under Mr. Edison's personal supervision and received the benefit of every improvement he can devise.

It is so thoroughly well made that it will last a lifetime with proper care.

It has a powerful spring motor that runs with the smoothness and evenness of an electric device, a feature most essential to good work.

It plays the Edison wax cylinder Records, famous for their sweetness of tone.

It has a specially made horn which gives volume to the music without affecting its richness.

It has an indestructible reproducing point which never needs to be changed.

And it plays the new Amberol Records, giving twice the entertainment of regular Edison Records, without Record changing.

In view of all this isn't it to your advantage to—

(Continued on next page)

Put In Edison Phonographs and Records and Put Your Selling Energy Back of Them?

The advantages set forth on the opposite page not only exist in Edison Phonographs, but are well known by the Phonograph buying public.

Our advertising is making the Edison Phonograph the best known of all sound reproducing instruments. The Phonographs themselves are daily demonstrating that our claims for them are justified.

It is easier to work along the line of least resistance and that line is the Edison.

When you present an Edison Phonograph you have nothing to conceal or apologize for. There is nothing lacking. Its work is beyond criticism.

There are certain localities where Edison goods are not adequately represented. We want dealers in such places. But what we want most is that dealers who now have Edison goods should appreciate their selling possibilities and give them the consideration which their superiority warrants.

If you have Edison goods, push them; if your stock is low, order from your jobber. If you do not handle them, put them in. There is a nearby jobber who can supply you. Write us for his address.

National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

AN IMPORTANT MOVE.

Orchestra Parts for Accompanying Victor Records—Twenty-four Complete Orchestrations May be Obtained from the Victor Co.

The orchestra (sheet music) parts for accompanying Victor records have so increased the demand for Auxetophones that the Victor Co. are unable to ship Auxetophones as rapidly as dealers would like. However, every effort is being made to rush all back orders, and arrangements are almost complete for taking care of future orders for this instrument. The popularity of this innovation is evidenced by the big increase in the number of first-class hotels in New York, Philadelphia, Boston, Pittsburg, Buffalo, Milwaukee, Cincinnati, Louisville, Denver and almost every other big city which have added the Auxetophone to their orchestras. "The Voice of the Victor," commenting on this, says: "The directors of these orchestras are the most enthusiastic advocates of this wonderful instrument, and letters from hotel managers express entire satisfaction with the increase the Auxetophone brings to their restaurant receipts. One of them, Mr. Wright, president of the Adams Hotel Co., Denver, writes: 'The Auxetophone has increased our restaurant business on an average $50 a day, which is very satisfactory, considering the size of our hotel.' These orchestrations are perfectly arranged, and they open up to Victor dealers an almost unlimited avenue of trade. Particularly should the piano and violin parts appeal to students of these instruments.

"A good accompanist on either the piano or violin is a rarity, and the experience and practice gained through accompanying Victor records is invaluable. Remember, Victor records are identical at each playing. There are no skips, no false tempo; they teach the pupil exactness; they never tire, and they will add confidence and finish to the execution of any musician, no matter how complete his or her musical education.

"Musicians who had not or would not listen to a Victor were the severest and most unfair critics, but the great development of the past few years has reversed this condition, and the Victor now numbers among its most ardent advocates almost every musician who has ever become fully acquainted with Victor records.

"Every dealer should send for the piano and violin parts of every one of the orchestrations now ready, and also for parts of other records which will be added from time to time. You should invite musicians to try these accompaniments to the records of Caruso, Melba and other famous artists—do so in a way that will impress them with your recognition of their musical ability.

"This method, tactfully done, will make many musicians Victor enthusiasts who will by word of mouth do more to advertise you and the Victor than will some other and far more expensive method of advertising.

"Remember, also, that in every home where there is a Victor and a piano or a violin there is room for splendid work. No matter how great their Victor enthusiasm, these accompaniments will add a greater appreciation of their Victor, and where interest has lagged it will rekindle the desire to add to their collection of Victor records."

The list of orchestrations for accompanying Victor records is as follows:

81026 or 87017 Rigoletto—La donna e mobile, Caruso; 81025 or 87018 Rigoletto—Questo o quello, Caruso; 88001 Martha—M'appari, Caruso and orch.; 96000 Rigoletto—Quartet—Bella figlia dell' amore, Caruso, Abott, Homer, Scotti and orch.; 96200 Lucia Sextet Act II—Chi mi frena, Sembrich, Caruso, Scotti, Journet, Severina, Daddi and orch.; 88059 Stabat Mater—Inflammatus, Gadski and orch.; 88078 Rigoletto—Caro nome, Melba and orch.; 85096 Lucrezia Borgia—Brindisi, Schumann-Heink and orch.; 85109 Faust—Le parlate d'amor, Homer and orch.; 88004 Favorita—Spirito gentil, Caruso and orch.; 88127 Aida—Celeste Aida, Caruso and orch.; 88052 Annie Laurie, Farrar and orch.; 74110 Rigoletto—Monologo "Pari siamo," De Gogorza and orch.; 88054 L'Africana—O Paridiso, Caruso and orch.; 88006 Faust—Air des Bijoux, Eames and orch.; 74039 La Marseillaise, Journet and orch.; 85024 Le Deux Grendadiers, Plancon and orch.; 88085 Carmen—Habanera, Calve and orch.; 74046 Carmen—Toreador Song, De Gogorza and orch.; 85020 Les Rameaux, Plancon and orch.; 31496 I Cannot Sing the Old Songs, Jose and orch.; 64077 Ernani—Infelice e tu credevi, Journet and orch.; 5350 Venetian Song, Turner and orch.; 4796 Sweet and Low, Lyric Quartet.

The complete orchestrations are $1. per set; 1st violin part, 25 cents; piano accompaniment, 25 cents; other parts separately, 15 cents each.

THE NEW BACIGALUPI STORE

Now Complete—One of the Finest Talking Machine Stores in West—Retail Department on Market Street, Wholesale on Stevenson Street—Handsomely Fitted Up.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 5, 1909.

The new store of Peter Bacigalupi & Sons, at 941 Market street, has been occupied for nearly a month, but its incomplete condition at the first of the year made it impossible to gain any adequate idea of its final appearance. As it now stands, it is pronounced one of the finest, if not the finest, talking machine store in the entire country. The store extends through from Market to Stevenson street, about 260 feet, the market street side being used as a retail store, while the frontage of 100 feet on Stevenson street does duty as a wholesale department. Both departments are well lighted, the Market street entrance having a broad expanse of plate glass, both in front and at the right-hand side of the entrance. The retail store is finished in white, with woodwork in dark-stained pine in Mission style, and ornamental brass electric light fixtures. The left side at the front of the store is occupied by a record rack, extending 75 feet toward the rear, for both cylinder and disc records. In the front is also a fine display of Edison machines and cabinets.

The ten large record demonstration rooms are along the sides toward the rear of the retail department, and form about the handsomest feature of the store. The side and rear walls are elegantly finished in handsome paper and lincrusta, each room having an individual color scheme. The front partitions are of leaded glass, with plate glass doors. The furniture is of attractive mission design, upholstered with leather, and the rooms are illuminated by brass electroliers of varied patterns. These rooms are equipped for the demonstration of both Edison and Victor records. The retail department also contains a well-lighted room, 15 by 20 feet, for the display of automatic pianos and a room of the same size for the Edison business phonograph.

The entire Stevenson street front of the wholesale department is faced with glass, affording an abundance of sunlight to both the shipping rooms and the offices. This department occupies not only the store directly in the rear of the retail department, but also a large ell behind two other stores which face on Market street, affording ample room for wholesale business and the storage of stock. The frontage on Stevenson street also gives fine shipping facilities and prevents any interference between the wholesale and retail departments. About half of the frontage on the rear street is taken up by the general offices, which, however, are separated from the stock room by glass partitions, allowing the latter plenty of light.

The wholesale record racks are in the rear of the ell section, and have a capacity for about 200,000 cylinder records. A large stock of horns is disposed of on top of the record racks. This section is specially lighted by two large skylights. The balance of the store on the ground floor is taken up by a large wholesale display room for automatic pianos, talking machines, etc., and by the shipping room.

The large space in the basement is largely devoted to the storage of unopened stock, but is also occupied by a general repair shop and a packing room, fully equipped with benches, etc., to facilitate the work of getting out goods for shipment.

The Original House

We were the FIRST JOBBER of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "FIRST." We are FIRST in securing anything new, FIRST in making prompt and satisfactory shipments, and FIRST in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

PENN PHONOGRAPH CO.

17 South 9th Street Opposite Post Office PHILADELPHIA

TYPEWRITER-PHONOGRAPH.

Latest of Wonder-Working Devices Hails from Chicago, the City of Progress.

"Yes," said a Chicago business man with a wonderful imagination to the hard-working reporter, "yes, we think we have hit upon one great invention, and when the busy world is introduced to our phono-typograph it will stop a moment in amazement and admiration. That may sound to you like a clause out of a circus bill, or a chapter from a Chicago novelist's novel, but it is a true bill, nevertheless. You are aware that for a long time there have been efforts to combine in some way the present style of typewriter and the phonograph, but until now these efforts have invariably failed.

"A year ago we discovered in Chicago a young mechanic who had solved the problem, as we believed, and we put money back of our belief, as Chicago people are always ready to do, and told him to go ahead with his machine until he had it where he thought it ought to be ready to be offered in the world. It is hardly that yet, for the best machine is susceptible to improvement, but we think we have a good thing.

"Of course, I cannot give you all the details, but I think I can make clear to you the general working principle of the phono-typograph. As its name indicates, it is a typewriting of sound. That has been the idea in all other attempts, but it was not found practicable, because the sounds were words, and there were too many words to

reduce to machinery, as it were. The phonograph and the telephone principle got the sounds all right, but each sound was a word, and that could not be put in type. Our man, however, hit upon a separation of the words into letters, and that brought his field of operation into the limit of twenty-six sounds.

"For punctuating marks we use spaces, as yet we have no capitals. The machine, of course, is electric, and the operator talks into it as into a telephone, except that he spells out each word, and as the sound of the letter strikes upon the disc it is reproduced on the corresponding letter, which in turn is printed exactly as the ordinary typewriter would print it.

"At first blush the spelling out of each word would seem to entail more time and labor than the old style of typewriting, but a very few hours will show any person that our phono-typograph will do the work of two people in half the time they will consume by the existing methods. We are willing to admit that our machine is not perfect in all its details, but as far as it goes, and it goes a good long way, it is a world beater.

"A newspaper friend of mine has one on trial on which he has written 100 words a minute, and averages 75 right along. He doesn't know anything about typewriting of the old kind, either, and doesn't have to, as glibness of tongue takes the place of nimbleness of fingers. We hope to have them on the market at an early date, but are in no especial hurry, as there are some small details we want perfected before coming up for judgment. No," concluded the gentleman, in response to a query, "there is no stock for sale. We know a good thing when we see it."

G. H. Schubert, of Reno, Nevada, has sold out his Edison store in that city to the Menardi Stationery Co., of that city, and is now located in Chicago, from where he is advertising his extensible record rack, which has proven a great success. Mr. Schubert found that being located so far West was somewhat of a disadvantage in properly placing his rack on the market.

COMBINED PHONOGRAPH AND SIREN.

New German Invention Described by Consul T. H. Norton—Friction and Consequent Buzzing Eliminated by Use of Air Current in Place of Needle—A Description of This Interesting Contribution.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1909.

Consul Thomas H. Norton, in the following report from Chemnitz to the Bureau of Commerce and Labor, describes a new German invention which combines the phonograph and the siren:

"The methods for recording sound have reached a higher stage of perfection than those employed for its reproduction. The chief difficulty encountered in the present systems of reproducing conversation, and especially music, from phonographic and similar records, is caused by the friction of the needle resting upon the surface of the rapidly revolving disc or cylinder. This introduces a more or less noticeable buzzing or rumbling sound, which interferes materially with the clearness of musical notes or spoken words. Numerous attempts have been made to overcome this unpleasant accompaniment. In none of the devices hitherto brought forward has complete success been attained, since all involved the factor of friction as the fundamental means of transmission.

"In a recent number of the Deutsche Musikwerk-Industrie, a German inventor describes a newly patented instrument, in which friction is completely avoided. It combines the leading elements of the phonograph and the siren. The novel and essential feature is the substitution of a current of compressed air for the needle or stylus of Edison's invention.

"In a siren, openings of various sizes allow the production of all musical notes with any desired degree of intensity or length. In the new instrument, perforations in the disc of a siren are replaced by tangential incisions on the surface of a large record cylinder. A second perfectly smooth cylinder rests close upon the surface of the first cylinder and revolves in unison with it as the two cylinders are set in movement. A constantly varying succession of minute openings between their surfaces is presented, due to the incisions on the record cylinder. When a powerful blast of compressed air is directed upon the line of contact between the two cylinders, at such an angle as to be an exact tangent to the surfaces of both, sounds are evoked identically as in the case of an ordinary siren. It is possible to communicate signals and even words which can be readily heard miles away.

"It is already evident that a field of usefulness is open to this new invention as an adjunct to the equipment of seagoing vessels. Its availability for musical purposes has not yet been tested sufficiently to determine whether it can successfully vie with the gramophone, phonograph, etc., or even replace them.

"The cylinders thus far employed are about ten times as large as ordinary phonographic cylinders, and this fact renders the instrument necessarily somewhat clumsy. The requirement of a current of compressed air may also militate against a widespread domestic use, although such a current can be supplied by a comparatively inexpensive attachment to a water tap where the water supply is under considerable pressure."

* * * * *

The application of compressed air to talking machines as a means of augmenting sound is not new; Parsons in the Auxetophone applies compressed air most successfully. The novelty of the German invention above referred to, however, centers in its application to phonographs or cylinder machines.

Businesses, like people, fall into bad habits. The principal function of a good executive is to spot bad habits as soon as they begin to form.

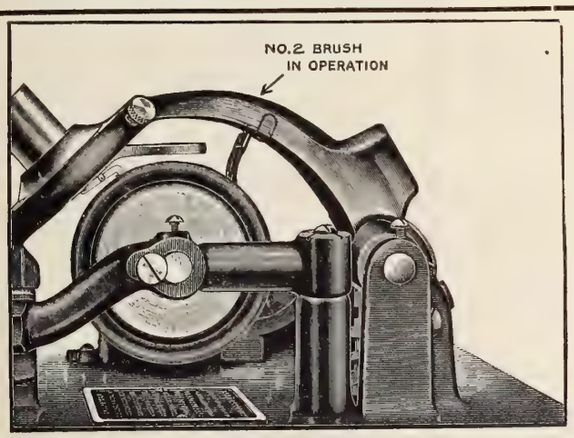
Lots of firms could get along better with less system and more gumption.

SAVE THE LIFE OF YOUR RECORDS

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem

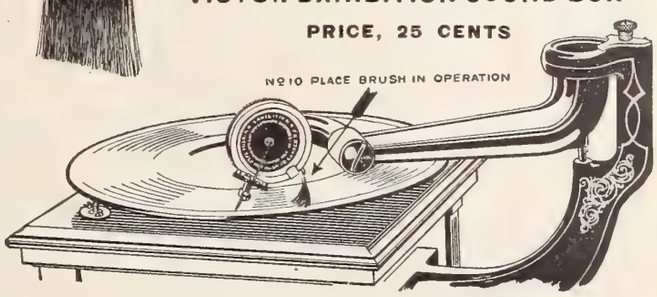
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the **Record Grooves** and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. Write Now

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"

TRADE NEWS FROM THE PACIFIC.

Stocks Arriving Rapidly to Fill the Void Occasioned by Big Holiday Sales—Columbia Co. Occupy Ground Floor of Mauzy's New Store With W. E. Scott in Charge—Madison Furniture Co., of San Jose, to Handle the Columbia—Brown Buys the Talking Machine Department of Kohler & Chase at Seattle—A. B. McCarty Honored—Victrolas and Red Seals in Demand at Sherman, Clay & Co.'s.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 5, 1909.

The first of the year found most of the talking machine dealers on the coast pretty well cleaned out of stock of all kinds, and since then goods have been coming in rapidly to the main distributing centers, to go out to the various retailers throughout the country almost as rapidly. Wholesale business with nearly all the local firms has been much larger than was to be expected this early in the season, and the wholesale departments are only now beginning to get straightened out. Retail business, as is natural, has been rather quiet, though there has been a very good run of business here and in the larger towns on the few days when the weather has been favorable.

The most important development in the local trade is the announcement that a branch of the Columbia Phonograph Co. will occupy a part of the ground floor of Byron Mauzy's new store on Stockton street near Post. In view of the fact that Mr. Mauzy is distributing agent for Zonophone goods, this comes as rather a surprise. His talking machine business, both wholesale and retail, will be conducted in the small goods department on the third floor. On the first and mezzanine floors the Columbia Co. will have an office, a stock room and four demonstration rooms, and will carry a complete stock as soon as the goods can be moved in. W. E. Scott, who will have charge of the new branch, is already on the ground, and has started business. This announcement has just been made, but the branch has started off very nicely, and promises to beat the main store for retail business unless it is moved downtown very shortly. Mr. Beck, the local manager, however, states that such a move will probably be made in the near future, though the location is not yet ascertained. Francis W. Downe, coast manager for the Dictophone Co. of America, is moving into new offices in the Phelan building, and will hereafter have no connection with the Columbia store. Mr. Beck states that the company's January business has been quite active, showing up almost as well as December. W. S. Gray, the coast manager, has been in Portland and the Northwest most of the month, but has just returned. Mr. Beck will make a visit to the interior of the State next month. O. W. Cyrus, the traveling representative, has been in the city most of the month, but is now on his southern trip. The company have closed a deal with the Madison Furniture Co., of San Jose, Cal., by which that house will have the exclusive agency for Columbia goods in that city. The company are now running half-page advertisements of their new line in the San Jose papers.

Another important announcement is that Chas. E. Brown has sprung the surprise he was preparing. In connection with Mr. Bruce, a well-known talking machine man on the coast, and at one time manager for Kohler & Chase's Oakland department, he has bought out the talking machine department of Kohler & Chase in Seattle, Wash. Mr. Brown has always had great faith in the Northwest, and believes that with the present arrangement he will be able to build up a very profitable business. To close the deal Geo. Q. Chase and C. M. Jones, now manager of his talking machine business, went to Seattle early in the month, but both are now back in the city. Mr. Jones states that the local trade has fallen off very little, if at all, since the holidays.

A. G. McCarthy, who has charge of the small goods and talking machine department of Sherman, Clay & Co., has been elected president of the Permanent Downtown Association. He is now very busy with stock-taking at the main store, but this work will be completed in a few days. He states that the supply of Victrolas has again given out, and he has been waiting for a new lot for about a week. Sales of these machines continue to increase, as Sherman, Clay & Co. are pushing them out all the time, and they are handled by enthusiastic agents all over the coast. One of their greatest advantages is the increased demand they create for Red Seal records, which are now selling off rapidly. Sherman, Clay & Co. report the biggest sale on the new list of Victor records, which was received a few days ago, that they have had during a similar length of time in the last six months. The traveling salesmen are now out, and have sent in fairly good orders all month, with considerable improvement this week.

The Wiley B. Allen Co. have done little in the talking machine line at Los Angeles since the fire last month, as the entire stock of records was destroyed. The new store will open with a complete new stock, however, on February 1.

The Southern California Music Co.'s branch at Oxnard, Cal., are installing some demonstration rooms, and will hereafter carry a large stock of high-grade Victor records.

BLOOM'S PALATIAL STORE.

The New Establishment at 366 Fifth Avenue Will be Opened in About Two Weeks.

The new store—the second in New York—that Sol Bloom is to open at 366 Fifth avenue, spoken of in The World recently as being decorated and furnished in a unique and original way for a talking machine establishment, will undergo a transformation in this respect, that will delay its formal start in business for about two weeks. The fittings above referred to were removed entirely, and the interior of the store will be finished throughout in silvered bird's-eye maple, with furniture to match. The basement—a commodious place—will be fitted up in like manner. A unique feature will be a good-size stage in front for demonstrating purposes, and along the sides various rooms and a grotto will be provided, each decorated after an originally striking scheme in designing. Mr. Bloom is certain his new place will be the handsomest of its kind in the world, and surpassed only by the one he will later create and open in Chicago, where he first started years ago in the music publishing business.

Besides Sol Bloom, who will have charge in person, he will be assisted on the floor by Baron Traner, Pauline Teschner and a full corps of clerks. At 40 West 34th street, Harry Stein will be the floor manager, assisted by John C. Van Horne and other salesmen, numbering ten in all. The Atlantic City, N. J., store will be in charge of Harry A. Ellis, and is to be opened February 15.

ROBERT C. ROGERS OPENS UP.

Robt. C. Rogers, for the past twenty-six years associated with John F. Ellis & Co., has organized the Robt. C. Rogers Co., with headquarters at 1313 F street, Washington, D. C., where a full line of Victor and Edison talking machines and records are handled, as well as cabinets and other accessories.

ECKHARDT IS GENERAL MANAGER.

Walter L. Eckhardt, of the Manufacturers' Outlet Co., has become identified with the Leeds & Catlin Co. as general manager. A part of his time will be devoted to both enterprises, but the selling development of the "Peerless" double disc record will engage his special attention. A suite of offices has been fitted up for his use at the recording plant of the L. & C. Co., at 53 East 11th street.

On February 1 Louis Silverman, in the wholesale talking machine department of the Regina Co., terminated his connection by virtue of the expiration of his contract. He has several business propositions in view.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

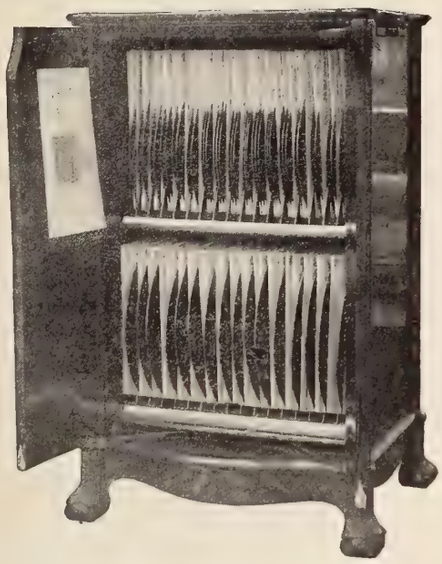
International Correspondence Schools

Box 918, SCRANTON, PA.

Mr. DEALER:

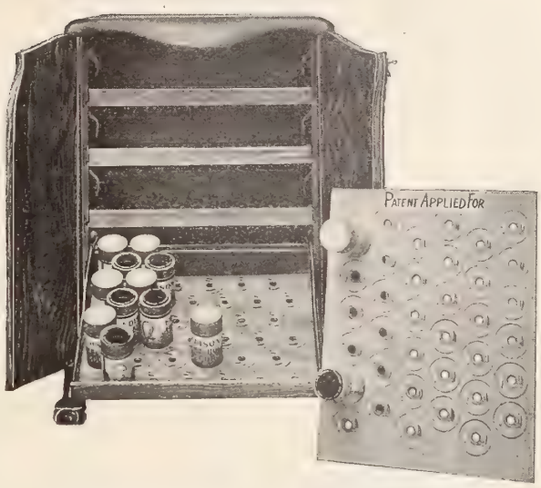
Cater to the Taste of your Customer

Anyone can match his Parlor or Library Furniture with a beautiful, artistic Cylinder or Disc Cabinet from you, if you carry the **HERZOG LINE.** On sale by all leading Jobbers and Dealers.



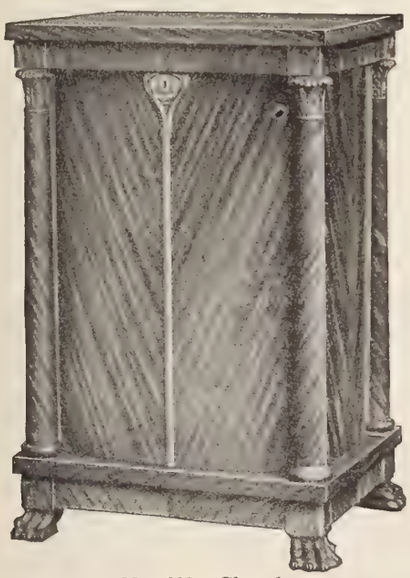
No. 813. Open—Showing Eberhardt's Disc Holder

Our Cabinets excel in Design, Style, Finish, Capacity and Popular Favor.



No. 725. Showing the Herzog Amberol Box Holder

Do not buy Substitutes, Imitations, Refrigerators
Our Cabinets match any and all makes of Machines



No. 833. Closed.

Mr. Jobber

Thanking you for past favors, kindly please us with your stock order by return mail.

Yours truly,

No. 835.

HERZOG ART FURNITURE CO. Saginaw, W. S., Mich.

THE

GRAMOPHONE

has been supplied to

H. M. QUEEN ALEXANDRA

T. M. THE KING AND QUEEN OF SPAIN

H. M. THE KING OF ITALY

H. M. THE QUEEN OF HOLLAND

H. M. THE SHAH OF PERSIA

H. R. H. THE PRINCESS OF WALES

H. H. THE KHEDIVE OF EGYPT

Etc. Etc.

THE GRAMOPHONE COMPANY, Ltd.

21 City Road, LONDON

15 Rue Bleue, PARIS 36 Ritterstrasse, BERLIN 56 Balmes, BARCELONA

139 Belleaghatta Road, CALCUTTA

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Business Not Marked by Any Special Activity but a Feeling of Hopefulness Prevails in the Commercial World—Better Reports from Industrial Centers—Wooden Horn in Favor—Amberol Record Fame—Beka Co.'s Well Equipped Premises—Price Cutting on the Increase—Gramophone Co.'s Affairs—The 200 Thread Clarion Record—Sig. Tamini's Gramophone Records—G. W. Lyle a Welcome Visitor—Brown Bros.' Clever Plan of Racking Records—Circulating King's Proclamation by Means of Records in India—"Dubbing" Suit in France—Interesting News Budget from the Leading Provincial Centers.

(Special to The Talking Machine World.)

London, E. C., Feb. 5, 1909.

January business was not marked by any special activity, and as the dealer usually finds, holidays in general and Christmas in particular leave the great buying public enthralled in the problem of general economy. But let us go into the prospects for the future. The president of the Board of Trade prophesies that this will be a year of industrial recovery, and he thinks that we may keep our spirits up to a reasonable level and take stock without undue optimism. This view, however, is not indorsed by leading commercial men to any great extent, yet the general consensus of opinion inclines to the belief that each one of us, however humble our sphere in commercial life, can do a little to bring about a great trade boom around next autumn. Signs are not wanting in some quarters to show that the tide has already turned. In Belfast things are much more active in the linen trade, and several of the largest mills have commenced to work full time. The shipbuilding slump is gradually easing off, while in many other industries the outlook is brighter. These conditions must necessarily react to the benefit of shopkeepers, and they should take the fullest advantage of it by showing a little more activity themselves. Every talking machine dealer worthy of the name should advertise in the local paper, and occasionally circularize; the results are sometimes pleasantly surprising.

As I mentioned last month, a feature of this year's trade will undoubtedly be the wooden horn, and it is a remarkable fact that for some time past the public tendency has inclined toward the better class goods, particularly in regard to disc machines. A visit to the showrooms of the leading factors gives ample evidence of this, since the display of cheap goods is scarcely noticeable. The interior horn cabinet models seem to be gaining in popularity and are now featured pretty generally throughout the trade. Many question the advisability of employing wood in the construction of interior trumpets, as they tend to somewhat muffle sound. The best material in this case is undoubtedly metal, and we should advise a series of tests on such an important point before making up any large quantities of this particular make of machine.

The "Amberol" record has attained such quick popularity with the buying public as to induce other cylinder record makers to investigate the possibilities of the 200-thread. The Clarion and Edison Bell both promise an issue of this new style in the near future, which we shall await with interest.

Gramophone Records for February.

The February issues of Gramophone records comprise a list of exceptional merit both as regards tonal quality and artistes—two characteristics always inseparable with the Gramophone Co. The records to hand are: 10-inch "Love Me and the World is Mine," a splendid concertina record by Alexander Prince; "Carnival of Venice" is played by Mose Tapiero on the Ocarina with brilliant execution; "O, That We Two Were Maying," a fine duet by Mme. Jones-Hudson and Ernest Pike; "Two Dirty Little Hands," sympathetically rendered by Maurice Farkoa; "Fairest of the Fair," march (Sousa), by the Black Diamonds Band; "A Tiny Seed of Love," sung by Harry Carlton, a pantomime favorite; "I Love You and You Alone," charmingly rendered by Ernest Pike. On the 12-inch records we have "Haddon Hall" (Sullivan), by the band of H. M. Coldstream Guards; and "The Sailor's Grave" (Sullivan), a record in which Mr. Harrison is at his best.

Beka Record Co.'s Premises.

This month I am enabled to give an illustration of the Beka Record Co.'s premises in City Road, London, a picture, one might say, that hardly does credit to the size and spaciousness of the building from an interior view. In order, therefore, to give our readers some idea of the enormous requirements of a large company in the matter of floor space, and the innumerable departments which necessarily exist for adequately conducting such a large commercial undertaking as exemplified in the Beka business, our representative took the opportunity recently of acquiring some details from Otto Ruhl, the Beka record agent in England. Starting from the basement, which is allocated for storing and packing, we ascend to the ground floor. This is divided up into the general offices, Mr. Ruhl's private sanctum; at the rear of which is a spacious department for the racking of thousands of records and despatch of orders. And that, perhaps is the most interesting department of all. Here,

BEKA CO.'S LONDON HEADQUARTERS.

men were running about from one rack to another, hard pushed to make up the day's orders for evening despatch to all parts of the kingdom. It gave one a little instruction of the popularity and demand for the Beka record (January issues) which, before the sun had again set, would have penetrated all over and to the uttermost corners of merry old England. The next floors are mostly devoted to show rooms, where we find a most comprehensive display of Lindstrom machines, with a further stock of records and accessories. A combination most convenient for the dealer. Up above on the top floor is a large recording room replete with instruments known and unknown. It would surprise many record enthusiasts to know that there are not a few—what shall I say—concocted instruments,

Favorite Records

are gaining a strong hold in the States. Trial orders have grown into big stock orders. Those enterprising firms who have made a trial with *Favorites* have found out that it pays them to stock

FAVORITE RECORDS

and they are doing well.

Nothing Venture—Nothing Have!! There is still room for you to take a share in the profits *Favorite Records* bring.

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C. **213 DEANSGATE, MANCHESTER**

FROM OUR LONDON HEADQUARTERS—(Continued.)

used in record making which never figure in the retail shop. The recording room itself is closely matchboard lined, and throughout made thoroughly soundproof by a patent system of scientific construction, which is a very necessary consideration for the successful making of master records. The room is even fitted with double soundproof windows in order to exclude the roar of passing carts and trams, and I may say it is this careful exclusion of all outside noises which has largely been the means of making the name of "Beka" on a record stand for "real music."

Anent Price Cutting!

All said and done, it's on the increase. It paralyzes trade; upsets and undermines the legitimate trader's business; cuts him right out of it, in fact. What are you doing in his interest, Mr. Manufacturer—not much, eh? Here are a few instances which occur in a certain provincial town. Only retail or price to the public is given: Edison-Bell cylinders, 2½d. each; Sterling records, 5d. each; Zonophone records, 1s. 9d. less 6d. allowance for old record, 1s. 3d. net. Apart from this many other records (of extinct companies in the most part) are being sold everywhere at the price of old wax. It presents a poor outlook this summer for the honest dealer. Is he to join the ranks of the unemployed? Why won't manufacturers join together in a common scheme to protect not only their own interests but those of the man who is the means of their existence? From time to time I shall give instances—even the names and addresses—of price cutters, in the hope that makers will take steps to protect their honest customers.

Phonographs and Accordeons.

Phonographs and accordeons seem to be the craze just now with the Esquimaux, says a polar expedition leader; which, by the way, suggests an opportunity of good business for those manufacturers or traders enterprising enough to seek this market.

Fast Boats for New York.

In the early spring the Hamburg-American line will run four of their fast boats on the New York service from Southampton instead of Plymouth.

Music Rolls and Copyright.

Do perforated rolls which are used for playing mechanical pianos infringe the copyright in the music? The court of appeal in a recent case decided that they do not; the learned judges stating that reproduction under the musical copyright act must be something in the nature of a copy in graphic form.

Gramophone Co.'s Generosity.

The Gramophone Co. have very generously contributed 100 guineas to the Mansion House fund—which, by the way, now amounts to over £130,000—in aid of the sufferers in that unparalleled disaster in Italy.

Daws Clarke's "Flex" Diaphragm.

Daws Clarke reports a steady demand for his "Flex" diaphragm, which undoubtedly gives remarkably natural results. The B. & H. fiber needle, for which Mr. Clarke is the agent in this country, is going well and gaining much favor with enthusiasts everywhere.

Twin Record Grows in Favor.

Although only placed on the market in August, 1908, the "Twin" record has gained great popularity with record buyers who appreciate musical excellence. The February list is well up to the mark, both in quality and artists, of which only the leading are listed.

A Strong Pantomime List.

One of the strongest pantomime lists is included in the January impressions of Clarion records. They are all well recorded and are as follows: "From Poverty Street to Golden Square" (F. Miller); "There's No Home Like the Old Home" (A. Franklin); "My Girl's a Yorkshire Girl" (A. Marsh); "What Would the Congregation Say" (A. Marsh); "If I Plant a Tiny Seed of Love" (Hamilton Hill); "Come and Be My Rainbow" (Stanley Kirkby); "I Want to go to Idaho" (S. Kirkby); "Let's Be Friends as We Used To Be" (Frank Miller); "I'm Afraid to Come Home in the Dark" (Harry Fay); "Have You Got Another Girl at Home Like Mary?" (F. Miller); "Solomon, That's Me" (Jordon & Harvey). Other good records issued during the same month are "Liberty Bell March" (Premier Military Band); "Light Cavalry" (overture), "Music Hall Medley," No. 3, and "Coronation Bells," by the Premier Concert Orchestra; "Venus on Earth" (Premier Bijou Orchestra); piccolo solo, "The Comet" (G. Barton); "Bombadier" (Hamilton Hill), and "If the Missus Says It's Black" (Will Terry).

Gramophone Parts and Accessories.

The Gramophone Co. have just issued for the use of dealers a very comprehensive list of parts and accessories, together with the prices thereof.

Current List of Beka Records.

The current list of Beka records is remarkable, more especially in the matter of recording, which in itself is a tribute to the company's painstaking efforts in this direction. In the vocal records enunciation is perfect, while the instrumental impressions are characterized by great detail and pureness of tone. The catchphrase "Beka for real music" is truly applicable

KLINGSOR

THE "WAGNER"
Highly finished solid Oak Cabinet.

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated ***Klingsor*** Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.

THE "SULLIVAN"
No. 90. Solid Oak Cabinet, with Silk Curtains.

THE "BIJOU"
Mahogany, Walnut or Oak Cabinet.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

to the following selections, which I have personally tested: "The Thunderer," march (Sousa); "His Majesty the Storm," march, both by the Beka London Orchestra, which also makes three records of the "Spanish Dance" (Moszkowski), and "Valse des Fleurs" (Tschaikowsky). W. Chattaway plays an excellent trombone solo, "The Village Blacksmith," and together with T. Taylor (cornet), "Alice Where Art Thou?" There are four old favorites sung by Phillip Ritte (tenor), which are recorded in a wonderfully natural manner—"Come Into the Garden, Maud," "Thora," "I Hear You Calling Me," and "My Sweetheart When a Boy." Mr. Ritte is superb, and we hope to hear him on the "record" again soon.

New Companies.

F. M. Russell & Co. (merchants, engineers, etc., Willesden), a memorandum of satisfaction in full of debentures, dated February 14 and March 2, 1908, securing £1,250, has been filed.

P. J. Holden & Co., Ltd. Registered December 21, with a capital of £500 in £1 shares. Objects, to acquire the business carried on by P. J. Holden, and to carry on the business of manufacturers of and dealers in phonographs, gramophones, and automatic machines, cabinet makers, etc. Private company. Reg. office 18 Victoria Crescent, Wimbledon.

British Sonogram Co. Inquiry.

A public inquiry into the flotation and failure of the British Sonogram Co., Ltd., which carried on business at 77 City Road, E. C., was opened January 25 before Registrar Hood, at the London Bankruptcy Court. The accounts filed under the liquidation showed liabilities of £4,399, as against assets estimated to produce £8,555, and a deficiency of £13,618 as regarded contributories. The nominal capital of the company was £30,000, divided into 15,000 7 per cent. cumulative preference and 15,000 ordinary shares.

H. Brougham, senior official receiver, called David John Rees, who stated that he was a director, assistant manager and secretary of the company, which was formed in February, 1907, to acquire the letters patent relating to an invention for the manufacture of records for disc talking machines, certain instructions for the manufacture of a composite coating for cardboard records, and "a license to use a new recording machine, the discovery of Hans Knudsen." The purchase price was fixed at £17,000, payable as to £2,000 in cash and £15,000 in ordinary shares.

The prospectus, issued in March, 1907, stated that the directors would proceed to allotment on a subscription of 5,000 shares. J. Dempsey, an employe of the company, underwrote 5,000 shares on a commission of 10 per cent. Witness could not say whether Dempsey ever applied for his 5,000 shares, but he did not pay one penny in respect of them. He knew Mr. Dempsey was not in a position to take up the shares, and it was quite possible that he acted merely as a nominee of the directors, but witness agreed, nevertheless, that a check for £490 was drawn in favor of Mr. Dempsey, on account of the underwriting commission, and subsequently indorsed and handed back to the witness, who repaid £480 to the company's banking account in payment of allotment monies on certain shares, the applications of which were in some instances made under fictitious names. Of the 5,120 shares applied for most of them were by witness, Dempsey and others, and only £1 was paid in respect of them. In the month of May witness made a statutory declaration with the object of obtaining a certificate from the registrar of joint stock companies entitling the company to commence business. That declaration set forth that the directors had all paid the application and allotment monies on their shares, although such was not the case. In July, 1907, the directors borrowed £300, and although it was definitely stated that the money was wanted for the purchase of raw material, only £40 odd was applied to that purpose, the balance being expended on other company liabilities. At the time of the loan they had 2s. in the bank. A check for £390 handed to witness for the company's promotion expenses was only partly used for that purpose; the cost of the registration stamp, £85, not having been paid. The expenditure of this money, however, was for the most part satisfactorily accounted for. The office furniture was obtained on the hire-purchase system. The landlord of the City Road premises distrained for rent on November 1, and three weeks later the effects seized were sold; they realized £22 5s.; the winding up petition was presented on the following day. Paul Mellerio (managing director), and Hans Knudsen (inventor and director), were examined upon much the same lines as Mr. Rees. Another director, George Henry Burt, was stated to be in America, and the inquiry was adjourned in consequence.

Russell Hunting Record Co. Affairs.

At the last creditors' meeting of the Russell Hunting Record Co., it was announced that Messrs. Ogden and Hunting had bought the business, consisting of all the remaining assets—machinery, factory plant, office furniture, etc.—for the sum of £800, and that of the Linguaphone Co. for £80. The stock of records, nearly half a million, were sold to Bowron & Holmes for £4,000, only a portion of which had been paid. It was resolved to go into compulsory liquidation, and this was granted by the courts on January 26.

A Record for the Suffragettes.

A few hours after her release from gaol, Mrs. C. Pankhurst made a gramophone record which relates in a vivid manner her arguments for the cause. Another novel record is the "Apache Dance," which is all the rage in London just now.

Money Orders for Argentine.

Money orders for payment in the Argentine Republic will not be issued in the United Kingdom

"STERLING SPECIAL"

GOLD MOULDED

CYLINDER RECORDS

The record that's half an inch longer than the ordinary Standard size
yet will fit all Standard Makes of Phonographs

NO OLD STOCK! NO OLD STOCK!

EVERY RECORD FRESHLY MOULDED

Under New and Improved Methods of Manufacture and of SPLENDID QUALITY

HANDSOME PROFITS available to JOBBERS AND DEALERS who are invited to write for New Catalogue, List of New Titles, Terms, Etc.

RUSSELL HUNTING & COMPANY
SUCCESSORS TO
THE RUSSELL HUNTING RECORD CO., LTD.
Cables (Hunting Code) "OBOES, LONDON"

OFFICE AND FACTORY ADDRESS
17 and 19 Bishop's Road
Cambridge Heath
LONDON, N. E.

FROM OUR LONDON HEADQUARTERS—(Contiuned.)

at present, as the service has been suspended by the Republic.

Amusing Story of the Unemployed.

In search of laborers, an Australian farmer rode eight miles to engage some men who were out of work. He found one of the group lying on his back sound asleep. Pinned to his chest was a card on which was written "Please don't wake me—under 10s. a day!"

Lawrence Gets 15 Months.

James Lawrence, the originator of the Quintuple Phonic frauds, has been sentenced to fifteen months' imprisonment.

200 Thread Clarion Cylinder Record.

Further samples of the 200-thread Clarion cylinders are even better than the first. The latest present, if anything, a greater volume of tone than any other record of its class. As to quality of tone they are superb, being characterized by a sweetness and purity beyond all expectations. This new record will be on the market shortly. Other innovations the Premier Mfg. Co. have in view comprise a cylinder machine to run 200-thread records, and according to Mr. Forse—who is quite a young wizard in the realms of invention—the startling feature of this machine is the fact that the diaphragm, without changing, will play both the 100 and 200-thread. We shall certainly await the advent of this with interest not unmixed with curiosity.

Sig. Tamini Will Sing for Gramophone Co.

Signor Tamini, who created such a stir in musical circles just recently at the Albert Hall, has been secured by the Gramophone Co., and his records will figure in their lists this month. Judging from the enthusiastic reception he receives wherever he sings, Signor Tamini is a tenor of great powers, and we expect his records will reach an unprecedented sale among talking machine lovers.

Attractive Amberol Show Card.

A most attractive show card, in colors, has just been issued by the National Phonograph Co. It is to advertise "Amberol records"; which stand out in letters with the appearance of having been carved out of a rock. This is a most effective hanger, which will adorn the window of any dealer's shop.

In trade information for Edison agents, the company give notice that the attachments differ very considerably for "Home" and "Triumph" machines. You should have the full particulars at your finger ends, Mr. Dealer, and in order to save confusion, apply to the company at once if you are not yet quite familiar with all the details thereof. Owing to the fact that some dealers have been in the habit of misusing Mr. Edison's photograph in their advertisements, with the intention of making it appear that Mr. Edison was doing the advertising personally, the National Co. have notified all traders that in future Mr. Edison's picture must not be used in any publicity whatever; sanction is given to use only the trade-mark signature. The extraordinary demand for "Amberols" still continues unabated, and the only apparent rift in the lute is the company's inability to keep supplies ahead of demand. This is in a way both fortunate and unfortunate, but the company give notice that this subject of complaint will soon be a thing of the past, as deliveries are becoming more regular.

The Graduated "Flex" Diaphragm

(PROTECTED)

BUILT LIKE A WHEEL

Better than Glass, Mica or Wood. Nothing else so good

The LOUDEST and most perfect reproduction yet obtained.

For Edison "C," or Columbia Lyric, 2/ or 50c. with crosshead attached.

A LITTLE MARVEL

For "Exhibition" Sound-box, 4/ or $1.00 or other sizes.

Post Free with Instructions.

EXTRA LOUD AND SWEET

My new "Needle Tension Attachment" for disc sound-boxes is ready.

Literature and Testimonials from

DAWS CLARKE, Longford Place, Longsight MANCHESTER, ENGLAND

N. B.—Dealers and Jobbers ordering samples should remit in full, the trade difference will be refunded. We are open to offers for the American rights in this Diaphragm.

Pathephone for Primrose League Dance.

In connection with the "Primrose League's" annual dance at the Holborn Town Hall, a most successful concert was given by means of the Pathéphone, which evoked abundance of applause.

George W. Lyle's London Visit.

Geo. W. Lyle, vice-president and general manager of the Columbia Phonograph Co., recently visited this city, mainly in the interests of business. He spent a week at the company's London headquarters and about ten days on the Continent, apportioned to the branches at Paris, Berlin, Amsterdam, etc., where, as in London, he reports finding things working satisfactorily. Of America, Mr. Lyle brings good news of booming trade in general and of Columbia products in particular, which bids fair to continue. Mr. Lyle sailed for New York February 1.

Problem in Racking Records Solved.

One of the difficulties talking machine traders have to contend with on this side of the pond is the adequate racking of the hundreds of new records which the makers issue month by month. It involves not a little space, as may be imagined, besides the adoption of a system which will enable any particular record to be picked upon at once. Such a system is not lacking with the London factors, who are really very much up-to-date in this respect, which especially applies to Brown Bros., of Great Eastern street, who have to stock thousands upon thousands of titles. In Edison records alone they rack over 50,000, and little short of this in Zonophone goods. It requires a fine organization to tabulate such a quantity, which provides the means to supply 99 per cent. and despatch any order within three hours of receipt. A remarkable performance, and one deserving of hearty congratulation.

Disc of 20-Inch Diameter.

A large company, of French origin, is shortly bringing out a disc record of twenty inches diameter.

A Splendid Trade Report.

Judging from the December report, the Gramophone Co.'s trade this year is going to be exceptionally good, for it only emphasizes the fact that gramophones, in spite of competition, are more popular than ever. I have been told that December was the finest month in the whole history of the company, sales being remarkable in all lines. Such a report in these times is good reading, and we feel more sure now that the new year will justify itself.

Telewriter Device for Telephone.

Anyone in London having a telephone can now have what is called a "telewriter" attached, so that in ringing up another person similarly equipped, he can transmit a written message, draw a sketch, or write figures while speaking, which would all be instantaneously reproduced by an electric pen at the other end. If the subscriber when rung up happens to be out, a message can be written automatically on his telewriter pad by writing it with the special pen on the pad of the instrument from which the call is made.

Contracts Over 'Phone Not Legal.

A recent case in the courts is of interest. A contract was made over the 'phone and not afterward confirmed by letter. Such a contract, the judge decided, was not binding. As a wag puts it, the decision is expected to result in a greatly increased use of the telephone for proposals of marriage.

Gramophone to the Rescue!

The government of India have recognized that the only sure means of disseminating the King's recent proclamation to the princes and peoples of India is through the medium of records. To this end, therefore, the government have entered into an arrangement with the Gramophone Co. for Alec Marsh (late of the Carl Rosa Opera Co.) to dictate the proclamation for the records. Native gentlemen will also make the speech in the ver-

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

TALKING MACHINES

Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.

31 Tabernacle St., London, England

F. W. ROBINSON

"The Talkeries," 213 Deansgate, MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS., CYLINDERS, ETC., and all goods connected with the trade.

WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited PROMPT ATTENTION

Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.

SEE ADV'T ADJOINING

To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring **the greatest care in pricing and buying**, with a view to the future. Having had **many years'** experience, I am prepared to **buy** for you upon **commission**, and to keep you posted up with all **the latest productions** and act as your representative. I buy **rock bottom.** Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write, stating requirements, to

F. W. ROBINSON, 213 Deansgate, Manchester, Eng.

Melograph Disc Records Co., Ltd.

22 Sir Thomas St., Liverpool

The finest double-sided 10-inch Disc Records on the market 2/6 each

Compare them with any other make at any price. Write for Lists and Samples.

nacular of every Indian province. The records are to be ready some time this month, and will be sold at half the usual price.

British Zonophone Co. Removing.

The British Zonophone Co. are removing from City Road to Tabernacle street, where all business will be conducted in future. Trade is reported to be on the increase in every department; machine and record sales are in the ascendancy, and great things are expected this year.

Interesting "Dubbing" Suit in France.

An action in the French courts recently comes at a particularly appropriate time just now in view of a repetition in England of a somewhat similar instance, which may be termed "dubbing." The case in point devolves on whether or not an artist has a right to his voice. A leading singer made records for a German concern under exclusive contract. His impressions were copied or reproduced by a French firm, against whom an action was brought in consequence. The decision was in favor of the French company, but was reversed on appeal, the court's finding being that the singer's voice was in his own right to dispose of when and how he liked.

The Rena Double Record.

The Rena double record has attained such widespread demand that the company have been compelled to open up premises in Manchester at 93 Market street.

The Sterling Special Record.

The Russell Hunting Co. this month draw attention to their freshly-molded Sterling special records, which every colonial and foreign dealer should stock. The quality is right and only the best artists are engaged, while a generous profit is allowed to traders handling a record that is an easy seller. Current lists are right up-to-date and contain some beautifully recorded selections of old favorites. Full particulars will be posted on application to the company at Bishops Road, Cambridge Heath, London, N. E.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, Feb. 4, 1909.

The traders in Liverpool and district are not doing so well as should be the case, and although a couple of months' fairly good business was reported in November and December, trade has been very flat since the opening of the new year, and in some cases the complaints are very serious.

Both the wholesale and the retail traders have, during the past season, been compelled to hold bigger stocks than hitherto, and the labor troubles at the latter part of last year, combined with the tightness of money, have reduced sales to a large extent. The middle class and working man, not possessing or earning sufficient money to indulge in such luxuries as talking machines and records, the buyers are restricted to the best class of monied people, who only consider the higher quality of goods throughout in purchasing. The vicissitudes of the market and ever-changing aspects of the trade are seriously interfering with the outlook in the sales for the near future.

The number of records upon the market, each competitor against one another, the slackness of trade generally, and the low prices, with exceptional terms offered by some firms, all help to unsettle business generally, and the feeling exists to-day that traders hardly know what to expect one day from another. In some houses, it is true, business is reported as very satisfactory, but we are sorry to say, in the majority of cases, this is not so.

There is no question whatever that the conditions to-day are entirely different to what they have been. The novelty of the talking machine business has worn off, and the trade is settling down into what we soon hope will be legitimate lines. Instead, however, of customers purchasing half a dozen or one dozen records at a time, they now step into the store, hear perhaps half a dozen records, and at the finish purchase one, and this resolves into a somewhat concentrated position, whereby only the most perfect records can be sold. Customers now border on the fastidious. They are, it is true, prepared to purchase the records they require, but these must be the very latest, without any blemishes and mistakes in recording, of high finish, and good value for money. Taking into consideration the enormous number of disc records upon the market, it is a very remote question whether many of them can survive the above tests of excellence for very long. There are rumors of impending changes during the next few months, and it is, unfortunately, this feeling of insecurity hanging over the trade that, to a large extent, handicaps the prospects of the business. The days of fancy prices are over; the public now demands a good article at a reasonable price.

As far as the cylinder trade is concerned, there has been an enormous quantity of cylinder records recently put upon the market, liquidated stocks, through closing down depots, etc., at prices ranging from 2s. to 3s. per dozen. In some cases there are thousands and thousands of cylinders in stock, for which any price will practically be accepted to clear. This alone will keep the cylinder trade very low for some time to come, and before this branch of the business will resume its normal capacity this will all have to be cleared, and we do not think it possible that the clearance can be effected before the middle of this year at the earliest.

Business is reported moderate with Thompson, Helsby & Co., of Liverpool, Pathé goods principally being their leading line.

We understand from Mr. Turner, the manag-

ROYAL APPRECIATION

To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
39 Belleaghatta Road, CALCUTTA

To H. M. the SHAH OF PERSIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

ing director of the Melograph Disc Record Co., that this firm is to increase their repertoire considerably with all the latest and best music, and each month issue a supplementary list of everything right up-to-date. They have, it appears, very excellent prospects as regards the export trade, and one order which they have in view will be sufficient to keep them busily engaged for the next three or four months. The multiplicity of disc records upon the market has, of course, affected their sales, but with care and attention and a thorough study of the requirements of their customers in various countries, they hope in the near future to do very well.

At Archer & Sons a fairly moderate business was reported. At Messrs. Richardson's and Messrs. Johnson, the well-known wholesale houses, returns are still keeping up very well. In the former house the Amberol records and Edison phonographs are still having good sales, and at the latter house both disc machines, records and novelties, which Messrs. Johnson's specially cater for, are holding their own in a very satisfactory manner. January business was reported exceptionally good at Messrs. Cramer's, especially in the higher price machines and records. Messrs. Van Gruissen's, in Bold street, are very pleased with the results up to date. Concentrating upon gramophone goods alone, they have had some nice sales recently.

At Jake Graham's, Renshaw street, the sales have been exceptionally large for the past few months. Keeping everything that is required in the talking machine trade, both in machines, records and accessories, Mr. Graham has a large clientele.

At the Gramophone Stores, in Lime street, Mr. Parr stated that under the new reorganization scheme the business had turned out very fair indeed.

We understand from various sources that negotiations are now proceeding with several Liverpool financiers to place upon the market a new type of disc machine and records. The inventions in question have taken several years to perfect, and the inventors claim that approximately ordinary 10-inch discs can be manufactured that will last for 15 minutes in playing. If this is so it will place quite a different aspect upon the trade generally, and it will not only considerably affect the sales of the present 10-inch disc records, which now last from two to four minutes, but it will also considerably affect the mechanical position of the disc machines of the future. We hope to report on this more fully in our next issue, and in the meantime we shall probably see some alterations taking place in the North of England before the next issue of The Talking Machine World is published.

MANCHESTER NOTES.

Manchester Feb. 5, 1909.

In Manchester and district business has not been nearly so good as anticipated. Price cutting has been very considerable, and as manufacturers are in some cases unable to prevent it, it seems probable that smaller profits than hitherto will be the rule. In the surrounding district trade has been reported as only moderate. In Altrincham, although Messrs. Noble do the cream of the trade here, the sales have not been so large as anticipated. In Stockport, Nield & Son, the well-known piano and musical instrument warehouse, state that they have done a nice business during the past few months. Concentrating principally upon gramophone goods, they are very pleased with some of the recent sales.

The Disc Record Co., of Wellington Road, Stockport, have recently been very busy with their export trade. Their shipments to India have been very large, and for the Indian territory alone they have sufficient orders in hand to keep them fully occupied for a considerable time to come. The Scandinavian trade has also been good with them, and these orders, combined with the French and Italian, have been very satisfactory.

In Manchester, Messrs. Duwe, of High street, had a fairly busy time up to Christmas, but now, like other houses, business has fallen off a little. Recently, Messrs. Duwe have taken over the sole wholesale agency for the "Discometer," which was reported on in The Talking Machine World a short time ago. They are anticipating large sales for this little instrument, and trade customers who desire to handle this most important adjunct should communicate with Messrs. Duwe without delay.

Business was reported fairly good at The Filamentine Co., who are doing very well with their "Filamentine" diaphragm, added to which their trade has considerably increased in machines. They are also putting upon the market an innovation in the form of a new machine, called the "Mentophone." The advantages claimed for this machine are considerable. Fitted with one sound box, it has a double parallel tone arm with two separate connections, thereby utilizing two tones instead of one. As Mr. Earl pointed out, if a machine of this type is placed in the corner of a concert room, for example, the sounds are much better distributed by the aid of two horns than one, each horn giving a distinct result independently of the other. From what we heard, the "Mentophone" appears to be a machine worth the careful consideration of all the dealers. This firm is also making a special push with the "Mentophone Needles," extra loud tone, and extra soft. We have tried these needles personally, and find very good results from them.

The Edison-Bell Co. closed down their depot at 22 Dantzic street at the end of December. They sold a large portion of their stock by auction January 5, and the result of this is that Edison-Bell cylinders are now being offered by jobbers at 2½d. (5 cents) each retail at a good many retail stores. This kind of business has a most disquieting effect upon the market generally, and dealers scarcely know where they are when such things occur.

Messrs. Richardson, of Shudehill, have opened a new store in Blackburn (wholesale only). They have a very large connection around this district, and the past results have been so good that they decided to open up on the spot for the benefit of their numerous customers.

BRADFORD AND DISTRICT.

Bradford, Feb. 3, 1909.

Trade in Bradford and district was very good up to Christmas, but since the new year a decided lull has taken place. Machines and records, especially disc goods, are selling principally, as we foretold in The Talking Machine World many months ago. Such an enormous quantity, however, of cylinder machines have been sold during the past few years that there is still a large demand for cylinder records. Previous purchasers, who have already bought a cylinder machine, in many cases not caring to change for a disc machine. Amberol records have been selling very freely, but in many instances the dealers are complaining of the scarcity of suitable titles for the English market.

The disc trade in England has got to such a pitch of perfection that unless the makers of cylinders keep right to the front and place upon the market goods suitable for the district in which they are sold, they will certainly have no chance of holding their own for long; and taking into consideration the enormous expansion of the disc business generally throughout the country, it will pay manufacturers abroad to produce what can be sold here in this country, otherwise the trade will be lost and never regained.

R. J. Appleton & Co. have removed from Bradford to their new depot at 15 Aire street, Leeds. We mentioned in a previous issue that this firm had taken commodious premises in Leeds, and we are now given to understand that Leeds will be their principal depot in the future. They will not, however, neglect the trade in Bradford and district, but orders obtained by their travelers for goods will be despatched from Leeds direct, instead of being distributed from the Bradford center as in the past.

J. Marshall & Co., Banks street, report having done very nicely indeed in gramophone goods, for which they are the sole agents, the higher price productions selling very freely.

At the Parker Phone Co., in Queensgate, business was stated by Mr. Stoddart, the managing director, as very good up till Christmas. Since then, however, like others, they have experienced somewhat of a lull.

Messrs. Dyson's, Ltd., of Manchester Road, have done exceptionally well during the past fall and winter season with Edison goods, of which they make a leading line. They have recently taken up the factorship of Zonophone records, and it is their intention to make a special push with these goods, Mr. Tidswell, the manager, having the utmost confidence that the sales in Zonophones will be exceptionally large in the near future.

Taking, however, Bradford and district gener-

"CLARION"

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY=MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The First List of the New 5-Minute Records Now in course of manufacture

The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Accredited Agents in U. S. A. The Portland Talking Machine Co. JOBBERS PORTLAND, ME., U. S. A.

ally, the trade might have been considerably better, but owing to the fluctuations between capital and labor and the short time the mill hands have been working, the spending powers have been somewhat reduced. Hence the trade being not quite so good as was generally anticipated.

FOREIGNERS MUST PAY SAME FEE

As Is Exacted by Their Respective Countries from Americans—House Committee on Patents Now Considering Measure Introduced by Representative Stephens.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 8, 1909.

The House Committee on Patents is now considering a bill recently introduced by Representative Stephens, providing that any citizen of a foreign country desiring to secure a copyright or patent in the United States must pay to this country in the shape of fees, etc., an amount equal to that demanded by his respective country from citizens of the United States for similar service. The bill is rather wide in its scope, the full text being as follows:

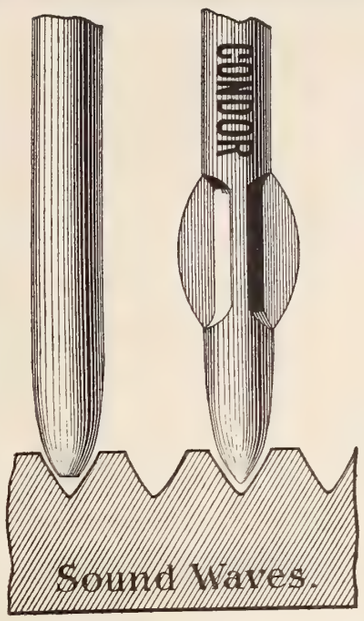
"That whenever any letters patent is issued by the United States on any article, commodity, device, mechanical appliance, or machine protected by patent, or any copyright issued by the United States on any article, musical composition, musical instrument, or device for reproducing music or musical composition, to any citizen of any foreign country, then such patentee or copyright grantee shall pay to the United States the same amount of fees and subject himself to the identical laws, restrictions, rules and regulations as such foreign country imposes upon a citizen of the United States for patenting or manufacturing and selling the patented article therein; and the failure on the part of the foreign patentee to comply with this law shall operate as a forfeiture and cancellation of such letters patent or copyright in the manner hereinafter provided.

"Section 2. That the Secretary of the Interior is hereby authorized and empowered to make and carry into effect all such rules and regulations as he may deem necessary to enforce the provisions of this act.

"Section 3. That (a) whenever any letters patent issued by the United States on any article, commodity, compound, device, mechanical appliance, or machine protected by patent, or (b) any copyright issued by the United States on any article, musical composition, musical instrument, or device for reproducing music or musical composition, or any picture book, pamphlet, or any other work of literature or art protected by copyright is purchased from the patentee or owned, leased, used, or controlled by any individual, firm, association, syndicate, corporation, or combination which is engaged in any vocation, business, or enterprise in violation of any law of Congress or of any State prohibiting, restraining, or regulating trusts, monopolies, or combinations which operate in restraint of trade or commerce among the several States or with foreign nations, the right to any protection under the patent or copyright laws of the United States shall cease and terminate and shall subject such patent or copyright to cancellation in the manner hereinafter provided.

"Section 4. That any citizen of the United States, or any United States district attorney for any district of the United States, may institute or cause to be instituted suits in law or in equity for the cancellation of any copyright or letters patent mentioned in this act, when the facts shall warrant such suit or suits as provided in this act, in any circuit court of the United States where the foreign patentee may reside or transact business, or where the patent or copyright referred to in Section 1 of this act is owned, leased, used or controlled, or the articles or products referred to in Section 3 are manufactured, used, produced, or sold in violation of this act; and said court is hereby given full jurisdiction to try and render judgment in all such cases under this act."

Action on the measure will be eagerly awaited.



CONDOR

is the

Only Needle in the World having

Each Point Warranted

therefore

Best Reproduction

No Ruin of Record

Sole Manufacturer

Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY

SUIT BROUGHT AGAINST BRADLEY

By the Fonotipia, Ltd., of London and Milan and the Columbia Phonograph Co.—Perpetual Injunction Asked Against "Dubbing" or Duplicating Their Records.

On February 1 suit was filed by the Fonotipia, Ltd., of London, Eng., and Milan, Italy, and the Columbia Phonograph Co., General, New York, against W. V. P. Bradley, Brooklyn, N. Y., "sales agent" for the Continental Record Co., in the United States Circuit Court, eastern district of New York, for "dubbing" Fonotipia operatic records. The bill charges the defendant "and others conspiring and confederating with him" with "preparing and threatening to injure and destroy" the complainants' "exclusive rights * * * by placing on the market in this country counterfeits or spurious imitations from sound records * * * and offering the same for sale at prices greatly below the prices now being paid for genuine 'Columbia records, Fonotipia series.'"

The complaints further aver that "such counterfeits can be obtained by merely electroplating, at a trifling cost, a commercial disc record, and then using such electroplate or stamping matrix * * * for stamping out counterfeit records by the thousand, * * * and that the foregoing is the method by which said defendant * * * produces his so-called 'Continental Grand Opera Disc Records.'" The defendant is also charged with "distributing catalogs and circulars addressed to the talking machine trade relating to these records which are alleged to be 'made in this country from mother records imported from foreign countries,' * * * and that they 'are equal to the originals in all respects.'"

In view of this recital and other statements submitted in detail, the Columbia Phonograph Co. General, ask for a perpetual injunction against Mr. Bradley, his associates, etc., likewise a preliminary injunction and a temporary restraining order of the same tenor. Besides the defendant to deliver up to the court in advance of the hearing * * * any and all such counterfeit records, catalogs, circulars, etc., to be destroyed after the hearing. An accounting is also prayed for. Argument on the motion was set down to be heard by Judge Chatfield February 13.

OSBORNE'S AMBEROL PUBLICITY.

Thomas Edens Osborne, the talking machine jobber of Belfast, Ireland, is a great believer in publicity, and the daily papers of that city bear ample testimony to this. He has been paying particular attention recently in his advertising to the Amberol records made by the National Phonograph Co. One of his most original conceptions—an excellent and clever one, mark you—is the following which we clip from one of the Belfast papers:

BIRTH.

Amberol.—Autumn, 1908, at the laboratory of Thomas Alva Edison, Orange, New Jersey, U. S. A., from the fertile brain of the great inventor—the "Amberol" phonograph record. N. B.—All information concerning the "new arrival" on application to Thos. Edens Osborne, 4 Donegal Square West, Belfast.

BIG MONEY FOR SCHUMANN-HEINK.

According to Madame Schumann-Heink, the grand opera contralto, the Victor Talking Machine Co., Camden, N. J., paid her $30,000 for 100 songs.

You must remember that sometimes your tact may persuade a customer to buy, without convincing him to buy from you.

A phonographic attachment for the telephone has been arranged to tell when and, if desired, why the doctor or the lawyer is out. Probably it will be adapted early to the work of mentioning domestic excuses when hubby's regular voice is lost in a fog.

A TRADE FIELD THAT DEMANDS FINE WORK.

Why Expert Talking Machine Salesmen Are Rare—Improved Methods Suggested—Actual Experiences of a Veteran Which Will Interest the Student of Salesmanship.

BY L. K. CAMERON, OF RUDOLPH WURLITZER CO., IN "SALESMANSHIP."

There is a great demand for first-class salesmen who thoroughly understand the retail talking machine business in all its phases. The demand far exceeds the supply, and I believe I am safe in saying that in this big country of ours there are not one hundred first-class A1 talking machine salesmen, when there should be ten, yes, twenty times that number.

What is the reason for this? Of course the business is in its infancy and some will say that they "have not had the time to look up the fine points," and they "must not be compared with salesmen of leather or dry goods, etc., who have had the benefit of years of experience of others before them in their lines, for advice and direction." This may be true to a slight degree, but I think that most salesmen new to the talking machine business merely seek the path of the least resistance and try to gradually absorb a slight working knowledge instead of digging down into the depths and learning everything of importance and value on the subject. It is like learning a new language. If you go among Frenchmen you will acquire a superficial conversational knowledge of the language in a couple of years, but, if one buckles down to his French grammar, lexicon, etc., putting his mind upon it with determination to learn, he will speak the language grammatically correct in half the time.

Take the ordinary person who starts in a talking machine department of any of our large music houses. He learns the prices of the different machines and records, and after a time is able to distinguish styles of machines and horns from each other, sometimes. He has a dim idea, sometimes, that different sizes of machines have a different tone, sometimes. He can tell you, sometimes, why this difference exists, and, sometimes, he can't. And he can't more times than he can. You see this "sometimes" business is a big thing, and managers of talking machine departments and houses should take pains to eradicate this uncertainty among their salesmen.

Now, I do not wish to be understood as being pessimistic, but these views are merely the result of a tour of observation to the different talking machine departments and establishments in New York and Chicago, where I think one should get some idea of present conditions. I am glad to say, though, that these conditions are being gradually bettered, thanks to the labor and forethought of certain large manufacturers of talking machines and phonographs, who have mailed to all dealers and salesmen of their goods, lessons in machine salesmanship, which have done a great deal to alleviate these conditions, by giving to all who took the pains to conscientiously study them a better appreciation of the value of knowing their goods.

The department manager should every two or three weeks call his salesmen together and go carefully over the selling features of each style of machine, explaining to the salesmen the difference in tone between certain styles, and the cause of the difference; also the effects produced by horns of different sizes and materials and the effects of different needles on the life of a record and on the tone production. He should endeavor to make clear in the minds of his salesmen the principles upon which the tone is reproduced by the soundbox or reproducer, and give them an idea of the process of manufacture of the records, for many a time does the customer ask, "Well, how are these records made?" and "What is the difference between the cylinder and the disc records?" The usual answer I have found to this is, "Oh, one is round and made out of wax and the other is flat and is not made of wax." So the customer knows about as much as he did before he asked. Let the department manager explain and make clear all these points to the salesman. The best methods of selling should be discussed unreservedly, and in this manner will a great many of the cloudy points be cleared.

The salesman personally should endeavor to post himself thoroughly concerning the stock. Don't stop at merely learning the prices and to distinguish the different machines and records, but go deeper into it. Experiment with the machines. Observe the effect of the different size horns and the horns of different materials. Familiarize yourself with the names of all the parts of the motor and the work each does. If convenient, take a machine apart and put it together again and learn to diagnose a case when a machine does not run properly. Have your sample machines in perfect condition, running smoothly; and above all things don't let your reproducer or soundboxes blast and rattle, for nothing will kill your sale quicker than a poor reproduction. Do not use for exhibition purposes old, worn-out, scratchy records, and also do not try to dispose of records you have been using in your rooms to some E. Z. Mark. He may be easy, but when he observes that his records are not as smooth as some he has heard, he will go to that place where they were smooth and you lose a good customer. Remember that you must impress your prospective customer with the quality of the tone reproduction of your machine as well as the quality of your selling talk.

It is very important that you have a selling talk. Don't merely talk at random on all styles and sizes of machines, but have a plan of campaign. In my own case I have very successfully used the following method:

I have composed a selling talk embracing, as it were, an introduction to the machines, a general statement as to their quality and respective strong points, and a few indirect questions to get an idea of the amount willing to be paid and the style of the machine desired, whether disc or cylinder. This will give you the opportunity to dwell upon the merits of one particular machine which it is evident he can afford. Do not make the mistake of trying to sell him too expensive an outfit, as the idea of such a large amount involved may discourage him and he may refuse to buy altogether. And yet, if he can afford it, impress upon him the advisability of owning a machine with which he will be perfectly satisfied, a machine of perfect tone, quality, strong motor, etc., here entering into a description of the machine suitable to his needs.

I have written and rewritten my selling talk, polishing here and revising there, until it embraces the strongest arguments at my command. This I committed to memory, and no matter when or how interrupted, will manage to pick up the thread at the right place and continue until the psychological moment arrives. Then stop talking. Now it is just as important to know when to stop as it is to know what to say. Many sales are talked to death and others meet the same fate at the mouth of the horn, for salesmen often make the mistake of playing too many records. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful, as it enables one to bring his strongest and most brilliant arguments to bear, where otherwise his talk would start nowhere and end about half a mile this side of the same spot.

There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine music. So don't try his patience by playing things you are fond of. Find out how his tastes run and put these records on the machine. Try to get at ease, but not familiar with your customer, for then the battle is partly won. Get him to talk and express his opinion on the machine and the result is easier. The hardest man of all to do business with is the man who sits in his chair like a wooden image and never opens his mouth or cracks a smile. Try different styles of music until something thaws him out. You cannot tell what the result will be. Once you make the right impression things begin to happen. This was illustrated forcibly just a few days ago. A gentleman and his wife walked into the store the other day, and in answer to my question asked to be shown the different styles of machines. I went through my regular formula, had them seated in one of our private salesrooms and was playing a record or two to get a line on his tastes. After a couple of good quartettes and some orchestra music, he seemed to fancy a $60 outfit, but could not make up his mind. I saw immediately that there was something lacking in my endeavor to make an impression, but I had one more card up my sleeve, so to speak. So, placing a duet by two of the great operatic stars on a $200 machine which he had not noticed, I started it going. The effect was magical. He was entranced. "Now," he said, "that is something like it. Why don't you know that to me the first place? It is simply marvelous."

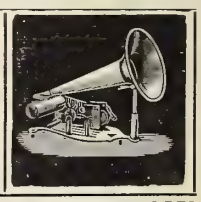
Now, I had led him up to that and by degrees put him in a mental condition to fully appreciate the beauty of the best machine by comparing it with others of the same make, only smaller. This man had to be treated in this manner, otherwise I would have lost the sale entirely, or at the most sold him merely a $60 outfit when he was capable of paying more and willing to do so.

Study your customers and remember that all men cannot be treated alike. What impresses one

SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINNENSTR. 21



MR. RECORDER, do you know my WAX "P,"

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

tires another, and vice versa. Always try to meet a man on his own ground. If he is easy going, good natured and wants to talk and enjoy himself while he is looking at the machine, be thou likewise. If, however, he is taciturn and cold, don't attempt gayety with him or he may think you frivolous and your arguments will have no weight whatever. Endeavor to gradually thaw him out by your studied politeness and tact, and when you see him interested in some certain records or machine, attempt to draw him out on that article. Find his peculiar hobby in the musical line and notice at the end of half an hour or so the change in him. Study your customer's taste in music and remember the kinds of things he likes. Make a list of your important customers for your own use, and by each name a memoranda as to the class of records he buys. Write him a personal letter each month and tell him you have something of especial interest which will be sure to strike his fancy. You will be surprised when you figure the results of these special efforts and realize that you have made sales amounting to two or three hundred dollars which otherwise would have been lost. Besides your customers will appreciate the interest you have taken in them and will stick to you, and keeping old customers is just as good and important as making new ones. Don t let a prospective customer bluff you. I am sure there are some who will try it. They will go so far as to intimate that they know as much or more about business than you do yourself. The best and only way to avoid this is not to give him the opportunity. Know your goods from beginning to end, and no matter how hot and heavy the cross-examination some people put you through you will come out victorious in the end.

There are times when we must be firm, especially with the fair sex. The other day an elderly lady and her granddaughter came into our department, having been attracted by the window display. She wished to send a machine to her country home and was taking a general survey of all styles and makes. In giving her the prices of the different machines I had a dim idea she was not really hearing all I said, merely for the reason that she did not listen. However, she decided on a certain machine with a special horn amounting to $51. The next morning she telephoned in and changed her order to a larger outfit, which I had priced to her the day before at $68, saying she would be down to the store in a copule of hours, as she could not understand the price I made her on the 'phone. After she arrived I happened to again mention the price of the outfit.

"Sixty-eight dollars!" she really yelled. "Why you told me yesterday it would be only sixty, and here you are trying to raise prices on me, taking advantage of my ignorance of the machines and by misrepresenting things, trying to steal my money. I just won't have it. You may cancel my order." And she stewed and fumed, ranting and marching up and down the room.

I let her rant for a while. Maybe I was a little mad, but it was righteous anger, but with no show of temper, said:

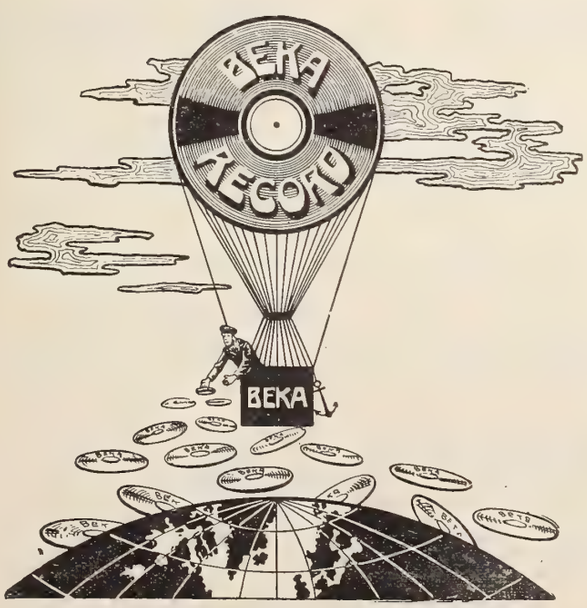
"Madam, you are very unjust and decidedly mistaken, but under the circumstances I think it is the best thing you could do. For really, if you think that it is the policy of our establishment to treat people in the manner you suggest you would naturally not wish to take a machine from us. In fact, under such conditions I prefer not to sell you the machine, so we will call the matter off. I am very sorry, but really I couuld not conscientiously allow you to purchase a machine under that impression." When her daughter, who was with her this time, saw the turn affairs had taken, she interrupted with "Mother, I don't think you should let a matter of merely $8 stand in your way." So at that I knew I had won the day. With that kind of character to deal with, firmness was my best weapon. Had I tried to humor her she would have only been more positive that I had intended taking advantage of her and would have left the store in a rage. But seeing that I was firm and unyielding, she, after a short time, acknowledged she must have misunderstood me, and when she left, after paying half down on a $75 outfit, she was in the best of spirits. And so it goes. One must keep his wits about him and his eyes open.

Cultivate an easy flow of language, not necessarily brilliant, but each sentence full of meat and to the point. Be interested in the wants of your customer whether he is going to buy a thirty-five cent record or a $200 machine. If a record customer does not know exactly what he wants, suggest some little gem of a piece to him, and if you do happen to strike something he likes he will usually be so pleased with the discovery that he will invariably call for more like it on the spot. In a tactful way suggest to him that you would appreciate any mention he might make of the establishment to his friends. I am sure I have sold over three thousand dollars worth during the last year on that little suggestion alone. Oh, there are hundreds of little things to do to boost the sales. Use your brains. Be original, even if you fail now and then. You are bound to win in the end if you only have the determination backed by brains. With the determination to succeed engraved on his mind and planted deep in his soul a man will stick to the roads which lead to success. Great success is more a mental than a physical problem, and though the fools may laugh at the idea of one becoming successful merely because he made up his mind to do so, it is still a deep truth and will become more widely acknowledged as the results are shown. Make up your minds, brother salesmen, to be the best talking machine salesmen in the country. Realize the broadness of the salesman's position and his importance and prepare yourself accordingly. Stick to your determination and watch the results in your sales reports. You will be more than repaid. For I thoroughly believe we are not what we think we are, but what we think—we are.

Paul H. Cromelin, vice-president of the Columbia Co., left for Washington, D. C., last Friday. Watch the latest developments in the copyright situation.

BEKA RECORD

The Best Disc In the World



The Largest and Most Comprehensive Repertoire in

German	Danish	Tamil
English	Arabian	Malayian
French	Turkish	Burmese
Italian	Chinese:	Hindustanee:
Russian	Swatow	Urdu
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Spanish	Pekinese	Gujarathi
Portuguese	Shansinese	Hindi
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Dutch	Cantonese	other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

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Peerless Twin Records

FOR ALL DISC TALKING MACHINES

A Different Selection on Each Side :: Either Side a Hit

TWO IN ONE

65c.

TWIN RECORDS

Both sides look alike but are totally different

65c.

New Records New Policy New Prices

EVERY RECORD GUARANTEED

Advance Catalog includes all the Late Broadway Hits

(SEE PARTIAL LIST ON PAGE 55 THIS ISSUE)

New Selections Added Monthly. Watch our list, it will pay you.

Dealers and Jobbers will be surprised at the money-making information an inquiry will bring them. WRITE TO-DAY FOR CATALOG.

LEEDS & CATLIN CO.

53 East 11th Street, New York

TIMELY TALKS ON TIMELY TOPICS

Since Judge Lacombe, United States Circuit Court, southern district of New York, on October 4, 1904, rendered his decision on a "dubbing" case, no further effort to restrain the opprobrious practice by judicial decree has been made. Recently a concern have deliberately entered this questionable field of activity, placing a comparatively large line of "dubbed" records on the market, and of which doubtless many sales have been made. The Victor Talking Machine Co., Camden, N. J., warned buyers against what they described as spurious goods. The Columbia Phonograph Co., General, in conjunction with the Fonotipia Co., Milan, Italy, for whose records they have the exclusive manufacturing and selling rights in the United States and Canada, have gone one step further, and have applied for an order to restrain one, W. V. P. Bradley, of Brooklyn, N. Y., from making and selling these so-called "dubbed" records.

The hearing on the motion for an injunction was to have come on in the United States Circuit Court, eastern district of New York, Judge Chatfield sitting, Saturday last, and the second decision on this very vital dispute will be awaited with much interest. A notion prevails among not a few very intelligent members in the trade that "dubbing" is legitimate and cannot be stopped, providing the seller informs the buyer that the record in question is an "imitation" of the original. The World begs to differ with this peculiar conception of business integrity, to say the least, leaving the legal definition entirely to the courts. Moreover, there is no necessity to argue the case in these columns, as Judge Chatfield will apply the law; but it is just as well to remind the "dubbers" and those who aid, abet and probably defend them, that Judge Lacombe pointedly remarked, in the Armstrong suit, that "the law of unfair competition may fairly be invoked." Furthermore, as the court also observed, the very fact that the same sound waves or lines on the original are reproduced on the "dub" is clear proof of their being spurious. The question before the court is, can the manufacture and sale of such goods be prevented either in common or statutory law? The attorneys for the prosecution, whose bill of complaint is lengthy and elaborate, are sure the court will say, after hearing the defense and considering their brief, "we have examined the citations, which contain no argument and which we find unpersuasive."

Amusing stories are told bearing on the defective hearing of Thomas A. Edison; one of the latest caused no end of quiet laughter in the experimental laboratories at Orange, N. J. Mr. Edison had been interviewing a party who is known as an inventor of improvements in talking machine devices, and whose services he was about to engage. In the preliminary talk the "old man," who was in one of the "labs" surrounded by the "muckers," was asking the gentleman a number of rapid-fire questions on technical matters pertaining to the reproduction of sound, record composition and cognate things, the answers revealing knowledge that few of the curious auditors were familiar with, but nevertheless eager to absorb—coming "right off the reel," as it were. Then the "Wizard," apparently oblivious of his surroundings, suddenly admonished the interrogated inventor not to say a word to anyone of what they had been talking about. The discreet listeners smothered grins as they resumed their research work and experimental investigations, wiser for certain coveted information that came from an authoritative source. The incident was supposed to be suppressed, but the story was too good to keep, and therefore it leaked out.

With scarcely three weeks remaining of the final session, Congress will find it impossible to pass a copyright bill. The Washington correspondent of The World, on another page, reviews the situation up to the present moment, and supplies the text of the Washburn bill dealing with the music section, the bone of contention. This measure provides a royalty fee arranged on a basis of 5 per cent. as between the copyright owner and those to whom the privilege of reproduction is accorded, and the right shall be free to all under certain conditions. Another bill, for which Mr. Currier, chairman of the House Patents Committee, is sponsor, allows a flat royalty of two cents on each record sold of the composition used. The committee are divided which of these bills should be recommended for passage. This controversy has now been going on for at least four years, and the outlook is that another two years may elapse before any copyright legislation is effected, if then.

So far as the musical sections of the bills are concerned, they will not be retroactive, hence the works of deceased composers will be barred the benefits of the act when reproduced on records. A case of this kind that is attracting wide attention is that of Mrs. Ethelbert Nevin, widow of one of the best-known composers in the country. Mr. Nevin was the author of many songs, the best known of which are "Narcissus," "The Rosary" and "Sweet Venezia." Under the proposed copyright bill there will be no protection for songs and other music that have already been used without payment. Consequently, for Mrs. Nevin there is no protection. Her husband is dead and can compose no more songs. Her copyrights are rendered almost worthless and she loses thousands of dollars because of the use of the records. She intends to ask the committee to make some provision for the payment of royalties to owners of copyrights. This is a particularly sad case, to be sure; but if the retroactive door is opened once, how will it be closed again? The Patents Committee will doubtless adhere to their original intention in this respect regarding the provision of whatever bill they may favorably report to the House.

Now the manufacturers of perforated music are arranging and cutting rolls to accompany records. The first firm displaying this commendable enterprise are the Chase & Baker Co., Buffalo, N. Y., who in their February list of selections have included "Ah, So Pure!" from "Martha," which is arranged as an accompaniment for Victor record No. 88,001, and the sextet from "Lucia di Lammermoor," as an accompaniment for Victor record No. 96,200. This is a suggestion that other roll manufacturers might follow to advantage.

In the revision of the tariff the talking machine trade appear to be rather indifferent. But one company seemed to be sufficiently interested to have a representative before the House Ways and Means Committee, and that in a left-handed sort of way. The attorney in question candidly admitted he was not familiar with products of the trade, or how much they suffered—if any—from foreign competition; therefore he was in no position to speak. There has been no petition placed on file with the committee to reduce duties; and European makers of machines, records, etc., avow the only obstacle they encounter in sending these goods to the United States are the patent restrictions. The tariff would not prevent them from flooding this market with a cheap product, as the high grade lines known to the American public are beyond their reach.

The trade have frequently and justly claimed that too many records of the same selection are catalogued. The same song will be placed on ten and twelve-inch records, and sometimes as many as three and four artists will be employed, not to mention the instrumentals quartets, etc. This is also true of the cylinders. An expert, to whom this subject was broached, said the duplication and triplication of records is often the fault of the recording laboratory in their engagements with the "talent." Of course, the company charged with listing so many duplicates of the same number, in one form or another, could rectify the evil, this authority claimed, but it is seldom if ever done. Naturally, this leads to "loading up," against which much bitter complaint is heard, and to prevent it no practical solution has yet been offered. Well, the upshot of the conversation was a lot of criticism freely offered, in which the expert aforesaid defended the manufacturers, but when one mentioned that the multiplication in divers forms of "Love Me and the World is Mine," as an example, everybody threw up their hands and declared that was the limit, and for which no acceptable defense could be offered in "extenuation of the crime."

DEVINEAU MAY RESIDE ABROAD.

Resigns His Position as Secretary of the City Sinking Fund Commission of Cleveland—Federal Mfg. Co. With Which He Was Connected Financially Embarrassed.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 5, 1909.

Louis Devineau, a friend of Mayor Johnson, of this city and secretary of the City Sinking Fund Commission, has sent a letter from Brussels, Belgium, resigning his position, and it is believed that he will henceforth reside abroad. Several months ago, by the death of a relative in France, Devineau's two young daughters were left a large sum of money, $30,000, it is said. With Mrs. Devineau they sailed at once to claim the bequest. After the holidays Mr. Devineau found that his wife was unable to prove satisfactorily her daughters' claims to the inheritance, and it was necessary for him to go to France. He was given a leave of absence and immediately left to join his family.

Mr. Devineau was manager of the Devineau Biophone Co. and the Federal Manufacturing Co., two concerns which manufacture patented phonograph devices. As a result of Mr. Devineau's leaving, the companies with which he was connected have been financially embarrassed, and three attachments have been issued against the Federal Manufacturing Co. on claims made by Columbia Phonograph Co.

GREAT LIST OF HEBREW RECORDS.

The Hebrew record list of the Universal Talking Machine Mfg. Co., Newark, N. J., is reported as being the largest and best selected in the country, and on which their sales almost equal those of the American numbers. The special bulletin, issued last week, has 14 numbers, the five duets being reproduced from the voices of the greatest Jewish artists in New York City, and that is saying a great deal. Their soprano solos are also equally high class. The duets were sung by Mme, Prager and Mr. K. Jurelier, and the solos by Mme. Prager. Other magnificent voices, the possession of these peculiarly gifted musical people—talents usually inaccessible—will be placed on the Zonophone records at an early date. Their regular Hebrew catalog contains 50 other numbers. Manager Macnabb is earning well deserved praise for his tireless efforts to have his record catalog equal to the best in the market in point of quality, finish and selling value.

WASHBURN COPYRIGHT BILL REPORTED.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 13, 1909.

The House Committee on Patents will report back the Washburn copyright bill early next week and recommend its immediate passage. This bill provides for a 5 per cent. royalty basis for reproduction rights on records, and where such allowance is withheld music writers are authorized to sue for damages in amounts not to exceed $5,000 in cash. This penalty is a new feature. (The test of the bill appears on pages 69 and 70 of The World.)

The Columbia Exclusive Dealer Owns

The Disc Half of It:

The exclusive agency for Columbia products to-day gives the dealer far more than any other manufacturer is in a position to offer.

It gives you an absolutely complete money-making line, with no soft spots in it from one end to the other. Machines ranging in price from $20 to $200—several distinct styles of both disc and cylinder types; Double-Disc Records to sell at 65c. to every owner of a disc machine in your territory and to the new owners you create yourself; a magnificent line of Indestructible Records to sell to every owner of a cylinder machine in your territory and to the new owners you create in your own store, and a clean-cut, well-established policy of square-deal and protection behind it all, eliminating unfair competition and insuring you increasing profits from every month of time and every dollar of money you put into your business.

You can hardly name a line of business to-day which offers its local representatives a surer or safer market. The prestige of the company's product is mounting higher every day. No need to tell you, though—every reader of all or any of the leading magazines already knows all about it. Don't deceive yourself—times have changed rapidly during the last few months, and we have had a lot to do with the changing of them.

The responses to our general advertising of Double-Disc Records make it clear enough to us that every town is full of disc machine owners who only want to know where Columbia Double-Discs are sold. They seem to have gotten very rapidly beyond the point of argument, and the huge files of re-orders for Double-Disc Records which we have been filling more and more promptly during the last two months are proof enough here at headquarters, that any dealer who lets the Columbia Double-Disc exclusive agency get by him, is going to ask himself a little later on why he allowed himself to go to sleep at the switch in broad daylight.

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JOBBERS WANT
jobbing rights
Write for par
Phonograph Co.
Tribune Buildin

***"No one thing will give so much pleasure, to so
Columbia Graphoph***

COLUMBIA PHONOGRAPH CO., Gen'l, -

Both Halves of the Record Business!

The Cylinder Half of It:

Just so you don't get hold of the Indestructible idea wrong side up, we want to remind you that the Columbia Indestructible Record is this minute selling circles around any other cylinder record on the market—and not merely because of its indestructibility, either.

There are plenty of people who own cylinder machines, and who will soon own cylinder machines, who will buy Indestructible Cylinder records now and hereafter because of the indestructible feature alone—that's true enough. It doesn't take them long to see that the records are truly indestructible. It is a fact that neither use nor abuse injures them in the slightest degree, and a record which can be knocked about without injury and which can be played every day for years without showing the slightest deterioration of tone, is bound to take hold and take hold hard. But the one thing that really best holds the Indestructible Record customer, is the clarity and brilliance of the tone of the record.

This is true when the record is played on *any* machine, with any ordinary reproducer—and the sapphire point in any reproducer will play Indestructible Records all day, year in and year out, without showing the slightest wear under the microscope. *This we guarantee.*

But with the new Extra-Tension Reproducer, which we provide at $3 retail for application to every make and type of standard cylinder machine, their tone is simply incomparable. Gravity weight alone in a reproducer cannot act quickly enough to bring out all the sound waves that are in the record. The extra spring tension on the new Columbia Indestructible Reproducer carries the reproducer point down into every finest indentation of the record and brings out every finest gradation of tone—and that record can be played with that reproducer, day in and day out, year in and year out, and without producing the slightest damage to either the Indestructible Record or to the reproducer point.

people, for so long a time, at so little cost, as a $20.00 to $200.00"

- - TRIBUNE BUILDING, NEW YORK

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JANUARY 16-23.

Berlin, 31 pkgs., $199; 34 pkgs., $221; Bombay, 9 pkgs., $500; 27 pkgs., $1,100; Brussels, 12 pkgs., $346; Buenos Ayres, 31 pkgs., $4,626; Callao, 4 pkgs., $256; Dublin, 3 pkgs., $171; Guayaquil, 2 pkgs., $102; Havana, 16 pkgs., $964; 2 pkgs., $750; Havre, 105 pkgs., $576; Huelva, 4 pkgs., $138; London, 7 pkgs., $533; 360 pkgs., $6,188; 10 pkgs., $579; Para, 5 pkgs., $156; Port Madryn, 2 pkgs., $151; Progreso, 125 pkgs., $2,127; Puerto Barrios, 2 pkgs., $151; Rio de Janeiro, 15 pkgs., $340; 24 pkgs., $772; Santiago, 4 pkgs., $180; Singapore, 5 pkgs., $180; St. Petersburg, 3 pkgs., $262; 24 pkgs., $735; Valparaiso, 12 pkgs., $1,215; Vera Cruz, 76 pkgs., $3,009; Vienna, 7 pkgs., $515.

JANUARY 30.

Bergen, 9 pkgs., $460; Berlin, 2 pkgs., $110; Callao, 2 pkgs., $100; 2 pkgs., $337; Havana, 8 pkgs., $275; Kobe, 101 pkgs., $5,616; London, 17 pkgs., $276; 564 pkgs., $6,582; Para, 124 pkgs., $315; Rio de Janeiro, 6 pkgs., $397; Savanilla, 6 pkgs., $607; Shanghai, 176 pkgs., $6,151; Singapore, 10 pkgs., $503; Trinidad, 13 pkgs., $703; Vera Cruz, 68 pkgs., $1,411.

FEBRUARY 7.

Ambala, 3 pkgs., $157; Berlin, 32 pkgs., $216; 31 pkgs., $200; Buenos Ayres, 57 pkgs., $800; Callao, 7 pkgs., $180; Colon, 15 pkgs., $301; Hamburg, 4 pkgs., $192; Kingston, 7 pkgs., $530; La-Liberto, 6 pkgs., $422; London, 19 pkgs., $686; Montevideo, 50 pkgs., $976; Porto Plato, 4 pkgs., $119; Reval, 2 pkgs., $161; Rio de Janeiro, 4 pkgs., $269; Vera Cruz, 79 pkgs., $1,840; Wellington, 392 pkgs., $3,654.

TRADE IS OPTIMISTIC

So General Sales Manager Dolbeer Reports After a Trip to Edison Dealers in Canada and Points Throughout New York State.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., got back to New York on Friday last from a short run into Canada. At Toronto the R. S. Williams & Sons Co., Ltd., told him they had the best business in three years. Returning, Mr. Dolbeer stopped at Buffalo, Rochester, Syracuse, Utica, Schenectady and Albany, N. Y., and all along the line he encountered a most optimistic feeling. To be sure, trade was not heavy, but the spirit prevailing among the Edison jobbers was a decided improvement over last year or even in November.

The factory, Mr. Dolbeer said, had caught up with orders, and night work had been discontinued. Their fiscal year ended February 28, and probably the plant might be closed down for a couple of days to take stock. General Manager Wilson remarked that this would be the first time in years they had been able to stop at all for this purpose, as the inventory had usually been completed between Saturday night and the succeeding Monday morning.

PHILLIPS WILL REPRESENT COMPANY.

E. H. Phillips, manager of salesmen of the National Phonograph Co., Orange, N. J., left last week for Ohio, on special business, dropping off at several places en route to see the jobbers. At the suggestion of President Dyer, Mr. Phillips will attend the convention of the National Manufacturers' Association, at Indianapolis, Ind., February 16 and 17. He will represent the company, which are members, and report on the discussion of the tariff that is to take place.

MOVING PICTURE SITUATION.

Considerable Trust Talk the Past Week—Rival Organization in the Field—Situation Reviewed.

Notwithstanding the balderdash and sensational stories appearing in the New York daily newspapers recently regarding the moving picture situation, there is no cause for worriment on the part of any one engaged in the business. The "trust" howl raised by these papers, combined with the publication of rumors in no wise affects real conditions. The Motion Picture Patents Co., organized to remedy trade evils and make and furnish better finished goods and of greater variety, incidentially figuring on enlarged profits, are evidently satisfied with the outlook. The aim and purpose of the company were efficiently detailed in last month's World. The formation of an opposing or competing company was to be expected and has happened.

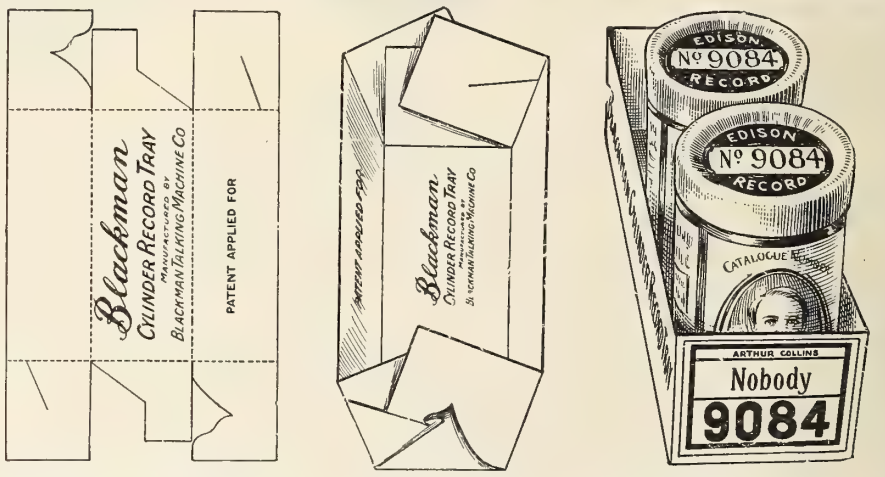
In fact, on the same day and at the same place, that the Film Service Association held their convention on January 9 at the Hotel Imperial, New York, the Independent Film Protective Association was organized there also. Headquarters were established at 143 E. 23d street, and a statement was subsequently issued to film renters and exhibitors, in which issue was taken with the methods of the Motion Picture Patents Co., whose agreement with operators went into effect February 13 instead of on the first. February 6 the United Theater Managers Moving Picture Co. was formed to oppose this same company. This concern will look after matters East, while the I. F. P. A. will take care of the West.

On January 29 a meeting of the independent element was held in the office of the Columbia Phonograph Co., General, New York, who are reported to be the "power behind the throne" in this movement. The company is said to have secured control of the Bianchi patents, which are spoken of as the only non-conflicting patents on camera and projecting machines outside of those controlled by the M. P. P. Co. The Cameraphone Co., New York, who use the Columbia Co.'s Twentieth Century talking machine exclusively, and who claim to own valuable picture projection patents likewise, are also reported as interested.

When the Columbia Phonograph Co., General, was asked if they desired to make any comment or statement regarding the foregoing they said: "We have given no information regarding this matter to any one for publication, and we are not prepared to say anything at the present time, as it would be premature."

The Watkin Music House, of Dallas, Tex., is carrying on a great campaign for the Columbia phonograph in the papers throughout the State of Texas.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)
A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS
enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS
Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....$3.50
Per month, thereafter (postpaid) payable in advance ..... .12
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

WHERE THE EDISON BUSINESS PHONOGRAPH IS USED.

Under the energetic direction and management of N. C. Durand, the Edison business phonograph is being introduced in a great number of the leading mercantile and manufacturing concerns of the country as an essential requisite of the office equipment. One of the model offices, so far as regards the employment of up-to-date appliances, is that of the Success Magazine. They have not only installed the Edison business phonograph, but are ardent advocates of its use, both as a matter of economy and convenience in the dictation and transcribing of correspondence, etc. The cut, which appears in a very effective booklet issued by Success Magazine, presenting their very complete plant in pictorial form only, shows the private office of R. C. Peacock, the circulation manager, as furnished with the Edison business phonograph.

Speaking of the trade handling this specialty recently, Mr. Durand said: "More than half of my best and most effective agents are among the regular Edison phonograph dealers and jobbers. Where they have taken hold of the proposition properly the returns have been adequate."

SYMPHONY GRAND SUPPLIED MUSIC.

(Special to The Talking Machine World)

Louisville, Ky., Feb. 6, 1909.

A Symphony Grand Graphophone furnished the music for the opening of the new Elks' Home in this city, and after the regular meeting and initiation ceremonies, the three hundred members in attendance were regaled with selections from grand opera rendered by Bonci, Destinn, Zenatello and other prominent stars. The entertainment was arranged by M. Silverstein, local manager for the Columbia Phonograph Co., and those present were loud in their praise of the music.

NEW PATENT OFFICE RULING.

The Patent Office has issued a ruling to the effect that as the use of the names of ex-Presidents of the United States as trade-marks tends to detract from the high office which they have held, and is believed to be against public policy, the Patent Office will not encourage the use of such names by allowing them to be registered as trade-marks.

PEERLESS TWIN RECORDS—MARCH LIST.

188 Sullivan. Baritone solo. Arthur Collins, orch. accomp.
Golden Gate March. Northern Military Band.
189 Good Evening, Caroline (Von Tilzer). Duet by Stevenson and Stanley, orch. accomp.
Railbow Two-step. (Wenrich.) Northern Military Band.
190 Rainbow (Wenrich.). Duet by Stanley & Burr, orch. accomp.
American Jockey March (Descriptive) Northern Military Band.
191 There's No Moon Like the Honeymoon (Gumble). Duet by Wheeler & Wheeler, orch accomp.
A Frangesa March (Costa)). Northern Military Band.
192 Honey Lou (Lemonier). Duet by Collins and Harlan.
"Dixie Rube" Two-step. Northern Military Band.
193 Uncle Josh and the Billiken. Humorous story by Cal Stewart.
Thunder and Blazes March (Fucik). Northern Military Band.
194 The Weddin' o' Sandy McNabb (Lauder). Joe Burke (The American Harry Lauder), orch. accomp.
"Slidin' Jim" Comedy Two-step (Losey). Northern Military Band.
195 Stop Yer Ticklin', Jock (Lauder.) Joe Burke (The American Harry Lauder), orch. accomp.
"El Vaston" March (Frederic D. Wood). Northern Military Band.
196 For She's My Daisy (Lauder). Joe Burke (The American Harry Lauder), orch. accomp.
Yankee Shuffle (Moreland). Northern Military Band.
197 Jack and Jill (Mills). F. C. Stanley, orch. accomp.
Powhatan's Daughter (Sousa). Northern Military Band.
198 On the Banks of the Rhine With a Stein. (H. Von Tilzer). Baritone solo by F. C. Stanley, orch. accomp.
Fairest of the Fair—March (Sousa's Latest). Northern Military Band.
199 As Long as the World Rolls on (Ball). Tenor solo by Henry Burr, orch. accomp.
Gondolier Waltz (Roeder). Northern Military Band.
200 Cheer Up, Cherries Will Soon Be Ripe (Meyer). Peerless Quartet, orch accomp.
Kerry Mills' Barn Dance (Mills). Northern Military Band.
201 Medley of Harry Lauder Hits (Arranged by F. D. Wood). Northern Military Band.
Faded Rose. Duet by Burr and Campbell, orch. accomp.
202 Arab Love Song. Baritone solo, F. C. Stanley, orch. accomp.
Meet Me in Rose Time, Rosie. Duet by Stanley and Harlan, orch. accomp.
203 The "New" Tipperary. Northern Military Band.
It Looks Like a Big Night To-night (Van Alstyne). Duet by Collins and Harlan, orch. accomp.
204 Cuddle Up a Little Closer (Hoschna). Duet by Elizabeth and William Wheeler, orch. accomp.
Yama Yama Man ("Three Twins"). Miss Stevenson and Quartet, orch. accomp.
205 If You'll Remember Me—From Chauncey Olcott's Ragged Robin." Tenor solo by Henry Burr, orch. accomp.
I Wish I Had a Girl. Baritone solo by F. C. Stanley orch. accomp.
206 I Used to Be Afraid to Go Home in the Dark Baritone solo by Arthur Collins, orch. accomp.
Nobody Knows, Nobody Cares (Harris). Tenor solo by Albert Campbell, orch. accomp.
207 When I Marry You. Tenor solo by Byron G. Harlan, orch. accomp.
Yankiana Rag. Baritone solo by Arthur Collins, orch. accomp.
208 I'll Remember You ("Girls of Gottenberg"). Peerless Quartet, orch. accomp.
Bambazoo. Duet by Collins and Harlan, orch. accomp.
209 School Mates. Tenor solo by Byron G. Harlan, orch. accomp.
Algeria. Northern Military Band.
210 Red Wing—Intermezzo. Northern Military Band.
Uncle Josh and the Sailor. Humorous story by Cal. Stewart.

EDISON PASSES 62D MILESTONE.

At the special request of Thomas A. Edison there was no celebration of his sixty-second birthday Thursday. For two years the company's department chiefs and officials have entertained Mr. Edison at a banquet in Newark, N. J., which was followed by an entertainment contributed by the artists of the recording laboratory and a general jollification ensued. Mr. Edison, who expects to leave for his plantation near Fort Meyers, Fla., with his family next week, to remain away until May, pleaded his time would be taken up so that he could not attend, though he expressed his appreciation of the invitation.

IMPORTANT VICTOR ANNOUNCEMENT.

In a special letter to the trade on February 5 the Victor Talking Machine Co., Camden, N. J., say they are "convinced that its original conclusions" regarding double disc records "is correct, and that a final adjustment of the question will prove that both styles of records will be used." On the same date they issued an exchange proposition covering 10 and 12-inch single-faced records which have been remade or relisted in double-faced, running from February 15 to 20.

Competent Manager Wanted

Wanted—A competent, hustling manager for a retail talking machine store in large Canadian city. Only those who are thoroughly acquainted with the Victor line need apply. A good opportunity for a man with brains and ambition. Address, giving age, experience, reference and salary expected. Box 402, care of The Talking Machine World, 1 Madison avenue, New York.

How to Repair Talking Machines and Phonographs

A practical treatise on the "causes and remedies," with explicit instructions for repairing same. Trouble instantly located, easily repaired. Sent post paid on receipt of price, $1.50; to dealers, six copies, $6. Frank E. Drake, 4245 Tracy Ave., Kansas City, Mo.

CHANCE FOR DEALERS!

1,300 Edison Records, 1 Triumph and 7 Horns to sell; all new; have permission from company to sell to any dealer. Dealers make me your best cash offer or trade. H. M. Dayton, Alma, Neb.

UNUSED RECORDS WANTED.

Wanted—Job lots of unused Columbia and Edison XP records; must be cheap. Box 675, care of The Talking Machine World, 1 Madison Ave., New York.

A Card to Jobbers and Dealers

The Channell Studio will dispose of their entire stock of photographs of the Talking Machine Artists, including the rights to make and publish the same and all their original negatives, stock, etc., at a price considerably less than inventory. This line is a money maker and can be taken up by any jobber or dealer; a knowledge of photography is not necessary. For particulars write

THE CHANNELL STUDIO

30 HARRISON ST. EAST ORANGE

FOR SALE

Victor Talking Machine Business

Owing to ill-health, I will sell my Victor Talking Machine Business. I have one of the largest and best equipped stores in the East. I carry a full line of machines, cabinets, records, etc. Here is a splendid opportunity for the right party. Call or address Chas. M. Tuttle, Atlantic City, N. J., care of Hotel Dennis.

WORLD TABLOIDS.

Once again is heard the fitful story that a company to make records and of such size and importance as must be reckoned with, is now in the process of formation. A half million dollars is the capitalization, and the people the highest grade and of eminent standing in the commercial world. The disc proposition is their's, and possibly in the next issue of The World more particulars will be at hand.

The Johnson patent, issued August 11, 1903, in relation to the improved reproduction of sound, is said to be an imitation of such basic importance that the pending litigation will cut little figure, no matter how the courts may decide. It is perhaps needless to say that Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., is the inventor designated in the letters patent issued.

Tom Murray, of the Wooden Phonograph Horn Co., Syracuse, N. Y., was in New York last week seeing the trade and calling on old friends. He made a couple of deals of magnitude for his product so that he will not be called upon to sacrifice any more blocks of stock. Tom's intimate friends expressed surprise that he was called upon to "work;" but he was a very busy man nevertheless while in the metropolis.

Walter L. Eckhardt, president of the Manufacturers' Outlet Co., has been elected a director of the Leeds & Catlin Co., machine and record manufacturers, New York, and is in charge. The M. O. Co., will act as sales agent for product of the company.

On February 3 J. H. Hollenbeck, a director of the Manufacturers' Outlet Co., and president of the J. H. Hollenbeck Advertising Co., New York, died suddenly after an illness of four days. He was a strong personal friend of Walter L. Eckhardt, and his unexpected death was greatly regretted by a large circle of social and business admirers.

Fred C. MacLean, a well known talking machine traveler at one time, is a qualified Victor dealer at Mattewan, N. J., where he is also a "gentleman farmer."

Instead of several thousand applying for licenses to sell second-hand or discontinued Edison machines only about 500 were issued by the National Phonograph Co. This was a surprise all around.

A HANDSOME WINDOW DISPLAY

Of Victor Records Which Show How They May be Utilized by Dealers.

In Watertown, S. D., one of the handsomest and most effective store window displays is made by L. W. Cooke, Victor dealer. The exhibit, as shown in the accompanying cut, is in the best of taste—machines, horns, records, etc., being arranged to attract the eye and rivet attention. Here is what he says: "The Victor leads—ask inside. We have made a record." Then, in imitation of a Victor record, an immense cardboard circle with this forceful wording: "Plain talk. 200 machines and 2,000 records in one year. L. W. Cooke."

Mr. Cooke has been a very successful Victor dealer and his methods are worthy of serious thought by others throughout the country.

PHILLIPS & BUTTORFF CO. EXPANSION.

The Phillips & Buttorff Manufacturing Co., Nashville, Tenn., have greatly increased their wholesale and retail facilities for handling the Columbia lines. The expansion was made under the supervision of T. K. Henderson, the star traveler for the wholesale department in New York.

SILLIMAN'S WESTERN TRIP.

Dealers should not overlook the Pardell specialties advertised on page 57 of this issue. They are reliable, satisfaction-giving goods which will add to one's reputation and bank balance. Mr. Silliman, representative of the Pardee-Ellenberger Co., New Haven, Conn., makers of the Pardell goods, is about to make an extended trip covering the leading jobbers through the Middle West.

JOINS LYON & HEALY FORCES.

E. C. Laury, who formerly traveled for the Chicago office of the Regina Co., has joined the wholesale talking machine sales forces of Lyon & Healy, and is on his initial trip for them in Illinois.

ATTRACTIVE LINE OF EASTER CARDS.

The F. & H. Levy Manufacturing Co., 111 East 14th street, New York, have just brought out a most attractive line of embossed and gold-decorated Easter post cards. These cards are fully up to the Levy standard of excellence, and should appeal strongly to the trade. The special offer made by this firm in last month's Talking Machine World of a special ball-bearing rack and 3,000 high-class cards, a complete stock for $25, attracted much attention in the trade, and they advise early orders that prompt attention may be received.

COWAN OPENS IN RICHMOND, VA.

James K. Cowan has opened a new store at 207 North Fifth street, Richmond, Va., with Columbia goods only in stock.

PHONOGRAPHICAL CO. ORGANIZED.

The Phonographical Co., of Portland, was incorporated with the Secretary of the State of Maine last week, with a capital of $10,000. President, E. P. Clark; treasurer and clerk, W. B. Clark, both of Portland.

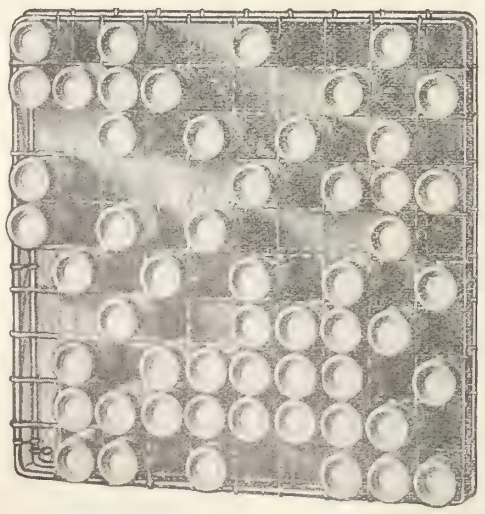
Peter Doltzman, a salesman in the talking machine department of C. J. Heppe & Son, Philadelphia, Pa., has been arrested on a charge of appropriating some money belonging to the firm.

The show windows of the Columbia Co.'s 23d street store attracted much attention during the week owing to their appropriate decorations in honor of the Lincoln Centenary and the annual festival of St. Valentine.

Louis Beuhn, of Beuhn Bros., Philadelphia, Pa., was a visitor in New York recently.

Sell Wire Racks to the Record Buyer

The "Heise System" 100 and 150 Space Racks—Immensely Popular



These small size racks for home use have been selling big. Are you getting your share of this business? The display of them in your salesroom will materially assist you in selling.

These racks are made in the same style as our store racks, which are in use everywhere. Their convenience immediately appeals to record owners. There's a good profit in them and you ought to get busy right away.

Dealers' Printed Matter is Ready

The 100 Space Racks like cut **in half doz. lots, $15**
The 150 Space Racks crated **" " " $20**

Send to your jobber or us for complete catalog of racks for store use.

SYRACUSE WIRE WORKS, SYRACUSE, N. Y.

Canadian Representatives: THE R. S. WILLIAMS & SONS CO., Toronto and Winnipeg

TRADE NEWS FROM CINCINNATI.

Excellent Trade Expected for Coming Months—A Summary of Present Conditions—Good Columbia Co. Report—New Records Win Popularity—Milner Musical Co. Have Good Record Trade—Activity at Wurlitzer's—Place Patent Album on the Market—Dealers' Meeting Postponed to February 17.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 6, 1909.

The dealers in this city give out the impression that trade is gathering its strength for better things during the approaching months. That it has been rather quiet generally in the talking machine business goes without saying. The record trade has, however, been up to expectations, and in some cases has actually shown improvement over the month of December. January shows fine headway over the same month of last year. This is taken to indicate that industrial conditions are improving and that the working man is slowly and surely regaining lost ground. That the coming fall trade will be somewhat of the old order of good times seems at this time certain. Toward this goal the dealers are working by placing new agencies on their lists and preparing generally for a better condition of business. All in all, the outlook for the present month and the month of March is good.

The manager of the Columbia Phonograph Co., S. H. Nichols, says that the January trade was most satisfactory to his company, and characterized the results of the month by saying that: "We are 'way up in the tree-tops." In short, his force of salesmen have been lifting local trade out of the mediocre state that has characterized it for the past few months. He added: "The past month of January made a splendid record for good business. We have done double the volume of business of a year ago. We confidently believe that this improvement will continue throughout the entire year. Both the wholesale and retail trade show this state of new life. We attribute our increase to the product that we are placing before the dealers and the consumer—the Columbia double disc and the Columbia indestructible cylinder record; they are both splendid sales getters. The January trade in machines shows like improvement, or to be exact, is 80 per cent. ahead of the same month of a year ago. The higher-class machines are having the call. The cheaper grades will have their inning as the year progresses, or as conditions more nearly right themselves. Collections and cash business show a decided improvement for January. February looks equally as promising."

Marion Dorian, formerly assistant general manager of the European business of the Columbia Phonograph Co., but now attached to the New York executive offices, was a caller during the past month.

The Milner Musical Co. say the record trade made a better showing than did the machine business during the past month. In other respects the company were busy in the sheet music department, in which a special attraction was offered in the form of four pieces of music wrapped up in one bundle for 10 cents the package. The titles of the pieces were unknown to the buyer. This proved a good trade catcher.

Walt Langley, of the Herzog Art Furniture Co., was a caller at the Wurlitzer house last month.

B. Feinberg, of the Universal Talking Machine Co., was a Wurlitzer visitor this week, and made a visit also with his wife's folks here, the Michelsons, in Avondale.

Manager Dittrich, of the Wurlitzer Co.'s talking machine department, expressed his view of local trade as follows: "The trade conditions in Cincinnati have changed but very little as compared with the latter two months of 1908. The talking machine at present seems to be limited to the same narrow circles to which it was confined before Christmas, with a big demand for high-class machines and records. The sales of records have been stimulated very materially and are increasing day by day. The Rudolph Wurlitzer Co. have had very little occasion for complaint. The dealers show by their orders that business is reviving very generally, only the machine sales on the wholesale basis do not show the same favorable report in proportion as they did a year ago. The record sales, however, are splendid. This, of course, can be accounted for by the splendid service that the Rudolph Wurlitzer Co. have been giving in a wholesale way, from the fact that they have been filling orders extremely satisfactorily, that this has been all the more appreciated owing to the great changes that the manufacturers have recently made in their product, which has made stock keeping a little more complicated than usual."

The Wurlitzer Co. have just placed their patented record album on the market. This album, in their opinion, is a satisfactory way of taking care of high-class Red Seal records, and they anticipate an immense demand for same, especially among the larger dealers.

A meeting of dealers which was scheduled for February 3 has been delayed until February 17, on account of the 3d inst. being an inconvenient day because of the activity in the talking machine business around the first of the month. On February 17, however, the meeting of the Ohio dealers will take place at the Hotel Sinton in Cincinnati. There is every indication of a very large attendance, and it is an assured fact that there will be a great deal of enthusiasm shown on the part of the dealers, as much important business will be taken up at this meeting that will interest the trade.

GEO. W. LYLE ARRIVES FROM EUROPE.

Geo. W. Lyle, general manager of the Columbia Co., who has been abroad since early in January, sailed from New York for Southampton, Eng., February 6, and arrived here on Saturday. He was accompanied by his daughter, Miss Florence Lyle. He had a highly enjoyable trip abroad.

PARDELL SPECIALTIES

ANY article bearing the Pardell brand is recognized by Talking Machine dealers throughout the country as standing for the very best of its kind. In fact the name Pardell is synonymous with quality.

Pardell Folding Boxes

No. 3, holding 3 cylinder records, $1.00 per 100
No. 6, holding 6 cylinder records, 1.50 "
No. 12, holding 12 cylinder records, 2.25 "

Most convenient form of package and helps to sell more records.

Pardell Lubricant No. 96

Best Flake Graphite attractively put up in handy sifting can.

Pardell Moulded Horn Connections

Pardell Linenoid Recording Horn

Made of pure linen, moulded in one piece, without seam or joint, insuring best results for record making. Size 25 x 6. Retail price, $2.00.

Pardell Oiler

Long curved spout. Well made and will not leak.

Pardell Chip Brushes

Pardell Machine Belts

¶ Leading Jobbers throughout the country handle these goods. Order from your own or write us for the name of one in your vicinity who can supply you.

THE PARDEE-ELLENBERGER CO.

96-104 STATE STREET NEW HAVEN, CONN.

THE TRADE IN BOSTON.

New Managers at Columbia Co. Store—George P. Metzger a Visitor—Improvements at Eastern Talking Machine Co.'s Store—Hallet & Davis Piano Co. to Open Victor Department—Year Opens Up Well With Oliver Ditson Co.—Iver Johnson Co.'s Fine Window Display—Other News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1909.

There are a trio of new faces at the Columbia Phonograph Co. warerooms this month. A. E. Erisman, who was manager of the Toledo store, has become New England manager here, and his brother, F. R. Erisman, will look after the wholesale trade, while Fred V. Baker, who was with the other two gentlemen at the Toledo store, assumes charge of the retail branch of the business. The advent of this trio of young hustlers will do much toward brightening things up along the Row. Oscar T. Junge, who has been the New England manager here for some time, has gone into the wholesale grocery business in the West.

George P. Metzger, of the Columbia executive offices, was a caller at the Boston store this week. Business there is reported brisk.

H. L. Royer, representing the Victor, and Ambassador Scott, of the Edison forces, were vieing with each other here this week as to which should get the larger order.

At the Eastern Talking Machine Co., General Manager Taft has just completed the refitting of the ladies' parlor, putting in new furnishings, etc., and he now has one of the best reception rooms of this kind in this part of the country. Mr. Taft says that January of this year was considerably ahead of last January and that he is well pleased with the outlook. He has put in a new line of Music Master horns, and the Victor concerts now running are so popular that the standing room only sign is in constant service.

It was announced on the Row this week that the Hallet & Davis Piano Co. are to open a Victor talking machine department as soon as the alterations on the lower floor are completed. They will cater only to the retail trade.

Manager Cornell, of the M. Steinert & Sons Co. talking machine department, has put in some fine rugs and made his store very attractive. He has now one of the largest retail establishments in New England.

Manager Winkelman, at the Oliver Ditson Co. store, states that January of this year, and so far into February, have been far ahead of the corresponding dates of last year, and that the demand for the higher grades is increasing in much larger proportion than that for the lower-priced goods. Victrolas are in good demand.

There is a very fine window display in the store of the Iver Johnson Co. of talking machine goods. This department has increased very materially since the firm got into the new building.

The Pike Talking Machine Co. reports a good sale on Columbia Indestructible records, and on all Edison goods.

LAUDER VISITS EDISON.

The "Wizard" Enjoyed the Scotch Humorist's Stories After Which He Sprung a Few Himself—Meeting Mutually Satisfying.

Harry Lauder, the Scotch vaudeville entertainer, who has contributed a number of his best selections to the Edison record catalog, was a visitor at the Orange works on February 6, and regaled Mr. Edison with a choice lot of his best stories. The "Wizard" enjoyed them immensely, and "came back" with a lot of his own until he got at the end of his string, when he asked Lauder to step over to the "lab.," where he kept memoranda of a bunch more, which kept the little comedian in a state of hilarity for another hour. There is no one in the world who enjoys a good story more than Mr. Edison, and his favorite theatrical enjoyment is vaudeville, which he attends frequently at the theaters in Newark, N. J., with Mrs. Edison and the family.

THE TALKING MACHINE IN PANAMA.

Salesrooms Opened Opposite the President's Palace and Official Interviews Are Punctuated With Talker Music—Another Indication of the Americanizing of the Isthmus.

According to reports from Panama the Isthmus is rapidly becoming Americanized, baseball having been successfully introduced and a talking machine store having been opened directly opposite President Obaldia's palace. Panama's chief executive received several visiting correspondents during the visit of President-elect Taft to the Isthmus in a gilded reception room, with lemon-colored trimmings. The phonograph was on the job.

"Gentlemen, I am pleased to——" but that is as far as Obaldia got.

"Grrrrrrrr—umpf—grrrrr—S-ssssure his nayture was his fayture," went the machine, with the trumpet turned right up at the President's open balcony.

Now and then the visitors caught a word of what the President of the Republic was saying, but the conversation consisted chiefly of gestures. Finally one of the correspondents, who thought he had caught the word "prohibition," ventured this remark:

"Yes, but that doesn't prevent the sale of it in the States; they get all they want in spite of the law."

A lull had come in the phonograph flow and the correspondent's words rang clear. President Obaldia smiled wisely and said:

"Yes, as I was saying, you have a prohibition in your country that prevents your President from serving more than two terms."

Naturally, the conversation turned then to the phonograph, and Obaldia admitted that he had thought seriously two or three times under similar circumstances of asking the phonograph man to turn the horn some other way.

A VISITOR FROM THE SOUTH.

Ernesto Tosi, of San Paulo, Brazil, S. A., who has been traveling in Mexico for the Columbia Phonograph Co., General, with headquarters at their office in the City of Mexico, arrived in New York last week. He will join the staff of the export department while here, and after receiving instructions from E. N. Burns, the manager, will take his departure for Buenos Ayres, A. R., where he will establish quarters and then travel the entire South American continent for the company.

ANOTHER HEARING IN FAMOUS SUIT.

The case of the New York Phonograph Co., New York, against the National Phonograph Co. and others, Orange, N. J., was argued in the United States Circuit Court of Appeals, New York City, before Judges Coxe, Noyes and Martin, on Tuesday of last week. This suit has been in the Federal courts for over nine years, and the present hearing was on reviewing Judge Hazel's opinion in the lower court, which fined the National Phonograph Co. for contempt of court, though the decision as a whole favored them in many essentials. Decision was reserved.

JONES BROS. OPEN CHAIN OF STORES.

Seven new Columbia stores have been started in Virginia by Jones Bros., of Richmond, who have canceled their jobbing arrangements to become dealers. The stores which will handle the Columbia lines exclusively are located in Petersburg, Roanoke, Lynchburg, Danville, Clifton Forge, Warrenton and South Boston.

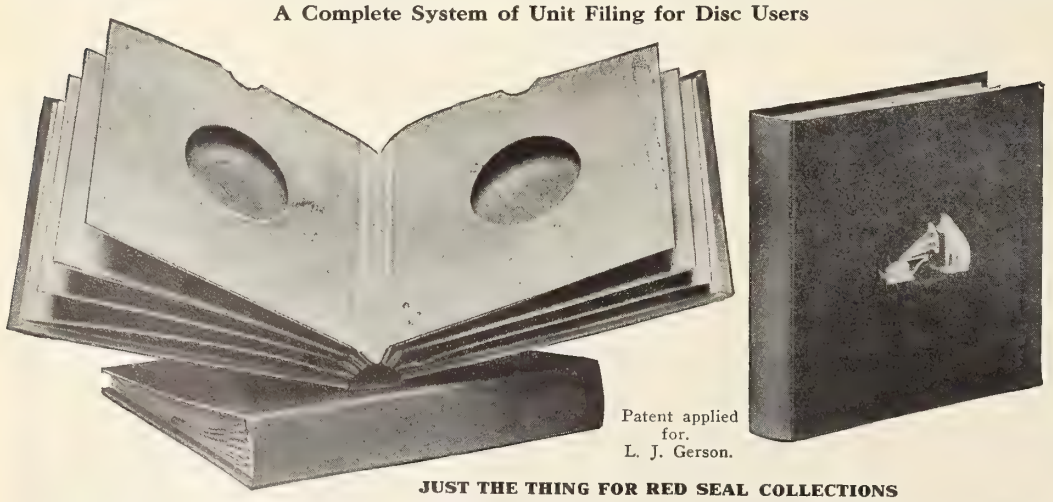
LOU C. WILBER TO TRAVEL.

Lou C. Wilber, recently manager of the Regina Co.'s New York business, who made a shining record for efficiency, has been relieved of the duties of this position by the conversion of the store at Broadway and 17th street into wholesale headquarters, and started on the road for the company February 14, going to Pittsburg, Pa., for his first stop and with the Middle West as his territory. Mr. Wilber will travel out of Detroit, Mich., his old home, to where his family has removed from New York. Mr. Wilber is well known in that section of the country, having sold goods there for the Regina Co. in years past, and therefore he will greet a host of old friends and be welcomed in turn. His line will be the Regina music boxes, the Sublima piano, and the Reginaphone, showing the new models for the first time, as well as their latest specialty in automatic instruments, namely, the Regina Hexaphone.

The burning desire to close the sale "right now" loses many customers. However anxious you may be, don't let your prospect know it or you may have to sacrifice the profit, if not the sale also.

"ECHO" DISC
ALBUMS for RECORDS

A Complete System of Unit Filing for Disc Users



Patent applied for.
L. J. Gerson.

JUST THE THING FOR RED SEAL COLLECTIONS

"Echo" Record Albums Preserve the Disc Records Against Dust, Careless Handling and Scratching. These Albums show Records to the Best Advantage, and the Indexes Enable Instant Location of Any Selection.

FOR SALE BY ALL DEALERS

Send Orders to Now Ready for Delivery { 10-Inch Size, $1.25 Each / 12-Inch Size, $1.50 Each

MUSICAL ECHO COMPANY, Edison and Victor Distributors 1217 Chestnut St., Phila., Pa.
LOUIS JAY GERSON, Manager

STAR DISK RECORDS

A SIX-POINTED STAR WITH SEVEN DISTINCT ADVANTAGES TO DEALERS HANDLING

TONE—Listen to the Star and you will realize its tone is clear, loud, musical, not distorted.

WEAR—Outlasts any. Made of best materials known to record makers.

SELECTIONS—Every record a gem of perfect recording, every selection popular.

DISCOUNTS—Attractive and staple.

TREATMENT—We believe in treating our trade as we would wish to be treated.

CUSTOMERS—You will make satisfied customers by selling them Star Records.

PRICE—50 cents each—the retail price of 10-inch size—meets with popular favor.

Order a sample lot if you are not already handling. Nothing we can say is so convincing as trying the actual product.

Hawthorne & Sheble Mfg. Co.

MANUFACTURERS OF STAR TALKING MACHINES
OUR FACTORIES

PHILADELPHIA, PA., U. S. A.

MILWAUKEE'S BUDGET OF NEWS.

Heavy Wholesale Trade Reported—Dealers Stocking for Lively Spring Business—Columbia Records Selling Well—Lawrence McGreal Adds Line of Pianos—Hoeffler Mfg. Co.'s Big Sales of Fiber Needles—Talking Machine Dealers' Association Holds Meeting—Edison Line Being Pushed—Manager Herriman Acts as Collector—What Other Dealers Are Doing.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 9, 1909.

The heavy wholesale trade is the brightest feature of the local market at the present time. Orders are arriving from dealers all over the State, who seem to be stocking up for a heavy spring trade. The Milwaukee retail trade is not quite as brisk at the present time as dealers would like. The general trade for January was far in excess of that for the same period last year, and was larger than was anticipated, considering the extremely heavy holiday trade. Indications are that the better-priced machines and better class of records are to remain in leading demand throughout the present year. This seemed to be the case for the year 1908, and was a situation that surprised dealers, considering the financial disturbance. The new February records are proving to be ready sellers, and indications are that the Columbia double records are to make still further strides this month. Sales of these new records at the Milwaukee establishment of the Columbia reached astonishing proportions. A lively run of advertising has been conducted by all of the leading dealers of the city in the different lines.

Lawrence McGreal has added the retail piano line to his business and is now handling the Strohber, manufactured by the Smith, Barnes & Strohber Piano Co. A shipment of new instruments has already arrived and is now on exhibition on the main floor of the McGreal establishment. The new venture is something of an experiment with Mr. McGreal, and it is not his intention to push the piano lines very strenuously at the present time.

There are few places in Milwaukee that have not been invaded by Lawrence McGreal and some style of his talking machines. The latest "stunt" of the enterprising jobber and retailer was to give two Victor-Victrola concerts at the Milwaukee county jail. The first concert on Sunday afternoon was so much appreciated by the prisoners that County Sheriff H. E. Franke asked Mr. McGreal to repeat the event, and this was done. The program included several hymns, but was made up largely of popular selections. Some of the numbers were "The Star Spangled Banner," Harry Lauder's "The Wedding of Sandy McNab," "If the Man in the Moon Were a Coon," "Tannhauser" overture and "Saviour, When Night Involves the Skies." The result of the good work of Mr. McGreal is that Sheriff Franke now intends to entertain his prisoners every Sunday afternoon with talking machine concerts. "The music is as good as a sermon," said the sheriff.

A big sale of fiber needles is reported by the Hoeffler Manufacturing Co., and the disposal of several machines were made as a direct result of demonstrations of the needles. J. H. Becker, manager of the talking machine department of the company, is using the needles on a Victor machine with great success. Mr. Becker believes that salesmen should devote more time in explaining the use of the needles to customers, and that too little care is usually given to this matter.

A meeting of the members of the Milwaukee Talking Machine Dealers' Association was held recently in this city to talk over the proposed new Wisconsin association. Plans for procedure were gone over, and it was decided to send out invitations to dealers all over the State asking them to join and calling their attention to the value of such an organization. State dealers who have been approached look upon the project with much favor, and it is expected that the organization will start out with a large and enthusiastic membership.

The Edison business phonograph is being pushed with vigor locally by the Hoeffler Manufacturing Co. under the supervision of J. H. Becker, Jr. A trial order has been placed by the Milwaukee Electric Railway and Light Co., and indications are that this will materialize into one of the largest orders yet received. Machines have been sold in a number of the largest law offices of the city during the past fortnight.

"Prospects in the Edison business phonograph line are exceptionally good," said J. H. Becker, Jr. "I predict that all of the up-to-date business houses of the city will be using the machine within the next two years. Several business men have told me that the machine means a saving of at least 30 per cent. in letter-writing, to say nothing of the resulting convenience."

H. A. Gray, of the Rudolph Wurlitzer Co., of Chicago, called upon the Milwaukee trade last week.

Charles H. Iddings, former manager of the talking machine department of the Joseph Flanner Music House, has resigned. His successor has not as yet been chosen. Mr. Flanner expects to push the talking machine end of his business this year.

Lawrence McGreal made a recent business trip to Ashland, Wis., and found that the retail prospects in most of the cities visited were excellent.

William P. Hope, the National Co.'s representative, is visiting various Wisconsin points.

William Schmidt, former wholesale manager for Lawrence McGreal, now represents the Victor Co. throughout Iowa. Mr. Schmidt's position at the McGreal establishment is still open for a successor.

H. Heberlein and William Smith, representatives of the Victor Co., called upon Milwaukee dealers recently.

A recent two days' blizzard, one of the worst in years in Wisconsin territory, found the Columbia establishment in Milwaukee without a collector and the usual number of salesmen. Not to be misled out of some promised payments A. D. Herriman, manager of the Milwaukee branch, took upon himself the rôle of collector, braved the elements, the rebuff of debtors and brought in the biggest bunch of money ever collected in one day by the Milwaukee store.

Business with the Columbia establishment in Milwaukee for the month of January was more than satisfactory, and total sales were more than double those of the corresponding period of a year ago. The new double records and new machines of the Columbia are working something of a revolution in the Milwaukee business.

Miss Gertrude Gannon, head bookkeeper of the McGreal establishment, spent a recent vacation at French Lick Springs.

"We have been flooded with orders for the new Amberol records," said George G. Huseby, manager of the Huseby Co. "The large number of orders received by us shows clearly that people want a record that will play longer than two minutes. I believe that the Edison phonograph will now be in even greater demand than it has in the past."

A Business "Because"

¶ To the Dealers of Michigan, Northern Ohio, and Northern Indiana, we send a solicitation for business on the plain business basis of giving the best possible service.

¶ We are safe in the statement that we can fill your orders immediately on receipt; that we can ship goods to you the same day in which we receive your order. We know we carry the most complete lines known to the jobbing trade. It is an exceedingly rare occasion when we are "out" of anything.

¶ You may send your orders to us by mail, or wire, or give them over the Long Distance Telephone, at our expense, and you will find us just as prompt in attending to your wants as we claim to be.

¶ Another thing; in every line our goods are new. We are abreast of our business every minute. As soon as anything new presents itself, we have it.

¶ 1909 is going to be, we believe, a good year and so every dealer should stock up well—not only be prepared for trade that comes but go after it and come to us to supply the goods.

American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

COLLIER'S PAYS TRIBUTE TO TALKER.

In Recent Issue Well-Known Weekly Dwells Upon Grand Opera and the Talking Machine in Its Editorial Columns.

We are so used to having the daily press and the magazines treat the talking machine as a subject for jest that it is quite a relief to find at least one general publication which fully realizes the really great musical value of that instrument. Collier's Weekly, a decidedly critical publication, in the issue of January 9, 1909, had the following to say in its editorial columns anent the grand opera and the talking machine:

"Grand Opera finds each year a more assured home in the United States. Those who imagine this to be mere fashion fail to account for the amount of superior instrumental music that is constantly increasing. In truth, led by the German element in the population, and by a few enterprising citizens, like Major Higginson, the average well-to-do American in many towns is now fond of music. In the Metropolitan and Manhattan Opera Houses the genuine love of the art is by no means confined to the upper galleries. Jeers at the plutocracy are tempting, because so certain of applause. The open-mindedness of American plutocracy, however, is in no small degree responsible for the flourishing of architecture and music in this country, as both of those arts have drawn their material support in large measure from the rich. In no other land is architecture in a sounder state. In music, of course, Germany outbalances the world, but we are coming so to love the art that we may fairly hope one day to produce some of it ourselves. Our fathers and mothers, who read 'Festus,' found there the statement that:

'Music tells no truths.'

It does better. It liberates the emotions. It enlarges the imagination. It puts color into feeling. It gives wings to daily life. A grand opera or a symphony calls for the richest re-

sponse that human nature knows. Not without reason was it called the angels' speech.

"Canned music is a phrase which, not casting discredit on the article produced, rather reflects praise upon the canning industry. The intricate mechanical devices which reproduce Paderewski and give us Melba or Caruso carry to the remotest hamlet the most exquisite messages of sound. In a neighboring room a fair ear may actually believe some wonderful voice has burst upon the air, and each year brings the illusion nearer to perfection. Prospero could summon enslaved spirits to his will, but did the music which Ariel furnished surpass what, under natural law, thousands can purchase in our day? Modern science has made real what ancient magic dreamed. Seven-league boots were imaginery, but the twentieth century express is in action and the airship is at hand. What have fairy stories ever conceived more dramatic than to carry the voice for a thousand miles? Did it occur to them to throw into the air a message on one continent and deliver it, instantly and in safety, at an appointed spot across the ocean? In the field of industry and convenience, science is shown as the modern necromancer by the locomotive, the telephone, the wireless telegram. Among the arts, music is the first in which the same mystic sorcerer puts forth marvels not less brilliant and surprising."

AUXETOPHONES FOR HOTELS.

Both the Ten Eyck and Keeler's hotels in Albany, N. Y., have used Auxetophones for some time past, and the guests of these hostelries have declared themselves decidedly pleased at the innovation, it being not unusual to have vocal or instrumental soloists to accompany the machines on occasions. It is now announced that another Albany hotel has planned to install an Auxetophone to supersede the orchestra. In fact, hotels everywhere are installing Auxetophones.

NEW RECORD CO. INCORPORATED.

Among the incorporations filed with the Secretary of State of Illinois during the past few weeks was that of the "D. & R." Record Co., of Chicago, with a capital stock of $20,000, for the purpose of manufacturing and dealing in musical instruments, phonographs, etc.; Sigmund L. Straus, Henry V. Donaldson, Louis E. Keil.

MEETING OF BOSTON ASSOCIATION.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 8, 1909.

On Thursday, February 4, a large and enthusiastic meeting of the members of the American Talking Machine Dealers' Association was held at the Revere House, in this city, many dealers being present for the first time. Plans were outlined for the further development of the association. It was decided to have a banquet in Boston in the near future so as to bring the members into closer communion and to devise ways and means for the further improvement of relations with jobbers and manufacturers. The mutual benefit and encouragement derived from the meeting was spoken of by nearly every member present.

J. N. BLACKMAN UNDERGOES OPERATION.

Wednesday, February 3, J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, was operated upon for appendicitis at the St. James Hospital, Newark, N. J. He survived the trying ordeal, and is doing as well as could be expected. Mr. Blackman was taken suddenly ill February 1.

N. C. Durand, manager of the Edison business phonograph department, who has scored an eminent success in pushing his commercial system, says that more than half of his best and most effective agents are among the regular Edison phonograph dealers and jobbers. Where they have taken hold of the proposition properly the returns have been adequate.

TRADE IN SAINTLY CITY.

Constant Improvement Noted in Trade—Good Report from St. Louis Talking Machine Co.—Theodore Pelton Ill—Travelers Have Successful Trips—Thiebes-Stierlin Music Co. Rearranging Building—Leading Dealers Are Optimistic Over the Trade Outlook—Other Items of Timely Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 7, 1909.

Decidedly more life to trade has prevailed during the past three weeks, when compared with the same period a year ago. An improving activity is noted all through the territory, and it is expected to increase from now on.

O. A. Gressing, manager of the St. Louis Talking Machine Co., states that the month of January showed a very considerable increase over last year. Mr. Gressing recently returned from a trip to Memphis, Little Rock and other points in the South and reports conditions in that part of the country as being the best they have been in years. This company occupied a booth at the Missouri State Retail Hardware Dealers' Association Exhibition held here recently, and a number of very gratifying orders were booked. The exhibit was in charge of Mr. Cummins, ably assisted by Mr. Bird. L. A. Cummins, traveler for this concern, is on a trip through central Missouri, and H. F. Harrison, also traveler, is on a trip through Tennessee and Arkansas.

Theodore Pelton, a repair man and Auxetophone expert of the St. Louis Talking Machine Co., was taken suddenly ill recently with an attack of cerebro-spinal meningitis. He was removed to a hospital, and now after several operations his condition is considered very serious.

E. B. Walthall, manager of the Columbia Phonograph Co., reports trade active. He states that the St. Louis business for January was about double that of the same month a year ago. Mr. Walthall spent the last week of January in calling on the company's local dealers in central Illinois. They reported trade good, and he found the dealers enthusiastic over the new double disc and indestructible cylinder records. W. C. Fuhri, district manager of this company at Chicago, spent a day here recently and left the same night for Memphis. W. C. Byrd, traveler for this concern, returned recently from a very profitable trip to many adjacent points and is now on a trip through southern Missouri. This company are just out with their latest grand opera catalog of the Fonotipia and Symphony series. Like the previous ones, it is very fine.

Edward P. Waterhouse has been appointed manager of the local Dictaphone Co., vice Geo. S. Murray. This concern moved to 801, 802 and 803 Wainwright building on February 1 from their former quarters in the Pierce building.

The Thiebes-Stierlin Music Co. are making alterations on the fourth floor of their building, which will be used extensively for the sale of talking machines. Eight salesrooms will be made on this floor, and they will be partitioned off in a very artistic manner, heavy plate glass being used in each. Each salesroom will be 18 by 13. On the first floor eight rooms will be established for the sale of records exclusively. Each room will be 14 by 16. Mr. Thiebes states that when completed they will be as fine, if not finer, as any talking machine department in the city. This firm reports their talking machine business is improving every day.

D. K. Myers, the well-known Zonophone jobber, reports a nice volume of activity for January, and that his record trade for that period had been very good.

P. E. Conroy, president of the Conroy Piano Co., states that their talking machine business for January shows an improving tendency.

The Silverstone Talking Machine Co. note an improvement, and think it will continue.

The Koerber-Brenner Music Co. report that their January talking machine business was better than that of a year ago. They look for a steady betterment.

Reg. U. S. Pat. Off.

WE'RE HERE because WE'RE HERE

BECAUSE
We sell the greatest Talking Machine in the World.

BECAUSE
We are specialists and expert Distributors and devote all our time, talents and energies to the Victor line.

BECAUSE
We have been able to give you WHAT you WANT WHEN you WANT it. Fresh and clean when you get it.

BECAUSE
Of our ability to fill your orders in the past twelve months from 95 to 100 per cent. perfection.

BECAUSE
We have won the confidence of the most exacting and discriminating Dealers in the country.

BECAUSE
They are satisfied that by hitching their wagon to a "live wire" their "business wheels" went 'round faster and smoother than ever before.

BECAUSE
We are anxious for the opportunity to prove all of this to YOU.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

NEW
WRINKLES
VICTOR III OUTFIT
$60.00
"The Cabinet that Matches"
Try One Cabinet on approval
Send for our Combination
Order Book and Catalogue
"Exclusively Wholesale"
VICTOR IV OUTFIT
$75.00
The Talking Machine Co.
72-74 WABASH AVE.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade Steady and Strong—George N. Nisbett to be Manager of Mexican National Phonograph Co.—A. D. Geissler's Success—Harry Berger "On the Road"—Wurlitzer Department Enlarged and Improved—Lyon & Healy's View of Conditions—F. A. Scheuber Signs Large Contract With Columbia Co.—The "Cabinet That Matches"—New Disc Record Cleaner on the Market—Salter Mfg. Co.'s Disc Cabinets Popular—Fibre Needles for New Zealand—Talking Machines Again on Stage—D. & R. Record Co. Incorporated—How A. V. Chandler Finds Conditions.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 8, 1909.

The underlying tone of the trade at the present time is one of decided strength. Trade with the jobbers after the holidays and up until about the 15th of January was inactive, but since then there has been a good, normal buying movement, and as a rule orders from country dealers are reported as of good volume in the aggregate and of an individual character calculated to show that dealers' stocks are low, that they are doing business, and have confidence in the future. February has opened up in a strong way, both as to record and machine orders.

George N. Nisbett returned from the East on the 17th of last month, where he had been posting up at the foreign department of the National Phonograph Co., preparatory to accepting the position of manager of the Mexican National Phonograph Co., of Mexico City, which controls the Edison business in Mexico. For a week he was feted by his friends both in and out of the trade, and left on the 23d for his new field of labor. He went via Kansas City, where he spent several days with relatives, and also expected making other stops, so that he is probably only arrived in the city of the Aztecs this week. There are few men in the trade that have a better all-around equipment than Mr. Nisbett, and he has elements of personal popularity which are bound to win him friends anywhere. He is an Edison man from the word go. For six years he was with the Chicago office of the National Phonograph Co., first as assistant manager and afterward as manager up to the time of the discontinuance of the office in 1906, when he went with Babson Bros., inaugurating their wholesale Edison department, and resigning in December last. His return to the National Co. in so important a capacity is certainly a tribute to his worth, and he is followed by many and sincere congratulations.

It is just three years ago this week since Arthur D. Geissler assumed the management of the Talking Machine Co., of this city. Those who have followed the young man's career realize that he has made good in a big way. The discontinuance of the retail and mail order business, which he effected upon assuming the reins, proved a stroke of wisdom, and the wholesale business has increased by leaps and bounds. He has proved a man of courage and initiative and in every way a worthy son of his distinguished father. He has just returned from a several days' trip to St. Louis, where he found the St. Louis Talking Machine Co. doing a steadily increasing business.

Harry Berger, who has been floor salesman for the Talking Machine Co. for the past three years, has been put on the road by Mr. Geissler and is now on his initial trip. He certainly has the right equipment. He went with the Talking Machine Co. fifteen years ago under Mr. Douglass; afterward went to Camden, and on returning to Chicago, after some experience in other lines, returned to his old love, when Mr. Geissler assumed the management.

At the Chicago branch of the Rudolph Wurlitzer Co., Manager E. H. Uhl's capable assistant, Fred H. Siemon, was found up to his neck in work in connection with the removal of the wholesale talking machine stock from 338 Wabash avenue to the third floor of the Wurlitzer building, 266 Wabash avenue. This is made possible by the occupancy by the Wurlitzers of practically the entire building upon the expiration of leases of tenants. It not only gives greatly increased space to the wholesale stock, but also adds to the convenience in filling orders in every way, especially in combining shipments with those of small goods, which occupy increased quarters on the fourth floor. Downstairs in the retail department a new system of record shelving for the Victor stock has been installed, which enables the records to be placed flat instead of vertically as heretofore. Hereafter all records will not only be handled in envelopes but will be sealed with the exception of one record of each number used for demonstration only. This insures fresh records for the customers. Mr. Siemon says that January trade was ahead of a year ago, and that he considers the outlook decidedly better.

"Our business has given us some surprises since the first of the year," said C. E. Goodwin, manager of the talking machine department of Lyon & Healy. "Early in January trade was somewhat quiet, but it increased in volume, and the month wound up with the biggest city business we have ever had in the first month of the year. Country orders are coming in in substantial volume, and the outlook I consider very bright. During the panic the talking machine business was hit badly, largely because it was the first thing that the dealer could curtail his efforts on. Those who held on maintained their faith in the stability of the trade, did not relax their efforts, but advertised and pushed energetically, did a remarkably good business. They infected the public with their own confidence, and where people had money the aggressive talking machine dealer got it, and he is getting it to-day in increased volume as conditions improve. We know that the outward evidence of our faith in the business, as shown by the expenditure in fitting up our new talking machine department, has had a material effect on our customers. An eastern music dealer came in here the other day and said that he thought that the talking machine business was on its decline. After he had seen our department and our numerous record rooms full of customers, he decided that he was suffering from a condition of mind and that the business was there to the man who saw it."

E. B. Sues, of the Victor traveling staff, was a Chicago visitor the other day.

F. A. Scheuber, of the Scheuber Drug Co., of Livingston, Mont., who commenced jobbing Columbia goods a year ago, was in Chicago the other day and signed an exceptionally large contract with western wholesale manager E. C. Plume. The company are now the exclusive jobbers for Montana, Wyoming and the two Dakotas. Mr. Scheuber was accompanied by his brother-in-law, A. J. Kunde, who recently opened an exclusive Columbia store in Milwaukee. Mr. Plume returned to-day from a flying trip to Ottumwa, Ia., to see the Arnold Jewelry & Music Co., the Columbia jobbers. He found things moving in fine shape and the double disc records in splendid demand.

Mr. Rudderow, one of the Victor factory experts, is visiting the local jobbers.

The presentation of new ideas in a forceful and very artistic manner is found in the new wrinkles advertisement of the Talking Machine Co. in this issue. The "cabinet that matches" is a modern price "edition de luxe" that has come to stay. The idea of providing a cabinet to exactly match every type of Victor machines and make machine and cabinet seem a harmonious whole, is a good one, and the dealer is finding it so. The company's new combination order book and catalog is certainly appreciated by the trade, and eight out of every ten of orders now being received are made out in the duplicate order blanks supplied with the catalog.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., says that January was not only ahead of January of a year ago but actually showed an increase over last November, although, of course, falling behind the December holiday business. "The double-faced and indestructible record is a combination that people can't get away from," said Mr. Baer, "and the way Columbia dealers are increasing in this territory is remarkable. An encouraging fact is the manner in which collections have improved. Our wholesale collections equaled our sales in January."

B. J. Deusler, formerly manager of the Fort Wayne branch of the Columbia Phonograph Co.,

The Economy Racks

A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, $3.50; 12-inch, $3.75; Rack for insertion in cabinet, $1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, $1.50 for 10-inch records; $1.75 for 12-inch.

The Ideal Negative Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—*The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.*

R. H. JONES, Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**

A SPLENDID SIDE LINE FOR YOU!

STRINGS

W R I T E T O U S

OUR "PURETONE" VIOLIN STRINGS

Dealers desiring a thoroughly reliable Popular-Priced Violin String will find it distinctly to their advantage to keep their stock well supplied with our "PURETONE" Strings. This String is especially prepared and intended to satisfy a class of trade who desire a thoroughly reliable medium-grade string at a low price.

Our "Puretone" Strings are attractively put up, each in a separate envelope, 30 in a box. The package is particularly attractive, and never fails to impress the customer. E's 4 Full Length. A's and D's 2½ Length.

		List Price. Per Bundle of 30 Strings.
24.	E, 4 Lengths, Transparent and Polished, Fine Quality	$4.25
24.	A, 2½ Lengths, Transparent and Polished, Fine Quality	4.25
24.	D, 2½ Lengths, Transparent and Polished, Fine Quality	5.25

LYON & HEALY'S CELEBRATED "CREMONATONE" STRINGS

These Strings have been the favorite of the public for nearly forty years. Hundreds of thousands of bundles have been sold and from all sides the verdict has been, "There is nothing to approach them at the price in the market." The name "Cremona" is derived from the little village of Cremona, which was the home of the great masters of the art of Violin making. Dealers will find that "Cremonatone" strings make a splendid leader.

	IN PAPER BOXES	List Price. Per Bundle of 30 Strings.
No.		
30.	E, 4 Lengths, Transparent and Polished, Fine Quality, in envelopes.	$5.25
30.	A, 2½ Lengths, Transparent and Polished, Fine Quality, in envelopes.	5.25
30.	D, 2½ Lengths, Transparent and Polished, Fine Quality, in envelopes.	6.88

KOZIE FLAKI, OR RUSSIAN GOAT GUT STRINGS

These strings are noted for their durability and are used exclusively in thousands of orchestras. They give more than ordinary satisfaction and their prestige grows with every year.

Can be furnished in half bundles if desired.

	IN SQUARE PAPER BOXES	List Price. Per Bundle of 30 Strings.
No.		
99.	E, 4 Lengths, Transparent and Polished, Fine Quality, Extra Durable	$ 9.00
99.	A, 2½ Lengths, Transparent and Polished, Fine Quality, Extra Durable	9.00
99.	D, 2½ Lengths, Transparent and Polished, Fine Quality, Extra Durable	11.88

Liberal Trade Discount from Above Prices

Lyon & Healy

CHICAGO

has bought the business and is running it as an exclusive Columbia store.

The Record Sweeper Co., of Highland Park, Ill., have put on the market a very handy little device for automatically cleaning the disc records. It attaches instantly to the needle arm of the Victor machines and cleans the record while it is playing. The claim is made that it not only polishes the surface of the record, but digs the dirt out of the grooves.

The Salter Mfg. Co., of Chicago, are having an excellent demand on their new disc record cabinets, which have been fully described in this paper. The idea of providing a compartment for each record and lining each shelf with soft green felt, thus preventing the records, whether single or double-faced, from being scratched, has appealed very strongly to the trade. The company issue a catalog describing fully both these cabinets and their new type of cylinder cabinets.

D. M. Ravenskilde, of Caberry, Ill., has just issued a new circular descriptive of the Ravenskilde talking machine starter, a distinctive novelty of Mr. Ravenskilde's own invention which is meeting with gratifying demand.

F. D. Hall, president of the B. & H. Fibre Mfg. Co., has a pretty substantial geographical knowledge, but he received inquiries the other day on sizable jobbing quantities of the fiber needle from points in New Zealand which he had never heard of before. The wooden needle is meeting with an excellent demand in Europe and other quarters of the globe, as well as in these United States, where it is making encouraging headway.

R. H. Jones, patentee and sole manufacturer of the Economy disc record rack, reports an increasing demand for his simple and inexpensive device. They are particularly adapted for the new double-faced records.

In the "Golden Girl," a new musical comedy which is shortly to make its appearance at the La Salle Theater, a pivotal situation occurs when two bands, supposed to be approaching each other, one playing "Dixie" and the other "Marching Through Georgia," give the cue to a couple of bellicose colonels for a disastrous mix-up. Two Twentieth Century graphophones, located in opposite wings, will be depended upon for the band effects. In this connection it is especially interesting to learn that Winona Winter, a star of the "Golden Girl," is a distant relative of E. C. Plume, of the Columbia Co.

Theodore F. Bentel, secretary and treasurer of the Hawthorne & Sheble Mfg. Co., spent several days in Chicago recently and visited the trade with the company's local representative, Harry K. Tilt. It is understood that some very desirable new western jobbers for Star machines and records have recently been established.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is expected home Monday from a trip which included St. Louis, Kansas City, Memphis and New Orleans.

The Western Talking Machine & Supply Co., Frank Dilbahner, proprietor, has moved from 6 Madison street to larger quarters at 124 East Ohio street.

Among the visitors at the Talking Machine Co. the past two weeks were William J. Voss, of the Voss Phonograph Co., Appleton, Wis.; Mr. Griggs, Jr., manager of the talking machine department of the Knight-Locke Music Co., Denver, Col.; G. L. Ware, Barry, Ill., and G. E. Trilling, of the Trilling Hardware Co., Menasha, Wis.

Marion Dorian, of the executive office of the Columbia Phonograph Co., was a visitor at the Chicago headquarters this week. He is on a general trip to the Columbia offices, which will probably take him to the Coast.

Lorin Leeds, of Leeds & Catlin, and W. L. Eckhardt, of the Outlet Co., New York, made a flying trip to Chicago a week ago.

The D. & R. Record Co., of Chicago, was incorporated last month with a capital stock of $10,000, "for the purpose of manufacturing and dealing in musical instruments, phonographs, etc." The item which appeared in the list of incorporations in the dailies aroused considerable curiosity for a time and caused those who noticed it to wonder whether Chicago was to have a factory at last, although the capital did seem somewhat inadequate. The incorporators seemed inclined to throw an air of mystery about it, referring inquiries to an attorney who was equally mum. It was finally discovered, however, that the company simply intend to operate along premium lines, putting out a special label record and disc machines made in the East.

A. V. Chandler, the Chicago Edison representative, who recently had the State of Illinois added to his territory, has just returned from a three weeks' trip through the State. When he reached East St. Louis he ran over to the Missouri metropolis, and in company with August H. Kloehr, the National's Missouri representative, called socially on the Conroy Piano Co., Silverstone Talking Machine Co., and the Korber-Brenner Music Co., all of whom express themselves as well satisfied with present business. He speaks enthusiastically regarding the Korber-Brenner's fine new quarters on Washington avenue. "The Illinois dealers whom I visited are, on the whole, pretty well satisfied with business," said Mr. Chandler. "Reports varying from fair to good. The real aggressive dealers have absolutely no complaint to make and find themselves fully occupied in taking care of the demand they create. At Arcola, Ill., Edward W. Hall, an Edison dealer, has sold over 50 'Triumph' phonographs in the three years since he qualified, besides an excellent trade on the other types. This is rather an exceptional record in a town the size of Arcola. Mr. Hall's combination of lines is somewhat unusual, as he has been in the agricultural implement business in Arcola for 38 years. Beginning with the 18th, he gives his annual reception to the farmers from the surrounding country, ending up with a banquet." Mr. Chandler says that the dealers all are now getting Amberol goods as they need them, and that they also speak highly of the recent issues of two-minute Edison records, characterized as better than ever.

B. Feinberg spent several days in Chicago this week, his first trip west since his return to the Universal Talking Machine Co. He is calling on the principal jobbers throughout the country.

W. H. Prestinary, who for the past year has presided over the phonographic language course and Edison retail department at Lyon & Healy's, has resigned and will leave next week for the City of Mexico, where he expects to locate with a view of representing United States manufacturers in different lines in the sister republic. Mr. Prestinary is a native Spaniard and a man of distinguished accomplishments, and will unquestionably make good in his new field. A. R. Simpson, who has been one of Joe Vasey's assistants, is Mr. Prestinary's successor.

Davidson Bros., proprietors of the Talking Machine Shop, at 169 Michigan avenue, have reason to be pleased with the way business is developing with them. "Of course we have no standard by which to make comparisons," said George Davidson, "but the amount of high-grade business we are getting here is certainly encouraging." Four Victrolas were sold last week. A handsome display of various styles of the "cabinet that matches" attracts a great deal of attention.

Max Landay, of the Talking Machine Supply Co., of New York, called on the local jobbers this week. From here he went to Milwaukee and Minneapolis, from whence he intended proceeding to Kansas City, and home via St. Louis, Cincinnati, and other points.

VALUE OF INSTALMENT SALES.

Article in Edison Phonograph Monthly Points Out How Time Sales Mean Larger Business and Profits With Comparatively Small Actual Investment—Uncertainty of Credit Eliminated by Careful Investigation—Some Interesting Figures Back Up Statements.

This very excellent article on how business may be developed by instalment sales is taken from The Edison Phonograph Monthly, and is worthy of the very careful consideration of those dealers who have not studied this phase of the situation:

"I cannot afford to sell goods on instalments," or "instalment sales take so much capital that I cannot do business that way," are remarks that dealers are often heard to make. And with such remarks they dismiss the subject as if there was nothing more to be said about it. They realize that much additional business might be had if they could sell on instalments, but it never occurs to them to investigate further. It has never been the policy of the National Phonograph Co. to strenuously urge dealers to sell goods in this way, and it is not our intention to do so in this article. What is said here is more for information than otherwise.

When instalment sales are made in accordance with a few simple rules it is a better way of selling Edison phonographs and records than for spot cash, and it is a better way of doing business in small places than in large cities. Both of these statements may sound ridiculous to dealers in small places, but they are reasonable and practicable.

It is a better plan, because the more times a phonograph customer can be induced to enter a dealer's store, the more records he can be induced to buy, and if he has bought his phonograph on instalments he will be required by the terms of his lease to pay a visit once a week until the payments are completed. It is easier and safer to do an instalment business in small places than in large cities, because in the former everyone is known to the dealer, or his standing can be easily ascertained, something quite difficult in cities.

There is nothing unbusinesslike and little uncertainty about instalment sales. Properly conducted the losses from them are smaller than from the ordinary credit sales. Those who make a success of the business do not sell on instalments to Tom, Dick and Harry, as many suppose who have not looked into the plan. They make a careful investigation into the standing of the prospective purchaser, and unless his record is good he does not get a machine. If he is regularly employed, is well spoken of by his employers and neighbors and has good habits, he is a good risk, for not one out of every hundred such men will fail to meet his obligations.

TWO MISSING LINKS

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.

Think how much easier it is in small places to get all the essential facts about instalment purchasers. Remember, too, that the dealer retains ownership of the machine sold on instalments until all the payments have been made.

Let us suppose that a dealer in a small town wants to try out the plan of selling on instalments and in a limited way. He needs first a blank form of lease. This should be one drawn in conformity with the laws of his State. If such a form cannot be had in his own town, his jobber will get supply for him. He next wants a simple system for keeping track of the weekly payments. Since he is only going to try out the plan in a small way, he needs only the simplest system. A leaf in a blank book, with a column marked for each payment and having the date at the top is all that is necessary. He has found a customer whom he is satisfied is all right, and he is ready for the try-out. The customer intends buying a standard machine at $30. This costs the dealer $18. It is customary to require the purchaser to make a first payment of at least $3, so that when the deal has been made the dealer has $15 capital invested. It is also customary to expect a purchaser to buy a half-dozen records or more and pay cash for them. If the weekly payments are $1 the dealer will get his capital back in fifteen weeks, and the payments thereafter are profit. For twenty-seven weeks the purchaser calls at least once a week, and it is not difficult to sell him one or more records each time he comes in. It is a safe guess that in twenty-seven weeks he will buy at least four dozen records, representing a profit of $7.20 to the dealer. In this way the total purchases will reach $46.80—more than they would on a cash sale—netting the dealer a profit of $19.20.

But no enterprising dealer would stop with one such sale. The following table has been prepared to show that a sale of this kind can be made once every two weeks on a total investment of $64, and it will not reach even that sum until seven sales have been made. For convenience this table has been based upon the sale of Standard phonographs only, and it is being supposed that the first sale was made on February 6:

Feb.	6.	Cost of 1st machine.....$18.00
		Less 1st payment..... 3.00
		Capital invested.....$15.00
	20.	Cost of 2d machine, less 1st payment. 15.00
		$30.00
		Less 2 weeks' payment on 1st machine 2.00
		Capital invested.....$28.00
Mar.	6.	Cost of 3d machine, less first payment 15.00
		$43.00
		Less 2 weeks' paym'ts on 2 machs. out 4.00
		Capital invested.....$39.00
	20.	Cost of 4th machine, less first paymt. 15.00
		$54.00
		Less 2 weeks' paym'ts on 3 machs. out 6.00
		Capital invested.....$48.00
Apr.	3.	Cost of 5th machine less first paym'nt 15.00
		$63.00
		Less 2 weeks' paym'ts on 4 machs. out 8.00
		Capital invested.....$55.00
	17.	Cost of 6th machine, less first paym't. 15.00
		$70.00
		Less 2 weeks' paym'ts on 5 machs. out 10.00
		Capital invested.....$60.00
May.	1.	Cost of 7th machine, less first paym't 15.00
		$75.00
		Less 2 weeks' paym'ts on 6 machs. out 12.00
		Capital invested.....$63.00
	15.	Cost of 8th machine, less first paym't. 15.00
		$78.00
		Less 2 weeks' pay'mts on 7 machs. out 14.00
		Capital invested.....$64.00
	29.	Cost of 9th machine, less first paym't. 15.00
		$79.00
		Less 2 weeks' paym'ts on 8 machs. out 16.00
		Capital invested.....$63.00
June	12.	Cost of 10th machine, less first paym't 15.00
		$78.00
		Less 2 weeks' paym'ts on 9 machs. out 18.00
		Capital invested.....$60.00
	26.	Cost of 11th machine, less first paym't 15.00
		$75.00
		Less 2 weeks' paymt's on 10 machs. out 20.00
		Capital invested.....$55.00
July	10.	Cost of 12th machine, less first paym't 15.00
		$70.00
		Less 2 weeks' paym'ts on 11 machs. out 22.00
		Capital invested.....$48.00
	24.	Cost of 13th mach., less first paym't. 15.00
		$63.00
		Less 2 weeks' paym'ts on 12 machs. out 24.00
		Capital invested.....$39.00
Aug.	7.	Cost of 14th machine, less first paym't 15.00
		$54.00
		Less 2 weeks' paym'ts on 13 machs. out 26.00
		Capital invested.....$28.00
	21.	Cost of 15th machine, less first paym't 15.00
		$43.00
		Less 2 weeks' paym'ts on 14 machs. out 28.00
		Capital invested.....$15.00
Sept.	4.	Cost of 16th mach., less first paym't. 15.00
		$30.00
		Less 2 weeks' paym'ts on 15 machs. out 30.00
		Capital invested.....$00.00
	18.	Two weeks' paym'ts on 15 machs. out. 30.00
		Cost of 17th mach., less first paym't. 15.00
		Profit $15.00
Oct.	2.	Two weeks' paym'ts on 15 machs. out. 30.00
		$45.00
		Cost of 18th mach., less first paym't. 15.00
		Profit $20.00

This table shows that when fifteen machines have been sold the dealer has had his entire capital returned to him, and thereafter has a constantly increasing income as long as he continues the plan. Then think of the record business to be had from the weekly calls of fifteen instalment customers. With double the capital one Standard machine could be sold every week. The dealer of limited capital and skeptical about instalment sales should limit his instalment sales to one in two weeks, until he is convinced and has the capital necessary to swing a larger number. Even if a dealer has no capital of his own, but has a good reputation, he will have no difficulty in getting his bank to advance the money and take the leases as security.

The foregoing has been presented for the benefit of the dealer who has not believed in instalment sales. To him, therefore, such sales will be in addition to his usual cash business and consequently just so much additional profit.

THE ROTHSCHILD WAY.

A New Orleans man said the other day of the great house of the Rothschilds:

"The Rothschilds push their strictness to the point of eccentricity. They once had for agent in New Orleans a fine fellow. They telegraphed to this agent at a certain season to sell their cotton holdings, but he knew the price would go higher, and, therefore, he didn't sell till four days later. In consequence, he netted an extra profit of $40,000 to his firm.

"When he sent to Rothschilds the money and told them joyously what he had done they returned the whole amount, with a cold note, that

"The $40,000 you made by disobeying our instructions is not ours, but yours. Take it. Mr. Blank, your successor, sails for New Orleans to-

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS

for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

HOW HEINDL SUCCEEDED.

Grit and Pluck Backed by Acquired Ability Lands Mr. Heindl in High Places—Manager of Porch Bros. Graphophone Department.

That the graphophone business is full of men conspicuous for their grit and pluck in overcoming business obstacles is proverbial. In illustration of this a brief sketch of the career of Anton Heindl, of Johnstown, Pa., should prove inspiring to every man connected with the industry.

It was about fifteen years ago that Mr. Heindl

ANTON HEINDL.

landed, one blustry winter morning, at the railway station in Portage, Pa. He had not one cent to rub against another, but that did not dismay him. He had other things just as good—courage and an unlimited capacity for hard work. And so, at the age of sixteen, he took up the arduous duties and dangers of a coal miner's existence. An accident, that almost cost him his life, after five years of work in the mines, decided him upon entering some other occupation, and he left Portage, as poor financially as when he came, to look for work in Pittsburg. After considerable casting around from pillar to post he finally obtained a position as salesman in the talking machine department of a sporting goods store, from which two years later, he entered the local Columbia organization at Johnstown, Pa. That step gained, it was a matter of a comparatively short time before he was manager of the store.

Mr. Heindl's entry into the talking machine field proved to be the starting point of his success, and his efforts mark the development of the Columbia graphophone and record business in Johnstown. He has enjoyed continuous and universal popularity among his trade, and the progressive spirit so conspicuous in his career so far renders certain a continuance of the esteem in which his patrons hold him.

His connection with the Columbia Phonograph Co., however, proved to be merely another stepping stone, as Mr. Heindl has just been made manager of the graphophone department of all the four stores owned and operated by Porch Bros., exclusive Columbia dealers in Johnstown. With such a hustler as Mr. Heindl in charge, it is certain that the sale of Columbia graphophones and records will assume proportions not seen before in that vicinity.

THE TRADE IN CLEVELAND.

Trade Continues Good—Strong Demand for Higher Priced Machines and Records—Max Landay a Visitor—An Educated Dog—How Various Dealers Find Conditions—Moving Picture Combination Formed With Headquarters in Cleveland—Plans to Systemize Distribution of Films—Didn't Want "Second-Hand" Records—Other Trade Happenings of Interest During the Month.

(Special to The Talking Machine World.)
Cleveland, O., Feb. 8, 1909.

Indications of improvement in trade conditions are noted all along the line, as well as in talking machines as in most other kinds of business. Trade during the past month in Cleveland and vicinity has continued good. To a large extent the talking machine business at present is strengthened by the higher-priced and more dependable trade of the wealthier class of buyers, but is not entirely confined to the Euclid avenue and Euclid Heights denizens. The tradesmen and mechanics are again buying and daily enlarging their repertoire of records and exchanging for the better grade of machines. There are rumors of changes and consolidations soon to take place, but nothing definite has been made public.

Max Landay, manager of the Talking Machine Supply Co., 400 Fifth avenue, New York, was in the city January 29 visiting the talking machine dealers. He said he found business very satisfactory in the territory he had visited.

An effort on the part of some of the city officials to prohibit the operation of moving picture shows on Sunday resulted in the reference of the ordinance to the council committee on judiciary, who have pigeon-holed it.

The familiar little Camden dog "listening to the voice of his master" now has a chum in Brownie, a pet dog belonging to Mrs. George Davis, of Zanesville, "listening to the voice of her mistress." Mrs. Davis has a sister who lives several blocks from the Davis home, and the dog is in the habit, like her mistress, of visiting between the two homes. A few days ago Mrs. Davis called up the home of her sister and asked her to send the dog home.

"Why, Maud, how in the world can I?" came the reply.

"Just hold the receiver to her ear," said Mrs. Davis.

When Brownie's ear came in contact with the receiver she heard the words of her mistress, "Come home, Brownie, I've got a nice piece of cake for you." With a yelp of delight Brownie dashed for the street and was soon barking for admittance at the door of her own home.

T. H. Towell, president of the Eclipse Musical Co., stated that business during January was fine, especially the latter half of the month. The jobbing trade, he said, was expanding right along and conditions generally very satisfactory. The company do an exclusive jobbing business.

Thorton & Bros., located on Broadway, are enjoying a good trade in Edison and Victor machines and records.

Since the purchase of the business of the Columbia Co. by G. J. Probeck & Co. trade has been very satisfactory. "We are, however, doing quite a volume of business in both machines and records," said Mr. Probeck. "The demand for double disc records is increasing, and customers all express themselves well pleased with the innovation. We are looking forward to a very successful year's business."

"We had an excellent trade in January," said Mr. Audrey V. Biesinger, manager of the Roberts store, and it has continued right along to date. The demand for machines is fairly good, and records are selling well. The new Amberols are becoming great favorites, vieing with Red Seals in popularity. Prospects are decidedly encouraging."

Since their removal to their present quarters W. H. Buescher & Sons state their trade has greatly increased. The locality is in the business center, and the company occupy a beautiful store in the twelve-story Schofield building. The company have installed a piano and are demonstrating the new system of music teaching just copyrighted by the Anylitic Music Co., of this city.

C. S. Bourgeois, manager of the new International Talking Machine Co., said: "Business is very good indeed, both in machines and records. The Columbia indestructible cylinder records commend themselves to patrons, and the demand for these, and also the double disc records, is daily increasing. We have done exceptionally well since starting in business two months ago. We have secured a number of permanent customers and our business is daily increasing. Included in a number of sales of various priced machines in January were two Symphony grands, with a complement of grand opera discs."

Mr. Robbins, of B. L. Robbins & Co., The Arcade Talking Machine Store, said that since their removal to the new store there had been a decided increase in business. "Having more space and separate demonstrating rooms," said Mr. Robbins, "for the accommodation of Victor and Edison customers proves to be of great advantage. Our January sales of the higher grade machines, including several Victrolas, was fine. There is an excellent demand for records, including the Amberol and Red Seal."

Edna A. Rankin, manager of the Victor and Edison Talking Machine Co., 27 The Taylor Arcade, is doing nicely. She has made sales of many high-priced machines, including Victrolas—one a Louis XV. Victor Victrola—to an old acquaintance in New York City, Mr. A. S. White.

Luretta Byrnes, manager of the talking machine department of Brown Bros., said business was very good. "Our trade in January," she said, "was fine. We sold a number of the BI Columbia machines, as well as a number of the cheaper grades." The company handle the Columbia machines and double disc records exclusively.

H. E. McMillen has a large clientage, covering the entire field of musical instruments. "Our December business in the talking machine department," said Mr. McMillen, "was more than double that of December, 1907, the increase coming almost entirely from larger sales of Victrolas. Our January business was good in Victrolas and records, but rather quiet in other machines. Prospects are unquestionably good for a prosperous year's business."

The Hacter Jewelry Co., 5372 St. Clair avenue, are operating a talking machine department, and are doing a fine business in this line. They report excellent sales of the Victor January records.

Business is moving along prosperously at the May Co. Mr. McNulty, manager, said trade had been very satisfactory throughout January, having made sales of a large number of machines and scores of records. He stated there was a gradual improvement in business generally, manifest by the increasing calls and larger number of records selected. He thinks this will be one of the most prosperous periods in the history of the talking machine business.

The rebuilding and remodeling of the Bailey Co.'s building is inconveniencing the quarters of the talking machine department, but the business, though transferred, is moving along successfully. Mr. Friedlander, manager, said business was very good in January, as it also is at the present time. He said sales of records was fine, and that the Amberols were proving great sellers. The company gave an Auxetophone entertainment recently at the Chamber of Commerce on the occasion of a banquet.

For the alleged purpose of manufacturing and systematizing the handling of films throughout the country a combination of independent moving picture exchange men, capitalized at half a million, with headquarters in Cleveland, has been launched. The new company incorporated as the Kinemetograph Educational Film Co. has established its main office here, with allied branches in New York, Chicago and St. Louis. Its territory contemplates covering hundreds of moving picture shows throughout the country.

Robert E. McKisson, ex-Mayor of Cleveland, is counsel for the new corporation. In discussing some of its plans, he said: "The moving picture business, so far as the exchange of films is concerned, has been in chaotic condition. Of course, the business is a new one, unorganized and growing with great strides. Each exchange has been placing all the films it could, regardless of any general plan. This new corporation plans to have each city grouped, so that the shows it supplies will get the newest films and possess them exclusively. They will not have to use the films that another house is using contemporaneously, or that were used a week before. Their films, after being used, will be sent to other cities on the circuit.

"Plans for the organization of the new concern have been under way for some time. It has now been incorporated at $500,000 and established offices here. It includes some of the present film exchanges now operating, and will produce some of its own films of improved fireproof construction, and will also buy, rent and import others."

Talking machine dealers experience many

Attaching the Sweeper

ATTENTION!
Jobbers and Dealers

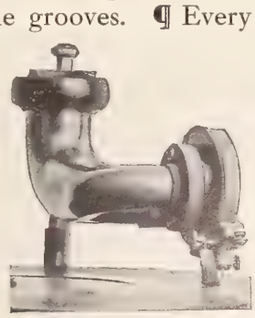
If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment,** for **Victor Talking Machines.** ¶ **Cleans while playing.** ¶ It not only polishes the surface of the record, but digs the dirt out of the grooves. ¶ Every record customer will buy one.

A popular priced Sweeper and Attachment

TWENTY-FIVE CENTS ***Regular Trade Discount***

Manufactured by

RECORD SWEEPER COMPANY
Highland Park ILLINOIS, U. S. A.


Record Sweeper

queer episodes. A woman entered a store a few days ago and, after she had listened to the demonstration of twelve records, said: "I'll take that last one." The attendant proceeded to wrap it up for her. She stopped him. "I don't want that one. I want one that hasn't been played. You don't sell those that have been played, do you?" Informed that he did. "Well," said she, "this is the last record I'll ever buy here. I don't propose to have any second-hand goods worked off on me." The attendant said he tried to explain, but she choked him off by asserting he was an "unregenerated swindler," and that he had better try two weeks of Christlike life.

THE GROWTH OF AN INDUSTRY.

Remarkable Progress Made by the Hawthorne & Sheble Mfg. Co.—Considered the Matter Carefully Before Entering Field and Were Well Prepared—Success of "Star" Machines and Records at Home and Abroad.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1909.

Several years ago the Hawthorne & Sheble Manufacturing Co. started in to manufacture a disc talking machine. They had been for years identified with the supply end of the industry, and their entrance into the field of machine manufacturers was looked on by the trade in general in the nature of an experiment, and possibly by the other machine manufacturers in the light of a usurper. Such an impression was hardly conducive of a favorable reception by the trade in general, and tended to place an additional handicap on the introduction of their machine product to the public.

The Hawthorne & Sheble Manufacturing Co. had not, however, entered this end of the business without giving the matter serious consideration, as it appears they had been preparing for this move for several years previous, had acquired many patents to cover their product and had associated with them a number of the brightest minds connected with the inception and development of the talking machine industry. Their first bow to the public was naturally a modest one, when compared to the variety of models placed on the market by other manufacturers, and for quite a period of time they confined their efforts to manufacturing machines for premium purposes. They quite realized the importance of adding to their line, and, assuming a different position before the trade, so gradually different models were added, new customers were secured, and new fields developed, until the year 1909 sees this company in a position where they are prepared to meet any and all conditions arising, and to-day their product has won a big measure of favor and their business has grown and expanded to such an extent that they are certainly recognized as big factors in the trade.

To-day the Hawthorne & Sheble Manufacturing Co. have four distinct factories, wherein they employ hundreds of people. Their plant is self-contained, even to operating their own iron foundry, and each intricate part entering into their product is made in their own factories under their supervision and direction. They are at present marketing fifteen distinct types of Star talking machines, retailing for $10 to $250, so as to meet the requirements of all intending purchasers. Their two new cabinet machines—namely, the Starola, listing at $175, and the Starola grand, listing at $250—appeal to the highest class of trade.

In their line of Star records they have aimed to make popular selections, and their list shows a very careful discrimination. The price of their 10-inch records—namely, 50 cents—is a popular figure, which is bound to impress the buying public favorably.

From a small beginning, starting with a large amount of trade prejudice to overcome, this company has made remarkable progress, until to-day they are numbering among their active customers some of the largest and best-known houses in the United States.

A poor business man will rest self-contented and not investigate a new proposition. A good one will always carefully look into the advantages offered by a growing enterprise. It is an old saying that "a straw shows which way the wind is blowing," and the straw in this case has shown the direction of the wind for some time past, and connections formed now may prove valuable assets for the lucky holders in the years to come.

TALKER NEWS FROM LOS ANGELES.

Heavy Rains Hurt Business Temporarily—Increased Demand Noted for All Lines—Birkel Co. Pushing Fibre Needles—New Columbia Disc Machine Received—Several Dealers Expanding and Taking on New Lines.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 30, 1909.

All southern California and surrounding country has, and is, enjoying a splendid fall of rain, which is a prosperous sign, and will help business in the future. While the downpour has done considerable damage in some parts, it is not regretted.

Stockton (Cal.) is probably the heaviest sufferer, as a result of the floods caused by the rains, which were the heaviest witnessed for some years. It has been necessary to use boats for transportation, and the talking machine dealer of Venice would have learned a thing or two in selling goods had he chanced to see the dealers of Stockton at their daily tasks. Regardless of the weather conditions, business has been good, and in all of the excitement a new store has been opened by Marin & Co., which is a handsome addition to the many stores of which Stockton boasts.

Santa Barbara has also had some trouble during the rainy days, being cut off from Los Angeles by washouts on the railroad it was crippled for a short while. Other towns throughout the State met with similar experiences, some of which were quite serious for a time.

Sherman, Clay & Co. have had good reports from their dealers and are receiving some large shipments of Victor records, which will replenish their stock which was thinned out during the holidays. The February Victor records have sold very well.

The Southern California Music Co. have had an increase in their Edison Amberol business. Edison dealers are becoming more interested in this line, and the new lists of records are made up of the best class of selections. Amberol attachments are in great demand, as a result of the National Co.'s magazine advertising.

The fiber needle has been widely advertised by the Geo. J. Birkel Co. and has created an interest among their customers. Juan de la Fuente, of the foreign department, is visiting his father in Mexico.

Wiley B. Allen Co. have been caring for their talking machine trade as best they can in their temporary quarters and expect to be back in the old store in a very short time.

The Columbia Co. have received a new type disc machine, with changeable motor, which they expect to make a special feature of in their future advertising. Their repair department, in charge of E. B. Sparks, is receiving a great deal of work from out-of-town customers.

The J. B. Brown Music Co. have completely remodeled and enlarged their talking machine department and added the Edison line. Pease & Foote are expanding and will add to their store as soon as they can secure more space. Fiske & Co. have originated some very attractive window display cards, which are different than any ever seen in the city. Hamberger's talking machine department distinguished itself during the holidays and has been moved from the basement to better quarters on one of the upper floors. Brent's furniture store, which has handled the talker lines for some time past, has made an attractive window display of the Victor. Max Schirsohn has had a fine business during the rainy days in both disc and cylinder records.

The Pasadena dealers are all very pleased with trade in their city, especially to see the generous rain. The Waterhouse Music Co. have built an addition to accommodate the Amberol goods. The Pasadena Music Co. are doing a good Victor business in Red Seal records.

C. S. Reige, Fresno, has lately become an Edison dealer, and is fitting his store to accommodate the line.

W. M. Gottschalk, of the Herzog Art Furniture Co.'s local branch, has gone to Chicago to attend the Manufacturers' Exposition. On his return he will display several new styles of record cabinets at their warerooms.

The Exton Music Co., under the management of Robert Larkins, are making many improvements in the handling of their trade.

The Fitzgerald Music Co. have announced to the public that they are to move from the old store on Spring street to a new location recently secured on Broadway between Fifth and Sixth streets.

The death of Geo. Macnabb, brother of Jas Macnabb, of the Zonophone Co., which occurred in this city, is lamented in the trade circles.

THE DIAPHRAGM IS KING

Everybody Indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

PRICE, including Cross Head and Link, $1 EACH.

NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, $5.00

NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

THE LATEST COPYRIGHT DEVELOPMENTS

The Washburn Copyright Bill Introduced in the House Allows the Composer a Five Per Cent. Royalty—Currier Bill Which Allows a Flat Rate of Two Cents a Record May be Re-introduced Before the Present Session of Congress Adjourns—Neither of These Bills Is Retroactive—Music Section of the Washburn Bill Worth Reading—Now Certain That no Definite Action Will be Taken on the Copyright During Present Session of Congress.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 6, 1909.

During the past month Chairman Currier and his colleagues on the sub-committee of the House Patents Committee have continued their conferences and while they have not accomplished enough to bring about positive legislation they feel that they are on the verge of a compromise that will result in action early during the next Congress. This sub-committee consists of Messrs. Currier, of New Hampshire, chairman; Hinshaw, of Nebraska; Chaney, of Indiana; McGavin, of Illinois; Washburn, of Massachusetts; Sulzer, of New York, and Legare, of South Carolina.

The question before the committee is, whether the composers shall be allowed a five per cent. royalty, in accordance with the Washburn idea, or a flat rate of two cents a roll or record as advocated by Chairman Currier. These ideas are set forth in the new Washburn bill which was introduced last Thursday, January 28 (House Bill No. 27,310), and in the Currier Bill (No. 22,183), which was introduced on May 26, 1908, but which will be re-introduced in modified form.

Both bills concede to the composer, or owner of the copyright, the exclusive right to the public reproduction by mechanical means of his copyrighted work if he chooses to exercise that right, but each measure provides that if he himself reproduces or permits anybody else to reproduce the copyrighted work mechanically that *all others* who desire to mechanically reproduce the same work may do so upon the payment of the legal royalty to the owner of the copyright. Those who advocate the Currier idea regard it as the better of the two because they believe it would be simpler to enforce the payment of a flat rate than a percentage one.

This alleged difficulty of computation is one of the objections urged against the Washburn percentage principle, viz.: Would the retail or the wholesale selling price be made the basis of the computation of the royalties to be paid, and what would be the method of calculation where there are different wholesale selling prices if the latter is to be the basis?

The chief objection raised against the Currier idea is that two cents a music roll or record is not sufficient compensation in the way of royalty. Chairman Currier and some of his colleagues regard a two-cent flat rate as a good return to the owner of the copyrighted composition for its use. Another objection against the Currier idea is that if a flat rate of two cents is allowed as royalty on a record selling at 50 cents that a music roll retailing for $1 should bring in a larger royalty to the composer. Some of the composers say their royalty should be greater on a record retailing for $5 than one selling for 50 cents. The reply which manufacturers make to this objection is that records selling for $5 are sold at that price, not so much on account of the talent of the composer as that of the singer.

The Washburn idea is set forth succinctly in the bill introduced last Thursday, in which the music section provides that—

Any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right:

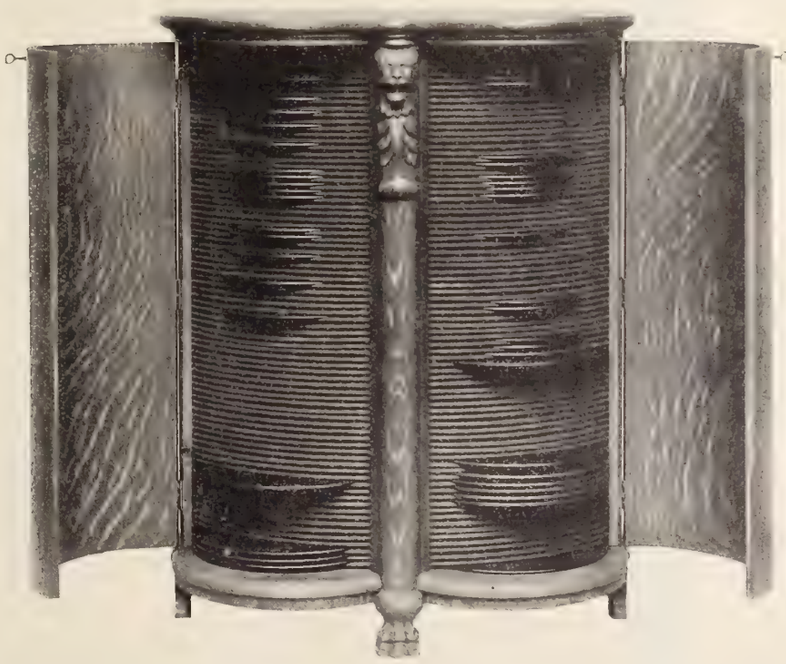
"(e) To perform the copyrighted work publicly for profit if it be a musical composition, and for the purpose of public performance for profit, and for the purposes set forth in subsection (a) hereof; to MAKE ANY ARRANGEMENT OR SETTING OF IT OR OF THE MELODY OF IT IN ANY SYSTEM OF NOTATION OR ANY FORM OF RECORD IN WHICH THE THOUGHT OF AN AUTHOR MAY BE RECORDED AND FROM WHICH IT MAY BE READ OR REPRODUCED; Provided, That the provisions of this act, so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work, shall include ONLY compositions published and copyrighted after this Act goes into effect: AND PROVIDED, FURTHER, AND AS A CONDITION OF EXTENDING THE COPYRIGHT TO SUCH MECHANICAL REPRODUCTIONS, That whenever the owner of a musical copyright has used or permitted or knowingly acquiesced in the use of the copyright work upon the parts of instruments serving to reproduce mechanically the musical work, then ANY OTHER PERSON may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty equal to five per centum of the sum derived BONA FIDE BY THE MANUFACTURER THEREOF from the manufacture, use, sale, or lease of such parts. The payment of the royalty provided for by this section SHALL FREE THE ARTICLES OR DEVICES FOR WHICH ROYALTY HAS BEEN PAID FROM FURTHER CONTRIBUTION TO THE COPYRIGHT EXCEPT IN THE CASE OF PUBLIC PERFORMANCE FOR PROFIT: And provide further, That it shall be the duty of the copyright owner, if he uses the musical composition himself for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the Copyright Office, and any failure to file such notice shall be a complete defense to any suit or action for any infringement of such copyright.

"In case of the refusal of such manufacturer to pay the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found not exceeding three times such amount.

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Unable to agree among themselves as between the percentage and the flat-rate royalty principles the members of the sub-committee are willing to hear from the country before voting upon which of the two ideas they will support. There will, of course, be no more hearings, but the sub-committee is anxious to learn just which of the two plans is preferable to the majority of those

Salter's Improved Cabinets



Salter's New Goods

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

SALTER'S IMPROVED CABINETS

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

SALTER MFG. CO., 102 to 108 N. Oakley Avenue CHICAGO, ILL.

Goods shipped the same day order is received

This sort of service may be new to you, but it is no more than a dealer ought to expect from his jobber.

It's our way of doing business; and you can be sure that a concern that handles orders promptly is up-to-date and does things right in other ways.

Doesn't matter what you want in Victors, Victor Records, record cabinets, horns, fibre cases, English needles and other Victor accessories, we have it in stock and send it to you without delay. You can tell when the goods will reach you and be sure of living up to your promises to your customers if you had to keep them waiting.

That kind of dealing gives the greatest satisfaction all around. It makes your business run along more smoothly, you always know just where you are, and have no trouble in holding your customers.

Give us a trial order and see how quickly and satisfactorily we handle it. We'll be very much surprised if it doesn't make you long for our kind of service all the time.

Write for our catalogue, pick out what you want and put it up to us to make good.

With our catalogue, we'll also send our booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style Victor in design and finish.

New York Talking Machine Co.

Successors to
The Victor Distributing and
Export Company

83 Chambers St., New York

interested in the music section of the intended legislation. This contest has now been in progress for more than four years. It is manifestly certain that even if the Patents Committee should immediately report either the Washburn or the Currier bills, that neither can get beyond the floor of the House.

The appropriation bills are all in backward state at the present time. A change of national administrations is occupying the anticipations of Congress, and of the twenty-eight days remaining before the inauguration, four Sundays, a holiday, a third day for the Allison memorial exercises, and a fourth to be occupied exclusively with the counting of the electoral vote, will eliminate eight, leaving, at the most, but twenty working days in which the Sixtieth Congress may legislate. In that time all of the appropriation bills must be passed and there are items in all of those thus far reported that occupy still further time with the consideration of conference reports on the disagreeing differences between the two ends of the Capitol.

What the House Committee hopes to be able to do is to reach an agreement on either the Washburn or the Currier idea so that a bill may be reported to the House before March 4. There is no likelihood of this being done before the last fortnight of the session. With the end of the session the bill would die. The only parliamentary advantage would be that the bill could be immediately introduced and given early position on the calendar of the Sixty-first Congress, but this will undoubtedly not be until next winter, unless subjects other than the tariff, which is improbable, are to be taken up during the special session, to be called for March 10 by President-elect Taft.

If the event of the reporting of a bill which will prove acceptable to the composers, automatic instrument and talking machine record manufacturers, music publishers and others interested—acceptable as the best possible compromise that could be obtained—there will probably be little difficulty in securing a favorable report of the same bill early in the Sixty-first Congress. But the development of any wide divergence of opinion as to what ought to be in the bill, the creation of another bitter contest, there would probably be another fight within the committee and in that event copyright legislation would undoubtedly go by the board for another two years. If another contest should develop, and everybody in Congress interested in the matter prays that this may be spared, the upshot of the whole matter will be merely the enactment of a measure dealing with changes in present administrative features of the law already on the books without altering the status of musical copyrights at all.

Both the Currier and the Washburn bills provide that neither if enacted into law shall be retroactive so far as the musical clauses are concerned. Every day that the enactment of the legislation is delayed means an increased number of copyrighted musical compositions upon which royalties will not be payable under the proposed legislation. This is an important phase of this whole subject which seems to have been lost sight of by those most deeply interested in the payment of royalties.

ENJOYS PAINTING EDISON.

A. A. Anderson a Well-Known Artist Chats Interestingly of Edison Personality—The Impressions Conveyed to the Artist—Edison Brain a Relay Machine.

A. A. Anderson, the well-known artist, who some time ago finished a striking portrait of the inventor of the phonograph, a picture, by the way, that is now familiar, showing Mr. Edison in the attitude of thought at a table on which is a phonograph, parts of which he is holding in his hands, talked in a most interesting way about Edison the other day, when he said:

"I enjoy painting Edison, though he is no easy subject. He is restless until he gets his thoughts concentrated upon some scientific problem, and then he becomes quiet and the expression upon his face one that an artist loves to catch and transmit to the world. But it was not so easy to get him thinking, for his brain works best in a noise. He likes to be in his factory or workshop, with the hum and clatter of his machinery about him. But I know something of electricity, and am deeply interested in it, so I was able by conversation to lead him into a train of thought that would get him into the proper condition for sitting as a subject."

"And what impression did you form of him as a thinker?" was asked.

"I learned that he has the mind, not of the deductive reasoner, but of the man inspired, you might almost say. He arrives at his conclusions by intuition and not by mathematical reasoning. To illustrate: When he invented the ordinary pear-shaped glass bulb for incandescent electric lights he wanted to ascertain its precise cubic contents. He gave the problem to several eminent mathematicians, and they figured on it. When they brought their answers he told them that all of them were wrong. He could not tell exactly how he reached his own conclusion, but he knew what it was, and wanted to prove it. His method of proving it illustrates the practicality of his ways: He had made a series of tin cubes, forming a nest, each one a minute quantity smaller than the one enclosing it. He filled a bulb with water and poured it from one cube to another until he found which of them the contents filled exactly.

"Another illustration of this practicality was when he invented the wax cylinder of his phonograph. He had a brush with which to clean these cylinders, and each of these brushes cost him a dollar. He wanted a cheaper brush, of hair that would clean the wax without scratching it and thus spoiling the record. He collected specimens of the hair of every animal he could think of, and what do you suppose was the result? He found the hair of the red deer the finest in existence, so fine that you almost need a microscope to see its tips, and of it he made a brush that cost only five cents.

"Some English capitalists came over here to organize the typewriter trust. They took all their papers to Mr. Edison and asked him to pass upon their plans. He knew nothing about typewriters, so he asked them for the books that would inform him. He turned the leaves of a book over rapidly, and when he had reached the end he surprised all the experts by his knowledge of the subject, a knowledge obtained by the most cursory reading, if reading it can be called, for you or I would call it merely glancing over.

"He has a most retentive memory and enough imagination, but not too much for practicality. Imagination in an inventor is a dangerous quality. An inventor must have it, but if he have too much of it he is sure to become a dreamer. That is where Edison is strong; he has just the requisite amount of imagination to make him conceive great things, yet not enough to make him a dreamer. He is essentially practical.

"The human brain is like one of Edison's relay machines. These receive and collect the messages that are sent and then pass them on, each over its proper wire. So the mind receives and stores impressions and gives them forth again. A great mind selects and co-ordinates the facts it has stored up and gives the world the sum of the results in a concrete form. Thus it is with Edison. His splendid mind is not only a storehouse of knowledge, but a wonderful relay machine which combines and compares this knowledge, and from it evolves great ideas which take the form of telephones, electric lights, phonographs and such useful things.

"I remember when Edison was in Paris the city gave him a banquet and the presiding officer said the city of Paris had banqueted many kings and princes, but this was the first time it had entertained a scientist, but Mr. Edison was worthy of a banquet because he was the prince of scientists."

Every employer assumes a certain responsibility in connection with his employes. It is his duty to do everything in his power to keep them honest, to keep temptation away from them.

MUSIC-MASTER Wood Horns (NOT VENEERED)

Any Horn—metal or veneered wood—can intensify the sounds of the record reproduction, but only the

MUSIC MASTER
WOOD HORN

can enhance the tone quality by sympathetic vibrations.

Made for any Style or Make of Machines.

Finished with Beautiful Hand Rubbed Polish.

BECAUSE the MUSIC MASTER is the only horn built of solid wood with vibratory freedom. It is more than a horn—it is a sounding-board.

Ask your jobber to send you a horn on approval.

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Penna.**

TRADE NEWS FROM INDIANAPOLIS.

Post Holiday Trade Quiet—Koehring to Remove—Columbia Co.'s Attractive Window Display—Recent Visitors—Lieber Elected Treasurer of the New National Moving Picture Film Association—State Regulation for Nickelodians—Fake Pictures Condemned—News of the Month Worth Recording.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1909.

The talking machine trade has been quiet in Indianapolis for the last month. Most of the talking machines were bought during the Christmas month. However, the dealers have been having a nice run on records. Those who bought machines in the previous month have been buying their records for the machines in the last month. The weather, too, has made the business in machines worse than it would have been otherwise.

C. Koehring & Bros., Victor distributers, who have been located in Virginia avenue for some time, will move to a down-town location within the next week or two. The company have rented a storeroom on Virginia avenue, in the business district. They have been doing a nice business for some time, and have been putting a good deal of enterprise into their work.

The Kipp-Link Co., who handle Victors and Edisons, report a fairly good business for the last month, considering circumstances as do the Indiana Phonograph Co. The latter concern handles Victors and Edisons and are doing a nice business out in the State.

Joseph Joiner, of Massachusetts avenue, who handles Victor machines and Columbias, reports a good business. He is well pleased with his location in the new business district in Massachusetts avenue.

The Columbia Co., in Pennsylvania street, have been featuring in their window display for the last week, two styles of their symphony graphophones. The two machines formed an attractive display, and Thomas Devine, the manager, says a number of inquiries have been made at the store as a result of the display, and he is of the opinion that it will result in several sales.

Mr. Devine spent two or three days last week on a business trip to Terre Haute, where the Columbia Co. have a store. He is very well satisfied with the business which is being done at Terre Haute.

Among the out-state talking machine dealers, who have been in the city in the last month, are: Luther Day, Muncie; L. L. Bair, Anderson; S. D. Marcus, Spencer; John Wetz, Sulphur Springs; John H. Whitelock, Rushville.

"Talker" music for dances at the large manual training high school of Indianapolis continue to be popular. A dance was given there last week by one of the Greek letter fraternities and a Columbia Twentieth Century machine supplied the music.

Marion Dorian, of the Columbia executive offices of New York, called at the Columbia store here last week and was in Indianapolis over Sunday. Mr. Dorian is making a tour of all of the Columbia offices of the country.

Robert Lieber brought interesting news to Indianapolis this month from New York, where he had been attending the meeting for the reorganization of the moving picture business of the country. He was elected treasurer of the new national organization of moving picture film agencies. Mr. Lieber says that the organization which has been effected probably will mean that there will be fewer moving picture shows in Indianapolis and over the State than there has been in the past, but that the entire business will be placed on a higher plane. All of the moving picture patent interests he explained have been consolidated into one great company and it will sell film to companies only when certain requirements for the general uplift of the business have been filled. Mr. Lieber says that this will not affect Indianapolis as much as some other cities because in Indianapolis the business is in pretty good condition as compared with other cities. Nearly all of the shows here have fairly adequate fire protection.

William E. Blakeley, State factory inspector, in his annual report, which he has just submitted to the governor, urges legislation for the regulation of five-cent theaters of the State. Mr. Blakeley calls attention to the rapid increase in the last few years to the number of such shows in the State and points out that such shows, especially in the smaller towns, are usually located in abandoned store rooms and sometimes in upstairs rooms, where the fire protection is not good. He directs attention also to the danger from fire as a result of the celluloid film. In spite of Mr. Blakeley's recommendation, the Indiana legislature has now been in session for four weeks, and no bill has been introduced looking to the regulation of such shows.

Thomas Winterrowd, building inspector of Indianapolis, recently made a tour of some of the five-cent shows of the city, and did not find things to his liking. In one place in South Meridian street, he saw the operator in a fireproof box smoking a cigar, with several hundred feet of inflammable film unrolled before him. The operator had no license under the city ordinance, and Mr. Winterrowd told him to throw the cigar away at once, and told him that unless he obtained a license the place would be closed at once. The ordinance requiring licenses for such operators is being rather strictly enforced. Five operators appeared for the examination last month.

Objection has been made in the public press recently to some of the fake pictures which have been shown, and which have been represented as life-like representations of the scenes in Sicily, immediately following the recent earthquake. The newspapers spoke of these scenes as being faked up. They were shown, it was said, before pictures from the scene of the 'quake could have possibly reached America. Referring to the pictures, one newspaper said "A spike is being driven into the coffin of the moving picture show business in Indianapolis."

C. H. Sutherland, who owns four of the seven five-cent theaters in the business district, will open up soon a ten-cent moving picture house in the busiest section of the city. He has already rented a room in the liveliest block in Washington street. This new house will represent a depart-

ure as for the additional five cents he will simply give a longer and more varied moving picture program and will not intersperse any vaudeville numbers, as some of the ten-cent shows have done. Mr. Sutherland believes that the people will stand for more moving pictures without any solos or vaudeville stunts.

WURLITZER'S NEW YORK HOUSE

Fast Getting Things in Shape—Manager Grimes to be Assisted by C. J. C. Clayton and Arthur Pollmann—Farney Wurlitzer Returns to Cincinnati—Rudolph Wurlitzer 78 Years of Age on February 1st.

The Rudolph Wurlitzer Co., at 25-27 W. 32d street, New York, under the management of Fred Grimes, are rapidly getting their warerooms in shape. Of course, business is going along, and their principal instruments in the automatic line have been installed. In about a week or so the entire place will be complete. Besides himself, he will have the assistance of C. J. C. Clayton, formerly connected with Bollman Bros., of St. Louis, Mo., as an outside salesman. Arthur Pollmann, son of August Pollmann, one of the veterans in the small goods business, joined the selling staff Monday. Mr. Pollmann is an expert in automatic instruments, and electrician in that special line of no mean pretensions.

Farney Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O., was in New York January 30, cutting his visit short so as to be at home on the birthday of his father, Rudolph Wurlitzer, the head of the corporation, who was 78 years of age on February 1. Mr. Wurlitzer, despite his age, comes to business every day.

SALES AGENTS FOR LEEDS & CATLIN.

The Manufacturers' Outlet Co. Will Represent This Line—Take Possession of New Quarters—Groshut Off on Western Trip.

The Manufacturers' Outlet Co. took possession of their new offices and factory, on the third floor of 89 Chambers street, New York, Monday. The premises are admirably adapted for their purpose, and the general office, sample room and private quarters of Walter L. Eckhardt and J. Charles Groshut, of the company, are suitably decorated and appropriately furnished for the quick despatch of business.

Mr. Eckhardt returned from a very successful trip last week, with Chicago as the "storm center," where he booked, among other nice orders for their specialties, one for 100,000 records. The company, with other new lines added, have become general sales agents for the entire machine and record output of the Leeds & Catlin Co., New York. This is considered a valuable and logical connection that will redound to the expansion of trade for both concerns.

Monday Mr. Groshut started on a two months' selling trip through the Middle and Central States and the Northwest. His western turning point will be at Kansas City, Mo. He is counting on sales that will total $100,000, and was confident the "trick" can be easily turned. On coming back to New York, Mr. Groshut will go through the South and Southwest.

MR. THWING'S CHOICE COLLECTION

Of Records Has Been Cataloged and Forms a Volume Which Reflects Mr. Thwing's Musical and Artistic Leanings.

J. L. Thwing, president of the Thwing, Stewart Co., the prominent printers and engravers of Duluth, Minn., has one of the largest private collections of talking machine records in the country. He has had these listed in catalog form, alphabetically arranged, and it really looks like a volume put out by one of the big talking machine companies. Mr. Thwing devotes some five pages of small type to his Red Seal and operatic records, which embraces the very best compositions of all the leading artists of the world; two pages to sacred and standard selections; a page to talking records; two pages to concerted vocal pieces; two pages to popular vocal numbers, solos, and four pages to band and orchestra numbers. The latter includes solos for all the leading orchestral instruments.

In the diversity and choice selection of these records Mr. Thwing displays his love for music in its varied forms. He certainly has at his command the greatest works of the masters as sung or played by all noted artists in the vocal and instrumental worlds.

In writing to The World under recent date, Mr. Thwing says: "I take pleasure in handing you herewith, with my compliments, a copy of catalog of my private collection of talking machine records. Thanking you at the same time for the inspiration I have had in watching the growth and interest of your publication, I am, Yours very truly, J. L. THWING."

WHAT TRADES NEED HELP?

New York Schools Don't Know Which Vocations to Teach.

William H. Maxwell, superintendent of schools for New York City, in a letter to Assemblyman Hoey, supporting the latter's bill for an investigation of technical and industrial training in the schools of this and foreign countries, says that accurate information on the subject is absolutely necessary before vocational schools can be properly established and conducted in New York.

"We are trying to work out plans for a trade or vocational school," says Mr. Maxwell, "intended particularly to benefit boys and girls who reach the age of fourteen years without graduating from the elementary schools. We know the necessity of the school, but are in serious doubt as to what we ought to teach these children in the way of preparation for a trade."

The superintendent suggests that the scope of the Hoey bill be extended so as to include an inquiry into the supply of skilled labor in various trades, the methods by which apprentices are instructed in shops, and the opportunities offered by trades unions for admission to workshops.

REPORTS CONDITIONS AS EXCELLENT.

J. C. Roush of Standard Talking Machine Co., Pittsburg, Pa., Enthusiastic Over January Business and General Outlook—Thanks Jobbers for Victor Exchange Deal—Satisfactory Means for Reducing Stock.

(Special to The Talking Machine World.)

Pittsburg, Pa., Feb. 6, 1909.

In a chat with J. C. Roush, of the Standard Talking Machine Co., Inc., of this city, he said: "We find that our January business has come up fully to our expectations, and altogether, we are very much encouraged with the outlook for the coming season. Collections continue good, and we find the dealers very much enthused on the Edison cutout exchange, which enabled them to put in fresh stock without further investment.

"The jobbers who have taken advantage of the Victor exchange deal find that it pans out to their entire satisfaction, and has been the means of their reducing the stock they were very long on, and we would be pleased to have you offer our hearty thanks through your valued paper to the V. D. & E. Co., Musical Echo Co., Blackman Co., Penn Phonograph Co., Wurlitzer Co., Perry B. Whitsit and W. D. Andrews for their co-operation along these lines."

WILL SUE BRITISH AUTHORITIES.

Geo. W. Gibbs, a young American, who went to British Guiana, representing the Columbia Phonograph Co., and who was arrested by mistake for another man, by the authorities of Georgetown, returned to New York last week. He was arrested just as he was ready to leave for home and kept in jail for some time. He intends to bring suit to recover damages for the stupid mistake made by the British authorities, and for the loss he suffered through imprisonment.

WILL THEN GO OUT OF BUSINESS.

When the Columbia Phonograph Co., General, remove from 111 to 89 Chambers street, New York, on or before May 1, now occupied by the Excelsior Phonograph Co. (successors to the Douglas Co.), the latter will cease to exist and will go out of business. John Kaiser, general manager of the Excelsior Co., and C. V. Henkel, former president and general manager of the Douglas Co., have about completed arrangements to enter the motion picture line, and will run a place of amusement of this kind in the Bronx section of the city.

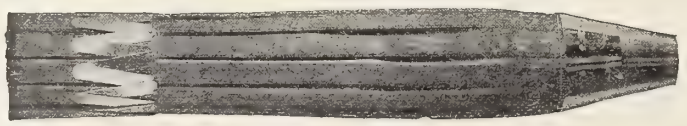
The Minnesota Phonograph Co., retail dealers in talking machines, St. Paul, Minn., suffered some damage by fire last week. They carried an insurance of $4,000, and the fire will only temporarily inconvenience them.

ATTENTION, MR. JOBBER AND DEALER!

THE MUNSON FOLDING HORN

PATENTED

Retails $7.00



Retails $7.00

OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Further Particulars and Discount Sheet on Application

FOLDING PHONOGRAPHIC HORN CO., 650-652 Ninth Ave., New York City

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents

RECORD BULLETINS FOR MARCH, 1909

EDISON STANDARD (Two-Minute) RECORDS.

10077 Autumn Leaves.....Edison Concert Band
10078 Arab Love Song.....Ada Jones
10079 Meet Me in Rosetime, Rosie..Harlan and Stanley
10080 Now I Have to Call Him Father....Ada Jones
10081 Ev'rything's Funny to Me.....Sallie Stembler
10082 A Bowery Flirtation.Ada Jones and Len Spencer
10083 Just One Sweet Girl.....Manuel Romain
10084 The Whistlers...American Symphony Orchestra
10085 Uncle Josh on a Fifth Avenue Bus..Cal Stewart
10086 Some Sweet Day, Bye and Bye.....
Anthony and Harrison
10087 The Sweetest Girl in Town....Edward Meeker
10088 Reed Bird.....Edison Concert Band
10089 I'll Be Home at Harvest Time..Frederic Rose
10090 Oh, You Kid.....Ada Jones and Billy Murray
10091 Castles in the Air.....Thomas Chalmers
10092 On the Levee.....Albert Benzler
10093 Ground Hog Day at Pumpkin Center.....
Cal Stewart
10094 Yip-I-Addy-I-Ay!.....Collins and Harlan
10095 Flanagan's Real Estate Deal.....Steve Porter
10096 The Forest King.....New York Military Band

EDISON AMBEROL (Four-Minute) RECORDS.

81 Introduction and Bridal Chorus from Lohengrin
Edison Concert Band
82 The Song That Reached My Heart..Harry Anthony
83 Uncle Josh's Huskin' Bee.Cal Stewart and Company
84 A Vision of Salome..American Symphony Orchestra
85 Just to Remind You.....Manuel Romain
86 The Traveling Salesman....Empire Vaudeville Co.
87 My Old Kentucky Home—Fantasia.....
Edison Concert Band
88 Gee! Ain't I Glad I'm Single?..Edward M. Favor
89 I Dreamt That I Dwelt in Marble Halls.....
Edith Chapman
90 Scarf Dance.....American Symphony Orchestra
91 In Heavenly Love Abiding..Edison Mixed Quartet
92 On Parade Medley (original).....
National Guard Fife and Drum Corps
93 Angel's Dream Waltz....New York Military Band
94 Diabolo Two-Step and Medley.....
New York Military Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A630 Meet Me in Rose-time, Rosie. (Schwartz.) Tenor and baritone duet, by Byron G. Harlan and Frank C. Stanley, orch. accomp.
That's What the Rose Said to Me. (Edwards.) Tenor solo, by Henry Burr, orch. accomp.
A631 Dreamy Moments. (Liebesfrühling) (Laendler) (Ehrich.) Violin, flute and harp trio, by Stehl, Lufsky and Pinto.
Birdie's Favorite. (Cox.) Piccolo solo, by Marshall Lufsky, orch. accomp.
A632 "Minerva" Intermezzo. (Chiaffarelli.) Played by Prince's orch.
Flower Girl Intermezzo (Wenrich.) Xylophone solo, by Thomas Mills, orch. accomp.
A633 The Sweetest Gal in Town. (Johnson.) Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
A Vaudeville Rehearsal. (Duprez.) Comic sketch, by Fred Duprez, orch. accomp.
A634 Harrigan's Reel. Played by Prince's orch.
Donnybrook Fair. (Davis.) (Two-step.) Xylophone solo by Thomas Mills, orch. accomp.
A640 Rokoko Waltz. (Valcik.) Arranged by Frank Tryner. Played by Prince's Military Band.
Cikanka Polka. Arranged by Frank Tryner. Played by Prince's Military Band.
A641 In the Garden of My Heart. (Ball.) Tenor and baritone duet, by Henry Burr and Frank C. Stanley, orch. accomp.
Roses Bring Dreams of You. (Ingraham.) Sung by Columbia Male Quartet, orch. accomp.
A637 La Traviata. (Verdi.) Un di Quando. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
Rigoletto. (Verdi.) Miei Signori, perdono, pietate. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
A638 The Damnation of Faust. (Berlioz.) Mephistopheles' Serenade. Baritone solo in Italian, by Taurino Parvis, orch. accomp.
Faust. (Gounod.) Dio possente, Dio amor. Baritone solo, in Italian, by Taurino Parvis, orch. accomp.
A639 He Was Very Kind to Me. (Lauder.) Song in Scotch dialect, by Sandy Shaw, orch. accomp.
I love a Lassie. (Lauder.) Comic song in Scotch dialect, by Sandy Shaw, orch. accomp.
A635 Uncle Josh Weathersby Keeps House. Talking Record, by Cal Stewart.
The Widow Dooley. (Spencer.) Talking records, by Ada Jones and Len Spencer.
A636 Canto al Pueblo—March. (Preza.) Played by Banda de Policia.
Karama—Two-step. (Grey.) Played by Banda Flamenca Gascon.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5089 Softly and Tenderly. (Thompson.) (Sacred.) Tenor and baritone duet, by Henry Burr and Frank C. Stanley, orch. accomp.
Nothing But the Blood of Jesus. (Lowry.) (Sacred.) Sung by Metropolitan Trio—mixed voices, organ accomp.
A5088 O Dry Those Tears. (Del Riego.) Contralto solo, by Mrs. A. Stewart Holt, harp and violin accomp.
When You and I Were Young, Maggie. (Butterfield.) Tenor solo, by Henry Burr, orch. accomp.
A5090 Grand Selection from "I'Pagliacci." (Leoncavallo). Played by Prince's Military Band.
Schubert's Serenade. Violin, flute and harp trio, by Stehl, Lufsky and Pinto.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

998 Hail to the Stars and Stripes. (Lacalle.) Military Band.
999 The Heart Bowed Down. (Balfe.) Baritone solo, by Alan Turner, orch. accomp.
1000 Oh, You Kid! (Gideon.) Soprano and tenor duet, by Ada Jones and Billy Murray, orch. accomp.
1001 No One Loves a Fat Man. (Reed.) Baritone solo, by Arthur Collins, orch. accomp.
1002 Persian Lamb Rag. (Wenrich.) Banjo solo, by Vess L. Ossman, orch. accomp.
1003 To the End of the World With You. (Ball.) Tenor solo, by Henry Burr, orch. accomp.
1004 I Remember You. (Von Tilzer.) Soprano solo, by Ada Jones, orch. accomp.
1005 Dance of the Hours. From "La Gioconda." (Ponchielli.) Concert Band.
1006 That Was Me. (Lemonier.) Baritone solo, by Bob. Roberts, orch. accomp.
1007 Toreador Song. From "Carmen," (Bizet.) Baritone solo, by Alan Turner, orch. accomp.
1008 I Looked Just Once. (Wade.) Baritone solo, by Fred Duprez, orch. accomp.
1009 Oriental Girl Intermezzo. (Salvatore.) Symph. Orch.
1010 Over on the Jersey Side. (Norworth.) Tenor solo, by Billy Murray, orch. accomp.
1011 Love's Old Sweet Song Medley. Arranged by Archer, orch. bells solo, by A. Schmehl, orch. accomp.
1012 Won't You Even Say, Hello! (Pintadosi.) Tenor solo, by Byron G. Harlan, orch. accomp.
1013 Dixie Minstrels No. 5.
1014 New Tipperary March. (Helf.) Accordion solo, by J. J. Kimmel.
1015 Down Among the Sugar Cane (Smith.) Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
1016 Daddy. (Behrend.) Tenor solo, by Henry Burr, orch. accomp.
1017 Somebody Ought to Tell Her Husband. (Ingraham.) Contralto solo, by Jane Elwot, orch. accomp.
1018 Flanagan's Real Estate Deal. Original sketch, by Steve Porter.
1019 Spring Song. (Mendelssohn.) Violin solo, by C. D'Almaine, orch. accomp.
1020 Uncle Josh and the Sailor. Original sketch, by Cal Stewart.
1021 Broncho Bill. (Duganne.) Military Band.

COLUMBIA "B C" CYLINDER RECORDS.

85178 When the Summer Days Are Gone. (Christie.) Sung by Columbia Male Quartette, orch. accomp.
85184 Uncle Josh's Barn Dance. (Stewart.) Introducing Uncle Josh and Quartet in various characters. Original sketch, by Cal Stewart and Quartet.
85185 Roses Bring Dreams of You. (Ingraham.) Sung by Columbia Male Quartet, orch. accomp.

ZON-O-PHONE 10-INCH DOUBLE DISC RECORDS.

ZONOPHONE CONCERT BAND.
5178 A—Italian Riflemen March.....Boccalari
B—Carmen March—From "Carmen".....Bizet
5179 A—Captain Cupid March and Two-Step...Pryor
B—Wiener Blut—Waltz.....Strauss
5180 A—Zardas—Hungarian Dance from "Coppelia".....Delibes
B—Stomp Dance—Indian Intermezzo....Stewart
ZONOPHONE ORCHESTRA.
5181 A—Mlle. Mischief—Waltzes.....Ziehrer
B—The Three Twins—Medley Schottische
Hoschna
5182 A—Fluffy Ruffles—Two Step.....Zulueta
B—Rococo—Intermezzo a la Gavotte.....Aletter
5183 A—Popular Chorus Medley Waltz No. 2
B—La Mousmé—Mazurka Japonaise.....Ganne
ACCORDION SOLO PLAYED BY J. J. KIMMEL.
5184 A—Tipperary—March.....Helf
B—The Fan—March.....Kimmel
VOCAL SELECTIONS WITH ORCH. ACCOMP.
(Henry Burr.)
5185 A—Sunbonnet Sue.....Cob-Edwards
B—Marguerite—Romanza.....White
(Arthur Collins.)
5186 A—All Hands 'Round.....Selden
B—What Are You Going to Tell Old St. Peter When You Meet Him at the Golden Gate?.....Rose
(Ada Jones.)
5187 A—Games of Childhood Days.....Robinson
B—You Can Look and You Can Listen, But M-U-M is the Word.....Helf
(Fred Lambert.)
5188 A—Don't Forget to Write Me Every Day.Christie
B—Feed the Kitty.....Helf
(Billy Murray.)
5189 A—Take Plenty of Shoes.....Hein
From "The Boys and Betty"
B—I Used to Be Afraid to Go Home in the Dark.....Williams-Van Alstyne and Burt Rambler Minstrels.
5190 A—Number 12.
B—Number 13.
(Frank C. Stanley.)
5191 A—Hail Columbia.....Hopkinson-Phyla
B—Maryland, My Maryland.....Randall
(Arthur Collins and Byron G. Harlan.)
5192 A—Alabam'.....Williams-Van Alstyne
B—Honey Lou.....Rose-Lemonier
(Ada Jones and Len Spencer.)
5193 A—Jim Jackson's Affinity (Negro Vaudeville Sketch)
B—Mammy Cloe and Her Joe (Plantation Sketch).
(Frank C. Stanley and Henry Burr.)
5194 A—If You Cared for Me.....Rose-Snyder
B—Some Day You'll Come Back to Me....Ball
(Peerless Male Quartet.)
5195 A—The Artillerist's Oath.....Adam
B—Come Where My Love Lies Dreaming..Foster
YANKEE DIALECT STORIES.
(By Cal Stewart.)
5196 A—Ground Hog Day at Pum'kin Center.
B—Uncle Josh's New Year Pledge.
MISCELLANEOUS VOCAL SELECTIONS.
5197 A—Yip-I-Addy-I-Ay!.....Flynn
(Arthur Collins and Byron G. Harlan.)
B—Cohan's Pet Names.....Cohan
(Ada Jones and Billy Murray.)

LATEST VICTOR RECORDS.

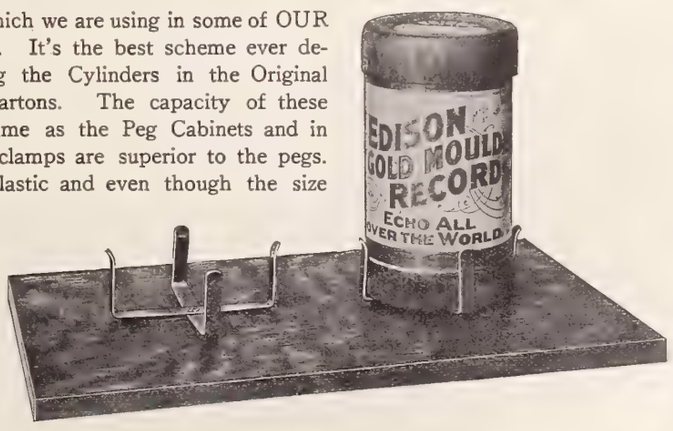
The double-faced records are enclosed in brackets and lettered (a) and (b). Selections listed in double-faced form cannot be had singly, and are available only in the combinations indicated. Accompaniments are by the Victor orchestra.

No. SIZE.
SOUSA'S BAND.
5665 "Bunch of Roses" March.....Chapl 10
SOUSA'S BAND.
35052 (a) El Capitan March.....Sousa 12
ARTHUR PRYOR'S BAND.
(b) Manon Lescaut Selection.....Puccini 12
ARTHUR PRYOR'S BAND
16113 (a) Forest Whispers.....Losey 10
ARTHUR PRYOR'S BAND.
(b) Battleship Connecticut March....Fulton 10
ARTHUR PRYOR'S BAND
5666 The Sunny South—Medley.....Lampe 10
WHISTLING SOLO.
52014 The Mocking Bird.....Frank Haffort 10
VICTOR DANCE ORCH
35026 (a) Bumble Two-Step.....Livernash 12
HARVEY HINDERMEYER.
(b) You Can't Stop Your Heart from Beating for the Girl You Love....Christie 12
RENARD TRIO VIOLIN, 'CELLO, PIANOFORTE.
58003 Andante from Trio, op. 85.....Reissiger 12
VESS L. OSSMAN.
16127 (a) Persian Lamb Rag Banjo Solo Winchester 10
J. J. KIMMEL.
(b) Medley of German Waltzes. Accordion.. 10
MISS WALTON AND MR. MACDONOUGH.
5667 The Message of the Red Rose (from Marcelle).....Pixley-Luders 10
(Two New Records by William H. Taft.)
16143 (a) Foreign Missions.....William H. Taft 10
(b) Our Army and Navy....William H. Taft 10
MARIA ALEXINA, GAUDIO MANSUETO AND LA SCALA CHORUS.
58411 "From Thy Starry Heaven"—Prayer from "Moses".....Rossini 12
HAYDN QUARTET.
16142 (a) Hard Times.....Foster 10
(b) The Artillerist's Oath..... 10
PEERLESS QUARTET.

We Make Classy Cabinets for Cylinder Records and Disc Records

Write US

NEW device which we are using in some of OUR Cylinder Cabinets. It's the best scheme ever devised for holding the Cylinders in the Original Flannel Lined Cartons. The capacity of these cabinets is the same as the Peg Cabinets and in every way these clamps are superior to the pegs. The prongs are elastic and even though the size of the boxes that the Cylinders come in vary some the clamps will spread enough to take care of all cartons of standard size.



THE UDELL WORKS, - Indianapolis, Ind.

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments.

It Absolutely Prevents Rust.

NYOIL

Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
NEW BEDFORD, MASS.

5668 Take Plenty of Shoes ("It's a Long Roam Back Home").....Gibson 10
MURRAY.
5669 What's the Use of Working.....O'Dea 10
JOSIE SADLER.
5670 Down Among the Sugar Cane..Smith-Mack 10
COLLINS-HARLAN.
16122 (a) Barney McGee.....Brown 10
ADA JONES.
(b) I'm Tying the Leaves So They Won't Come Down.....Helf 10
BYRON G. HARLAN.
16141 (a) Shipmates—A Nautical Absurdity Golden-Hughes .....Steve Porter 10
(b) Flanagan on a Farm.....Steve Porter 10
(A New Lauder Record
58004 I Love a Lassie (My Scotch Bluebell) Harry Lauder 12
ADA JONES.
16144 (a) Now I Have to Call Him Father Godfrey 10
BILLY MURRAY.
(b) American Ragtime (from The American Idea) .....Cohan 10

NEW RED SEAL RECORDS.

EVAN WILLIAMS, TENOR, IN ENGLISH.
74127 Prodigal Son—How Many Hired Servants Sullivan
74129 Boheme—Rudolph's Narrative (Thy Hands are Frozen) .....Puccini
NELLIE MELBA, SOPRANO.
TWELVE-INCH, WITH PIANO ACCOMP.—IN ENGLISH.
88150 Ye Banks and Braes o' Bonnie Doon....Burns
88151 D'une prison (From My Prison) In French Hahn
TWELVE-INCH, PIANO ACCOMP.—IN FRENCH.
88149 Otello—Ave Maria (Hail, Mary).....Verdi
TWELVE-INCH, WITH ORCH.—IN ITALIAN.
TITTA RUFFO, BARITONE.
92042—Hamlet—Monologo .....Thomas
MARIA GAY, MEZZO-SOPRANO.
TEN-INCH, WITH ORCH.—ITALIAN.
91805—Carmen—Seguidilla (Near the Walls of Seville) .....Bizet
92059—Carmen—Habanera (Love is Like a Wood-Bird) .....Bizet
TWELVE-INCH, WITH ORCH. $3.00—ITALIAN.
GERALDINE FARRAR, SOPRANO.
TEN-INCH, WITH ORCH.—IN ENGLISH.
87025 Believe Me If All Those Endearing Young Charms .....Moore
TWELVE-INCH WITH ORCH.—FRENCH.
88147 Faust—Air des Bijoux Jewel Song)....Gounod

TALKERS FOR THE KIOWA INDIANS.

Chief Lone Wolf, head of the Kiowa Indian tribe, is a lover of the phonograph. Heretofore he has been buying records made for the palefaces, but Thursday he took a new turn and came into town, secured the services of Vern Lovett and an attachment to make records, drove him to his allotment south of town, where a number of red men had gathered. Vern operated the machine while the Indians lectured and sang into the instrument. He then had the machine run off the newly-made records, much to the delight of the Indians, who danced about the machine.—Hobart Republican.

NOW THE NEW YORK PHONOGRAPH CO.

January 15 the New York Phonograph Co. sent out a notification that they have taken over the assets and liabilities of the Victor Distributing & Export Co., New York. This is merely a change of name as the personnel and business policy of the organization remain the same.

S. W. Williams, traveling for the company, wrote from Vermont the other day that it was 16 degrees below there and hard keeping warm.

AMERICAN FAIR IN LONDON.

Industrial Exhibition to be Opened at Earl's Court.

Visitors to London, England, the coming summer will find Earl's Court occupied with American industries. The promoters have announced their expectation of bringing together illustrative examples of American inventive and commercial genius in every department of trade, which will convey such an idea of the magnitude and importance of American industries as will be a revelation even to those who imagine they have a fair conception of the wealth, science, and industry of the United States.

An advisory council is being formed, including the present and prospective Lords Mayor of London, together with men of distinction in official and commercial circles on both sides of the Atlantic.

AN IMPORTANT POINT DISCUSSED

By General Manager Dolbeer and of Exceeding Interest to Jobbers and Dealers in Edison Phonographs.

A point of some interest to jobbers and dealers in Edison phonographs is the following correspondence which passed between a western jobber and F. K. Dolbeer, general manager of sales of the National Phonograph Co., and which we quote from the Edison Phonograph Monthly:

"The Question.—The question has come up with connection with your ruling that dealers shall only handle Edison goods, whether it would be policy where a dealer, who extensively dealt in the cylinder line of other manufacture than yours, to organize another company, carrying on their business in a store separate from the original one, and carrying the other line of goods in that store. Please let us know whether this would be looked upon favorably or unfavorably by your company.

"The Reply.—We would advise that the action of a dealer in opening a branch store, for the handling of other cylinder lines, would not in itself be a violation of the terms of our agreement; that is, provided such dealer did not make an attempt to display or sell Edison phonographs or records from the store in which he was handling the other cylinder lines, or that he did not carry any stock of cylinder phonographs or cylinder records other than those manufactured by us in the store where he was handling our goods. Candidly, we feel that such action would only be a subterfuge, and where our attention was called to a transaction of this nature we would investigate it very carefully, and if we found that there was any attempt made to evade the terms of the addenda to dealers' agreement, we would immediately take such steps as the case might warrant."

NEW COLUMBIA JOBBERS.

Recent Appointments in Widely Separated Sections, Include Many Well-Known Houses.

The appended are the recent jobbers appointed by the Columbia Phonograph Co., General, New York:

G. J. Probeck, the recent manager, has purchased the Columbia Co. store at Cleveland, O., and he has been given the territory formerly controlled by that branch in a wholesale way. The Ludden-Campbell-Smith Co., Jacksonville, Fla., the oldest and largest music house in that city, are jobbers for the State of Florida. Porch Bros., Johnstown, Pa., are jobbers for the territory immediately adjacent to that city; they have sold the Columbia store at Johnstown and Anton Heindl, the former manager, takes charge of the talking machine department. The Scheuber Drug Co., Livingston, Mont., have the State of Montana. The Phillips & Buttorff Mfg. Co., Nashville, Tenn., have central Tennessee, northeast Mississippi and northwest Alabama. The Maine Phonograph Co., Portland, have the State of Maine and northern New Hampshire. The R. C. Smith Co., Burlington, Vt., have the State of Vermont. They are all reported as doing a fine business.

CONDITIONS IN NEW ENGLAND.

Business Somewhat Slow Owing to the Fact That the Industrial Centers Have Not Yet Recovered from the Panic of Last Year—The Talking Machine Trade, However, Equal to Any Other in Activity—An Interesting Chat With Sales Manager Dolbeer.

The situation in New England is not so rosy, according to F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who returned from a visit to a few of the large eastern cities of that section recently. He said: "The industrial centers have not recovered as yet from the trouble of last year, consequently general business in Boston, Mass., and Providence, R. I., is quiet. In Maine the pulp mills have been prevented from running by a dearth of water, the rainfall being far below the normal. Consequently business is about in the same condition as in the other two places I visited. The talking machine trade, however, is not one whit behind the other lines, and I look for an early revival along the entire front. Elsewhere prospects are very bright, especially in the West."

H. H. Weymann, of H. A. Weymann & Son, Philadelphia, Pa., and James Fintze, of the Ball-Fintze Co., Newark, O., were callers at the New York office of the National Co.

Manager Stevens, of the export department, reported foreign business as expanding in the various countries coming under his jurisdiction.

To American Dealers:

HERE IS YOUR OPPORTUNITY TO SECURE TRADE WINNERS

If you desire a splendid line of talking machines which challenge any on the American market so far as tone, quality and finish are concerned, investigate THE KLINGSOR MACHINES. They are made in a variety of models and are especially adapted for export trade.

We have just issued a superb catalogue, showing the various styles which we manufacture and this will be mailed free upon application to any name, to any part of the world.

The "KLINGSOR" is an original talking machine, for which patents have been issued in America. The case designs are unique and striking. They will attract attention in any warerooms. The scientific combination of the strings with double sounding board enhances the natural tone. Disc records of any size or make can be used on the "KLINGSOR" machine, some of which are fitted with coin-operating attachments.

This is a marvelous product, original in every way, and American dealers who desire something absolutely striking and in every way a quick seller should lose no time in communicating with us.

H. LANGE'S Successors,
ESTABLISHED 1854
21 Little Portland St., Oxford Circus,
LONDON, W., ENG.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Feb. 8, 1909.

MAGAZINE-GRAPHOPHONE. Henry W. Longfellow, Jr., Allston, Pa. Patent No. 907,826.

This invention relates to record magazines for graphophones which are adapted to be used in connection with existing machines, and among the objects are to provide means whereby the person operating the machine may select the record desired, place the same on the mandrel, play it and transfer it to the magazine and to provide means whereby the magazine is automatically locked in position to permit the free passage of the records to the mandrel.

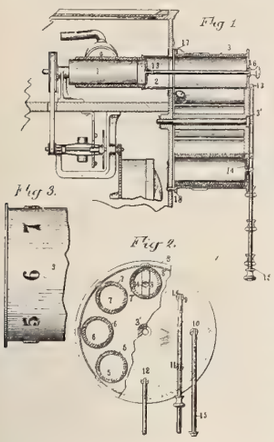


Fig. 1 is a general view, partly in section, of the magazine attached to a graphophone; Fig. 2 a like view of the magazine, and Fig. 3 a fragmentary view showing the outer face of the magazine.

PHONOGRAPH. Morris Keen, Philadelphia, Pa. Patent No. 907,814.

This invention relates to phonographs and consists of an artificial extension of a portion of the sound conveyor between the reproducer and the horn support. It further consists in means for controllably admitting air to the side of the diaphragm opposite to the admission tube.

Fig. 1 represents a side elevation of an attachment to a phonograph, embodying the invention.

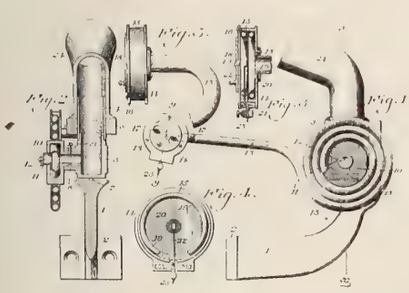
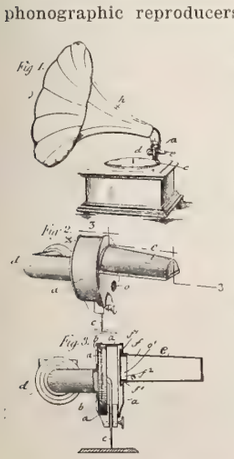


Fig. 2 represents a sectional view on line x—x, Fig. 1. Fig. 3 represents a sectional view on line y—y, Fig. 1. Fig. 4 represents a side elevation of the reproducing portion with one side thereof removed. Fig. 5 represents a plan view of a portion of the device on an enlarged scale.

RESONATOR FOR PHONOGRAPHIC REPRODUCERS. Carl Hartmann, New York. Patent No. 907,794.

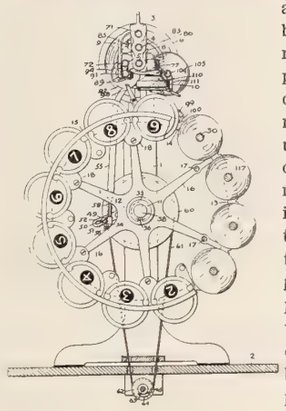
This invention relates to an improvement in phonographic reproducers by which the sounds reproduced by the same are rendered clearer and more distinct than heretofore; and the invention consists in adding to the ordinary reproducer-box containing the diaphragm an extension or resonator, which is closed at the outer end and provided at its inner end with an auxiliary diaphragm, the frame of which is tightly fitted into the inner end of the resonator, and which serves for increasing the sounds reproduced by the main or reproducing diaphragm.

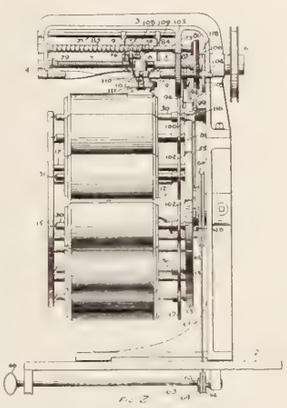


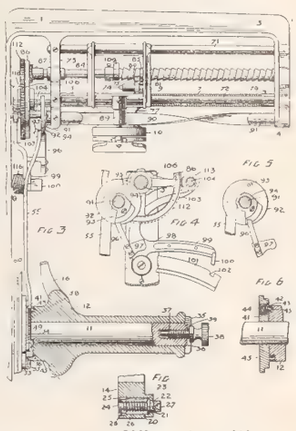
In the accompanying drawings, Fig. 1 represents a perspective view of a phonograph with improved reproducer, Fig. 2 is a perspective view of the reproducer, drawn on a larger scale, and Fig. 3 is a vertical longitudinal section on line 3, 3, Fig. 2.

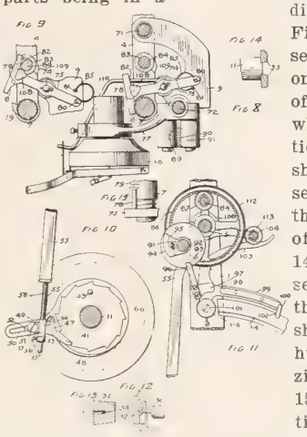
MAGAZINE-PHONOGRAPH. Cornelius Reinhardt, San Francisco, Cal., assignor to the Autophone Co., same place. Patent No. 909,455.

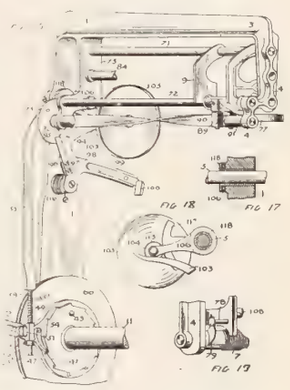
The object of this invention is to provide an apparatus whereby a considerable number of sound-producing cylinders may be arranged in such relation that any one of them may be brought into proper position for co-operation with the reproducer, or, if preferred, by which said cylinders may be so brought into such position in succession automatically. In the accompanying drawing Fig. 1 is a broken front elevation of the machine; Fig. 2 is a side view thereof; Fig. 3 is an enlarged side view of the upper portion of the machine, the hub being shown in section; Fig. 4 is a broken detail side elevation of a lever actuated with the magazine feed; Fig. 5 is a broken view of a portion of said lever and parts co-operating therewith in a different position from that of Fig. 4; Fig. 6 is a detail sectional view showing a socket in the ratchet wheel. Fig. 7 is a detail sectional view showing a socket in a ring of the magazine wheel; Fig. 8 is an enlarged sectional view of the carriage; Fig. 9 is a view in a different position of parts shown in Fig. 2; Fig. 10 is a side view of the ratchet wheel for advancing the magazine and parts co-operating therewith; Fig. 11 is a view similar to Fig. 4, the parts being in a different position; Fig. 12 is a radial sectional view of one of the rings of the magazine wheel and a portion of a cylinder shaft; Fig. 13 is a sectional view on the line of 13—13 of Fig. 12; Fig. 14 is a horizontal section through the end of the shaft carrying the hub of the magazine wheel; Fig. 15 is a detail sectional view of the device for changing the direction of movement of the carriage; Fig. 16 is a perspective view particularly illustrating the spiral ribbon shaft and its operative connection with the magazine wheel; Fig. 17 is a detail sectional view of the driving shaft; Fig. 18 is a cross-sectional view of the same, showing a side view of the friction disc; Fig. 19 is a perspective view showing the











"A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect."

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

We want to sell you our cabinets and offer you a splendid line at very low prices. Exclusive designs, large variety, substantially made, finish unusually good. Need we say more? Write for prices.

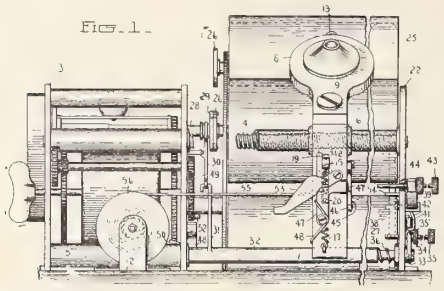
Record Cabinet
No. 697

Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.

raising of the lower nut by a cam.

SOUND-REPRODUCING INSTRUMENT. William H. McCurdy, York, Pa., assignor to Edwin W. Loucks. Patent No. 909,645.

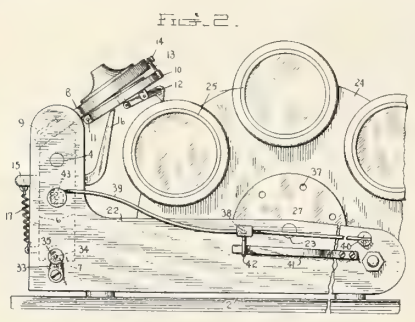
The invention relates to sound-reproducing instruments, and more particularly to the class of phonographs in which the record is formed on



the surface of cylinders of composition or material capable of receiving indentations corresponding to the sound to be reproduced.

A further object of the invention is the provision of novel mechanism for disengaging automatically the reproducer from the cylinder after the said reproducer has traversed the sound reproducing portion of the record cylinder.

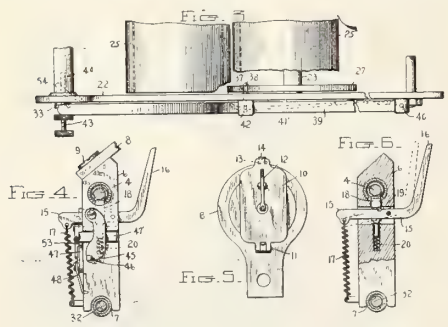
A further object of the invention is the provision of novel mechanism for resetting the reproducer automatically to bring it into operative



position after having been brought to starting position with respect to a record cylinder.

Another object of the invention is the provision of novel means on the reproducer to limit the movement of its style point relative to the record cylinder upon which the same is to operate.

In the drawings Fig. 1 is a rear side view of the machine; Fig. 2 is an elevation looking at the right-hand end of the machine shown in Fig.



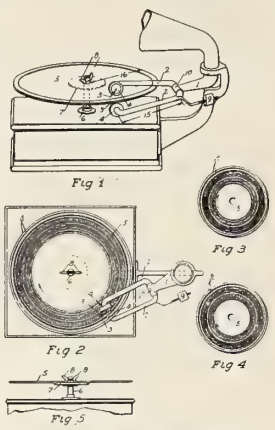
1; Fig. 3 is a fragmental view in plan of the right hand of the machine shown in Fig. 1; Fig. 4 is an end view of the reproducer carriage with the co-operative feed mechanism associated therewith; Fig. 5 is a bottom view of the reproducer detached from its carriage; Fig. 6 is a view of the right-hand end of the reproducer carriage and its co-operative parts therewith.

SOUND-REPRODUCER MACHINE. Charles Ira Lamb, Chattanooga, Tenn. Patent No. 908,778.

This invention relates to improvements in apparatus for recording and reproducing sounds, the improvements being directed to that kind of sound recording and reproducing apparatus, wherein a tablet or disc record is used, with a stylus carried on a lever, moving eccentrically with reference to the center of the record tablet, the purpose of the invention being the permitting of the reproduction of sound with much clearer tone and better volume than is now allowed by apparatus of the kind mentioned.

One feature of the invention relates to the construction of a double sound producing record tablet or disc record, and another feature, to means for adjustment in combination therewith. Each of the two features of improvement is designed to overcome certain difficulties and imperfections which have been heretofore encountered in the operation of sound-reproducing machines, and more particularly to eliminate the harsh tones of some of the machines of the class described, by causing a louder tone of more volume to be reproduced.

In the drawings Fig. 1 is a side elevation of an apparatus for reproducing sound, embodying this invention; Fig. 2 is a plan view of the arrangement of the two sound-boxes; Fig. 3 is a view of the disc showing the direction of the lines indicating the sound indentations; Fig. 4 is a view of the lower side of the disc showing the lines indicating sound indentations, and Fig. 5 is a detail view showing the axis on which the disc rotates, bringing it into contact with the reproducers.

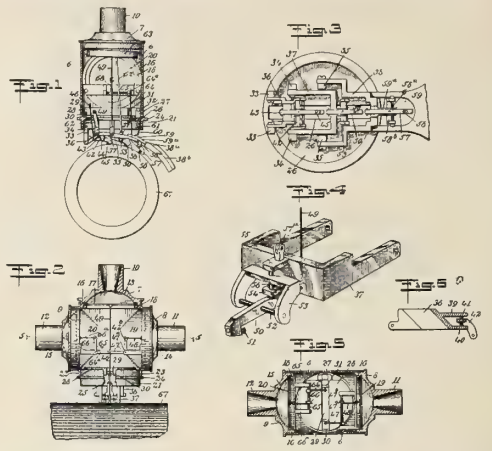


SOUND-REPRODUCER. Richard Bartholomew Smith, New York. Patent No. 908,897.

This invention relates to sound reproducers used upon phonographs and of the general type described in Patent No. 799,418, dated Sept. 12, 1905.

Among the objects sought to be accomplished by the present construction are the following: 1. To keep the stylus levers true in relation to the record grooves; 2, to mount the stylus levers upon universal joints, the axes of which are disposed in different planes crossing each other in a manner favorable for correct movements of the stylus levers; 3, a lessening of the friction of the stylus levers in their respective mountains, and 4, to simplify the construction and improve the general efficiency of the same.

Fig. 1 is a view partly in side elevation and partly in section, showing the reproducer complete, as viewed from a point at the right of Fig. 2; Fig. 2 is a view partly in section and partly in elevation, showing the reproducer complete as seen from a point at the left of Fig. 1; Fig. 3 is an enlarged fragmentary inverted plan of the reproducer, showing the various stylus levers and their respective mountings; Fig. 4 is a perspective showing the middle stylus lever, the universal joint by aid of which the lever is mounted, and the swinging bracket by aid of which the universal joint and the middle lever are connected; Fig. 5 is a horizontal section

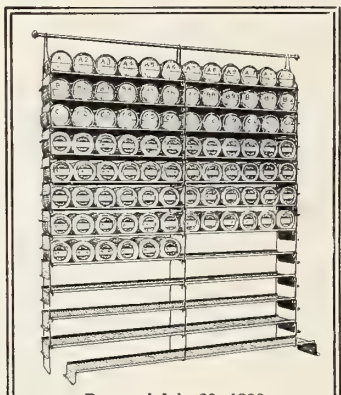


upon the line 5—5 of Fig. 2 looking in the direction of the arrows and showing internally the bottom of the casing together with the bottom weight and means for connecting two of the diaphragms with the stylus levers associated respectively with them, and Fig. 6 is a longitudinal section through one of the swinging brackets provided with a fork used as a mounting for each of the stylus levers.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 910,208.

This invention relates to talking machines and has reference, more particularly to the turntables of such machines on which sound records of disc shape are supported during the operation of reproducing the recorded sounds.

In the exploitation of talking machines and sound records therefor, it has been found desirable to so construct the machines or certain of the parts thereof as to preclude the use with such machines of records of other than a particular make, the object in doing this being to insure to the seller of a machine a reasonable profit from the sale of records for use thereon, such as will induce him to sell the machine at a low price. Heretofore it has been sought to accomplish this by providing the turntables of talking machines which support the disc sound records during the reproducing operation, with one or more projections of peculiar shape, so that only records formed to correspond with



Patented July 28, 1908

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Liberal Discounts if you will send your jobber's name

Mr. DEALER:

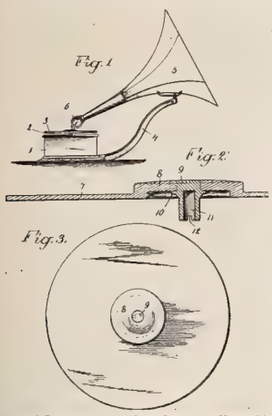
The Schubert Extensible Record Rack

Fills the want for compactness, neatness, simplicity, convenience and cheapness. Nicely made of metal, black enameled. Made into any size rack desired, from 1 to 20 or more shelves. Each shelf holds 12 cylinder records in their original cartons. Put together and taken apart again at will. Folds up like a book. Hangs on the wall, moulding or ceiling. Dealers keep SHELVES in stock and supply customers according to the number of records they have. Teaches customers to take care of their records, which means more sales; note—those who take care of their records are your best patrons.

You have many patrons who cannot afford the more expensive cases or cabinets; 2 or 3 of these shelves will start them, the rest is easy. Include about 3 shelves with your next Phonograph sale and see the results; they having started right will be your continued patrons. Advertising matter is furnished dealers which does the talking for them.

G. H. SCHUBERT, 199 W. Madison Street, Chicago, Ill.

such projections will lie flat upon the turntables in position for reproducing. These turntables as heretofore constructed, however, have not been successful in attaining the desired result. Thus, turntables have been provided with one or more integral projections of small cross-section on the upper faces thereof designed to pass through corresponding openings in the sound records; but as these turntables are made of cast metal a sharp blow with a hammer on the protection will cause it to break off practically flush with the surface of the turntable, and thereafter standard disc records may be used thereon. If projections of larger cross-sectional area were employed, such that they could not be broken off with a hammer, these could still be removed by putting the turntables in a lathe and cutting the projections down to the level of the faces of the turntables.



This invention is directed to the provision of a turntable of an improved construction, such that with it the use of sound records of other than the desired make is effectually prevented.

Fig. 1 is an elevation of a talking machine; Fig. 2 is a central section of the turntable, broken away in part, and Fig. 3 is a top view of the turntable.

Sound-Reproducing Record. Einar Leschbrandt, Philadelphia, Pa. Patent No. 908,683.

This invention relates to an improved sound-reproducing record, and it consists of a strip of paper or other suitable material, provided with an air pervious pattern corresponding in form to the sound wave or waves to be produced.

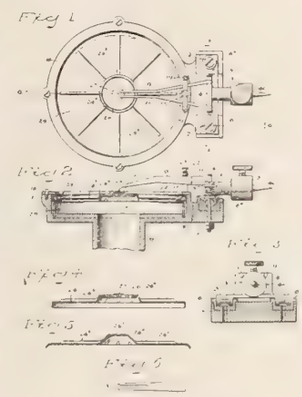
Sound is, or consists of, a series of rarefactions and condensations of the air, and, as is well known, rarefactions and condensations may, by means that are well known and which it will be unnecessary to describe here, be photographed or otherwise graphically represented upon a photograph plate or film or other article. The graphic representation of the sound waves appears as an irregular line. If the plate, film or strip carrying the irregular line representing the sound waves be perforated or otherwise made air pervious to one side of said line, the sounds corresponding to said pattern may be reproduced by passing a current of air through said perforations.

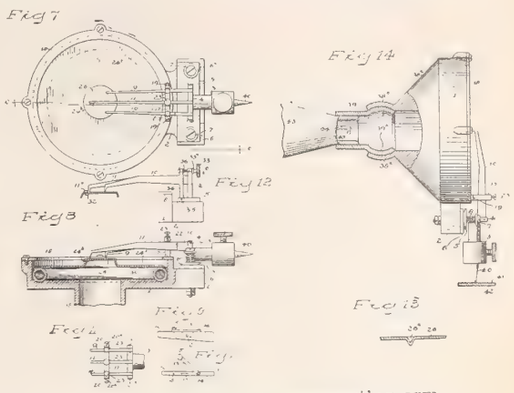
In the accompanying drawings Fig. 1 represents a film or strip of material carrying a graphic representation of a sound wave, and Fig. 2 the same perforated.

Sound-Box. William J. Tanner, Bridgeport, Conn. Patent No. 908,625.

This invention relates to improvements in recording and reproducing sound for sound-boxes for talking machines, and it consists in certain details of construction to be more fully set forth in the following specification:

Fig. 1 is an upper plan view of a sound-box embodying the improvements, among which may be mentioned the double needle arm; Fig. 2 is a broken sectional view on line a a of Fig. 1; Fig. 3 is a sectional view through the case bracket and soft metal seats of the needle arm support on line b b of Fig. 1; Fig. 4 is a central sectional detail view of a diaphragm similar to the one shown at Fig. 2, except that the edges are flanged; Fig. 5 is a detail central sectional view of a diaphragm having a raised solid center; Fig. 6 is a broken detail modification of the needle arm; Fig. 7 is an upper plan view of the sound-box showing a plurality of needle arms; Fig. 8 is a broken detail side elevation of one of the needle arms pointed in the body portion; Fig. 10 is a broken plan view of Fig. 9; Fig. 11 is a broken upper plan view of the needle arm support and broken view of three needle arms mounted therein, two of which are pivotally supported, showing also a modified construction of the muffler standard. Fig. 12 is another view showing an arrangement for moving the whole needle arm; Fig. 13 is a detail broken sectional view of a diaphragm with a depression in the surface to receive the sharp-pointed end of the needle arm; Fig. 14 is a side elevation of a sound-box, broken sectional view of its socket, sectional view of the sleeve, with a ball and socket connection between the sleeve and socket and broken view of a sound-box supporting arm, and also a broken sectional view of a record disc.





Phonograph Record. Hermann Schroder, New York. Patent No. 909,461.

This invention comprehends certain new and useful improvements in record discs for talking machines, and the invention has for its object an improved construction of record disc, which may be cheaply manufactured and which will be light and yet stiff or rigid and capable of resisting hard use without breaking.

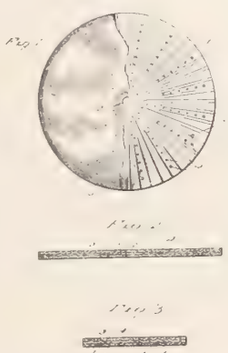
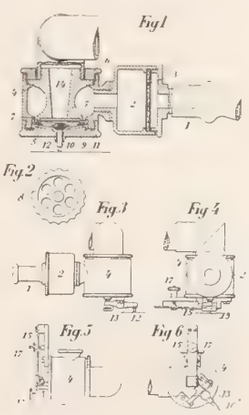


Fig. 1 is a top plan view, partly broken away, of a phonograph record disc embodying the improvements of the invention; Fig. 2 is a transverse sectional view thereof, and Fig. 3 is a sectional view.

Compressed-Air Talking Machine for Speaking Machine. Henry Joly, Paris, France, assignor to Compagnie Generale de Phonoghaphes, Cinematographs et Appareils de Precision, same place. Patent No. 908,411.

It is known that it is possible to make use of the escape of compressed air to enunciate a phonographic record. In enabling this theorem to be put into practice, and forming the object of the present invention, there is employed a valve having a relatively small surface and of light enough weight for it to be arranged in the passage of a compressed air conductor and which follows exactly the undulations of the phonogram. These parts have as their object to render undulatory the current of air which they allow to pass.



On the drawings attached to the present description, and which are given as examples, Fig. 1 is a vertical section on an enlarged scale of a form of carrying out the invention with a valve applied to a phonographic disc or cylinder. Fig. 2 is a plan of the valve of the above-mentioned apparatus. Figs. 3 and 4 are respectively front and side views of another form of carrying out the invention applied as in Fig. 1. Figs. 5 and 6 are front and side views of the arrangement, Figs. 3 and 4, applied to a disc or plate.

Attachment for Talking Machine. Henry F. Wittig, Baltimore, Md., assignor to John Schellenberger, same place. Patent No. 910,103.

This invention relates to attachments for talking machines, especially of that type employing

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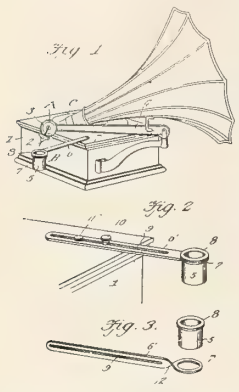
Our *Advertisement* in last month's World, regarding our complete line of

TALKING MACHINE SUPPLIES

has brought us *Orders* from almost every *Jobber* in the *United States.* If you have not sent us an order, *do so at once* and you will *save* 100 per cent. clean profit. Besides repair parts, we sell *Needles.* Write for our *Net Prices* and *Samples* at *once.*

Talking Machine Supply Co., 400 Fifth Ave. NEW YORK

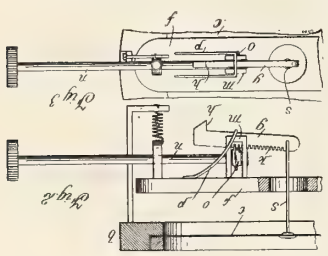
disc records. The invention has for one of its objects to provide an attachment in the nature of a receiver into which the worn and worthless needles can be dropped from time to time. A further object is the provision of a receptacle mounted on an arm that is attached to the stand or cabinet of the talking machine in such position that the sound-box carrying arm can be swung outwardly over the receptacle, so that the needles when loosened can drop into the receptacle and thus prevent them from falling about on the floor.



In the accompanying drawing, which illustrates one of the embodiments of the invention, Fig. 1 is a perspective view of a talking machine with the attachment applied thereto and the sounding-box carrying arm in position to drop the needle into the attachment. Fig. 2 is a perspective view of a modified form of attachment. Fig. 3 is a further modified form.

GRAPHOPHONE. Tomas P. Hall, Vancouver, B. C., Canada. Patent No. 910,529.

This invention relates particularly to the reproducer, and it has for its object to enable the amplitude of vibration of the mica diaphragm to be adjusted and thereby soften or reduce the volume of sound without altering the quality of the tone or amplify such tone, and to this end the adjustment of the level is provided for, upon which the needle or jewel tip is carried for the purpose of varying its fulcrum.



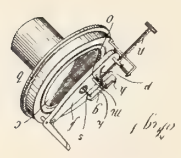


Fig. 1 is a perspective view of a reproducer inverted and drawn to an enlarged scale, with invention applied thereto; Fig. 2 is a side elevation of the immediate parts thereof to which invention applies, and Fig. 3 is a plan view thereof.

Arthur Villard, formerly assistant manager of the Regina Co.'s New York store, and in another line of business for a year or more, may again return to the music trade, in which he was known for 30 years.

A bore is a bore whether in business or in society. No one will give him preference over any kind of competitor. You will not be a bore if you give the other fellow a chance to do his share of the talking.

COLUMBIA CO.'S NEW CONTRACTS

For Dealers Have Just Gone Into Force—Special Qualifications to Become Dealers.

New dealers' contracts, including forms Nos. 1027, 1028, 1029 and 653, were issued to their jobbers by the Columbia Phonograph Co., General, last week. They "supersede all other contract forms formerly authorized by the company, the right to use any other form of contract hereby being withdrawn and the forms discontinued." The new contracts describe the initial order required in order to be qualified as a dealer, the "500 purchase discounts," the "quantity purchase discounts," and the "exclusive dealers' contract."

In transmitting these forms, to be signed in triplicate, the company conclude their circular letter by saying: "We will expect that all conditions imposed by these contracts be rigidly adhered to, and any concessions in discounts or otherwise to dealers, other than those authorized, will be considered a violation of the jobbers' contract."

OLIVER CO. EXPANSION.

Lease Store Adjoining Their Present Establishment at 14 New Street, Newark, N. J.

The Oliver Phonograph Co. have leased the store at 14 New street, Newark, N. J., adjoining their present quarters and have arranged to extend both stores in the rear to the Arcade, that prominent business thoroughfare, upon which they will have an entrance.

The improvements will add over 3,500 feet to the present floor space occupied by the company and a large part of this will be devoted to handling a line of pianos shortly to be installed.

The "All-Tones" attachment, for both disc and cylinder machines, manufactured by the Oliver Co., is, if anything, constantly growing in popularity and orders are coming in for the attachments from all sections of the country.

NO DECISIONS IN IMPORTANT CASES.

(Special to The Talking Machine World.)

Washington, D. C., January 26, 1909.

As the Supreme Court of the United States announced to-day its usual Mid-Winter recess from next Monday until February 28, no decision in the case of the Leeds & Catlin Co., New York, appellant, against the Victor Talking Machine Co., Camden, N. J., appellee, will be handed down until the latter date. The appeal is from the United States Circuit Court of Appeals, Second Circuit, and involves the validity of the Berliner patent and the enforcement of the fine for contempt of court on the part of the Leeds & Catlin Co.

MOODY'S SYSTEM OF KEEPING STOCK.

A new system of keeping Victor record stock, originated and devised by V. W. Moody, with the New York Talking Machine Co., successors to the Victor Talking Machine Co., 83 Chambers street, New York, is to be commended for simplicity and reliability. A dealer can tell at a glance in just what condition any particular record is as to number on hand, and what distributer has a surplus of the selection in case he is hurried to have the deficiency supplied. The system is being introduced by the dealers of the New York Talking Machine Co., and also with those of other Victor distributers.

CATTY PATTI

The excessively good-humored gentleman in the evening clothes and Gibus sat on the third from the bottom of his doorsteps listening rapturously to strains of what he considered the most beautiful singing.

"Wonnerful thingsh, theshe talking machinesh, ain't they?" he remarked to a passing police officer.

"Yes, Mr. Swillhurst, they certainly are," replied the P. O., who was used to the gentleman's 2 a. m. eccentricities. "But what makes you say so?"

"Why, jusht you lishten, conshtable—jusht you lishten! Don't you hear that lovely machine nexsht door? It musht be a record of Patti shinging 'Home, Sweet Home,' conshtable, ishn't it?"

"Patti singing, ''Ome, Sweet 'Ome,' on the talking machine, Mr. Swillhurst!" exclaimed the constable, lifting the gentleman up by his coat collar. "Not it! You're a-sittin' on the cat!"

MISSING HUBBY'S VOICE IN "TALKER."

The rich tenor voice of her husband singing in a phonograph, "Meet Me in the Harvest Moonlight," gave Mrs. Fred G. Rover, who had long been searching for him to have him punished for contempt of court for having failed to pay her $7 a week alimony allowed in a separation suit by Justice Kelley, of the Supreme Court, Brooklyn, an excellent clue to his whereabouts. She visited the phonograph company and was told that Mr. Rover was on the vaudeville stage. He was found at a Brooklyn theater.

She started an action for a divorce last November which was granted yesterday by Justice Maddox. The filing of the papers in the county clerk's office ended the long litigation.

Rover formerly was a tenor soloist in the Clinton Avenue Congregational Church. After leaving church work his excellent voice was in demand for phonographic records.

Mrs. Rover is a graduate of Vassar and is considered a remarkably handsome woman. During the hearing before the referee much care was taken to keep secret the name of the co-respondent, said to be a noted opera singer.

FEATURING THE VICTROLA.

Orme & Son, Ltd., of Ottawa, Can., are making a special feature in their advertising of the Victrola, which is achieving great popularity in that section.

W. M. Ewing, of Champaign, Ill., has moved his stock of musical instruments to new quarters on South Neil street, that city.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

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EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

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DITSON STORES
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Are delivering the most wonderful TALKING MACHINE

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They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

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All Kinds of Automatic Musical Instruments and Slot Machines.

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STANDARD TALKING MACHINE COMPANY
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"If it's made we ship it the same day order is received"

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Stick a Pin in This!

We refer all retail inquiries from our Dealers' Aboyne to them for attention.

We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.

We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.

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Go "Shopping" for your talking machine and you will surely purchase a Zon-o-phone

Because you will find in it, model for model, 1st, more driving power; 2d, better made, sturdier and more silent machinery; 3d, higher finish inside and out; 4th, superior acoustics and finer tone; 5th, lower price, which *"Reduces the Cost."*

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32½c. per Selection

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ZON-O-PHONE RECORDS are now made with selections on both sides for 65c., the lowest price ever offered for this type. No other record at any such price enjoys the established reputation for supreme quality, musical or technical, of Zon-o-phone Records. Their artistic interpretation of music, extraordinary clarity of natural tone, smooth freedom from scratching, extra length and long wear are all featured in this new production.

SINGLE RECORD DISKS NOW 50c.

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No. 3

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THE TALKING MACHINE WORLD

EDWARD LYMAN BILL
EDITOR & PUBLISHER
1 MADISON AVENUE, NEW YORK

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To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

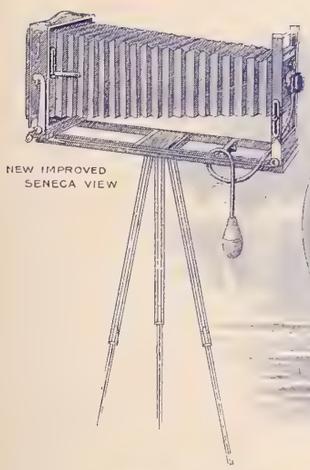
To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

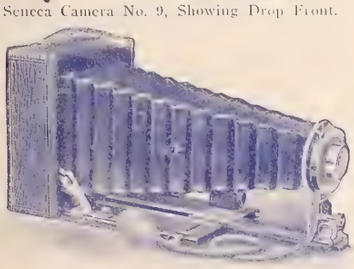
SIDE LINE SECTION

New York, March 15, 1909



NEW IMPROVED SENECA VIEW

Seneca Camera No. 9, Showing Drop Front.



Pocket Seneca No. 32—Extended

Pocket Seneca No. 3A, for Post Cards.

The Old Doctor Prescribes:

For high priced salesman sitting around.

For wasted store space.

For continually increasing expenses.

For output not equal to capacity.

For that tired feeling.

Apply for

The SENECA CAMERA AGENCY

Write to-day for our explanation of how Cameras are carried as a Side Line without added expense.

SENECA CAMERA MFG. CO.

ROCHESTER, N. Y.

Largest Independent Camera Manufacturers in the World

From The Music Trade Review of March 6, 1909

Good Humor in the Saddle

ON last Thursday the American people inducted into office a President of this Nation who perhaps is better fitted temperamentally and by a wide range of experience to fill the duties of that high position than any man who has ever occupied the chair of Washington.

If training amounts to anything, and to say that it doesn't is to admit that education is useless, then President Taft's administration will prove a success from every viewpoint.

Business interests may feel secure with a man at the helm who possesses judicial temperament to such a degree as our new President.

Then, too, there is another side to President Taft's nature which has not been amply covered in the various descripitons which have been written concerning him.

The Americans are essentially a humorous people, and for the first time in many years we will have a man in charge of things at Washington who among other things possesses a keen sense of humor.

It is a matter of good omen that Mr. Taft's neighbors in Cincinnati when saying farewell to him recently thought it fit and agreeable to make the occasion one of jollity and joke cracking. Excellent!

There has been a surfeit of uncertainty and of doubt, and the future has been viewed by too many people through indigo-hued glasses.

For some time past the opinion has been advanced that we are afflicted with almost unsolvable problems; that we are menaced by dangers that would overwhelm us if we could not hit upon some great plan of remedy.

Optimism has been throttled to an extent, and now we may as well look up and smile.

W. H. TAFT, PRESIDENT OF THE UNITED STATES.

The spirit of fault finding is a good thing to forget, and thank goodness the country is to have the advantage of possessing a good-humored man in the place of greatest authority.

The country is certainly to be congratulated in having in office a President who has not forgotten how to laugh, particularly when he hears the dire predictions concerning the Nation's future.

The Taft laugh looks good and will become contagious.

The man who sees a joke and enjoys it and the man who is serious when occasion demands is the kind of person who will appeal to the average American.

"Laugh and the world laughs with you."

Good humor is a mighty good asset for a President to possess. Long live the Taft smile.

EDWARD LYMAN BILL.

The Talking Machine World
AND NOVELTY NEWS
SIDE LINE SECTION

NEW YORK, MARCH 15, 1909

THE VALUE OF NEW IDEAS

Are the Very Life of Business—The Man Who Can't Keep in Touch With the Latest Developments Must Give Another a Chance.

The man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never done business that way, has heretofore been successful, and sees no reason why he should modify, change, or add to that which has fetched him where he is. He keeps on for a while in the way he is going, and although he insists that he is doing good business, he knows that something is wrong, somewhere, but he still sees no reason for adopting new-fangled ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demand and shape our methods according to the particular requirements of the present, we'll sooner or later find that he who has a way of his own of doing things, and persists in doing things that way under any conditions, will get left far behind in the race for business. A man goes to bed with a clear conscience that he has fixed his business properly for the problems he has contended with during the day, but he wakes up to his business the next morning with some new series or sets of trouble confronting him that demand other treatments. Ignoring or passing over won't rid his business of the annoyances, and because he didn't have them to contend with 10 or 20 years ago, he fools himself expensively if he attempts to let them go unnoticed and unconquered. As the Sporting Goods Dealer says: "It doesn't make any difference how we did business some other day, the problems of to-day are the ones that demand our attention to-day, and if we don't know how to handle them, it is up to us to find out immediately."

ROLLER SKATES IN GREAT BRITAIN.

A New Boom Which Has Never Before Been Equalled in England Is Spreading Over the Larger Towns and Cities.

United States Consul Joseph G. Stephens reports from Plymouth that after a lapse of 18 years roller skating has again become popular throughout the United Kingdom and that a boom which has never before been equaled in England is spreading to all of the larger towns and cities. The consul continues: According to one of the leading London dailies, skating is to-day the most popular form of indoor amusement and exercise. Nothing else approaches it. An American company, associated with a firm of roller skate manufacturers in the United States, has opened large rinks in 17 cities of Scotland, England, Ireland and Wales. These rinks accommodate on an average about 5,000 skaters each. It is stated that the company finds it difficult to keep pace with the demand for more rinks, so great is the popular enthusiasm for this pastime. Ten thousand pairs of ball-bearing steel roller skates are provided for the crowds attending the Olympia rink alone. By the middle of January it is estimated that more than 100,000 pairs of skates will be in use on the rinks of this single American company. There is no doubt that the practice will increase and spread, and that the demand for new skates of the finest type and most up-to-date pattern will be in general request in all English cities. The attention of American manufacturers is consequently invited to this market.

SUES THE CAMERA TRUST.

Pittsburg Photographer Asks Damages Under the Sherman Law.

(Special to The Talking Machine World.)

Pittsburg, Pa., March 8, 1909.

The Eastman Kodak Co., incorporated under the laws of New Jersey, but with its main plants at Rochester, N. Y., is made defendant in the first proceedings of the character brought in Pittsburg under the provision of the Sherman anti-trust act.

S. S. Loeb, a photographer, former secretary and manager of the Liberty Photo Supply Co., has filed a suit for $45,505.80 damages against the Eastman Co. in the United States Court.

Loeb asserts that the Eastman and thirteen other concerns, which he names, constitute a trust and that they have driven many other firms out of business. He asserts that the so-called trust has raised the price of films and kodaks 20 per cent. Mr. Loeb's complaint reads in part as follows:

"At divers and various times and from time to time prior to the year 1902 and in the years 1902, 1903, 1904 and 1905 the defendant company entered into various contracts, combinations, in the form of trusts and otherwise and conspired in restraint of interstate trade and commerce with the American Artistitype Co., Nepara Chemical Co., Photo Material Co., Blair Camera Co., American Camera Manufacturing Co., Kirkland Lithium Paper Co., Rochester Optical Co., Century Camera Co., Rochester Panoramic Camera Co., Seed Dryplate Co., Standard Dryplate Co., Stanley Dryplate Co., Tapprell & Loomis Co., and divers and other persons, firms and corporations to the plaintiff unknown.

EFFECTIVE "AD." WRITING

Is the Colloquial or Sentence Paragraph Style Which Has Proven Its Worth.

A colloquial style of "ad." writing comes from the ability to put one's everyday talk on paper just as uttered. This seems one of the easiest things to do, but as a matter of fact it is the very hardest. The reason comes from the attitude the ordinary man assumes when he starts to address the public. He at once becomes formal and has a tendency to use stately words, and wastes much time on introductions.

This is diametrically opposed to the style that produces the best announcements. What is needed is to seek the easiest, best understood words. The next consideration is to cease to wander off into introductions. These two points accomplished, a clear, adaptable style is in sight.

To certain phases of writing, what has been called the "sentence paragraph" readily adapts itself. This consists in making a paragraph when possible of a single sentence. Among the advantages of this style is its simplicity, the amount of white space it leaves open, as well as the inducement to read further when interest has been aroused. This latter feature is most valuable in advertising.

Then, too, this method is easy in itself. One writes as a child talks—says a thing, then ceases, then says another. The procedure eliminates "ifs," "buts" and "ands," and other connecting words so frequently used. Simplicity of diction being the very nucleus of good advertising, nothing can be said against the sentence paragraph.

For ad. writing this style has become deservedly popular, says a writer in the Furniture World. It may in course of time push its way into literature, although at present not much success has been achieved in this direction.

MOVING PICTURES IN CHURCH.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

The first moving picture show as a regular attraction for the church was given last night at the Fullerton Avenue Presbyterian Church by the Rev. Hugh T. Kerr.

Dr. Kerr desired to attract children and innocent young women from some of the Halstead street shows, that are believed to have a very baneful influence. He said:

"We are to have music and moving pictures and all the decent fun that can be found in a nickel theater. In fact, I am sure that our entertainment will be much more pleasant. There will be no temptations for young people to go to bad shows, because we are going to pick out stories just especially to entertain them."

WILL NOT GRANT DISCOUNT.

A meeting was held recently in Fuerth, which was attended by 130 post card and toy manufacturers, to consider the steps to be taken in face of the demand made by the Association of Bavarian Exporters for a cash discount of 2 per cent., to be allowed on all goods invoiced. The meeting was unanimous in deciding against this demand, and it was stated that the Nuremburg manufacturers had also refused to accede to this request. The majority of the speakers pointed out that the pressure already brought to bear upon them by the exporters was so great that they could go no further without doing themselves material damage, and then the times were too bad to allow of any extra discounts.

No matter how well arranged a manufactory may be, or how thoroughly organized in regard to business details, if the advertising is neglected or done in a haphazard way, business results must suffer accordingly. A great deal of advertising fails of results aimed at for the reason that the ad. writer is crowded with too many other responsibilities to give that branch of his work careful and serious consideration.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, MARCH 15, 1909

To create confidence is just as much the function of advertising as to sell goods, for the greater the public confidence in the goods, the more business will come to the dealer.

Statements made in advertisements, while not lacking force, should nevertheless be conservative to the extent of being readily backed up by facts. To create the impression that you are giving something for nothing makes the thinking readers wonder whether you are a very poor business man or a plain liar, and in either case they are not over-anxious to trust you.

Timeliness is one of the greatest secrets of advertising success. To advertise guns in the early winter is commendable, but to begin advertising them in the spring and keep at it is far more likely to bring results when the shooting season opens in the fall. It's hammering that makes the impression in advertising. If the first advertisement does not bring expected results, keep at it and force the public to read about what you have to offer. Thousands of successful money-making concerns owe their success entirely to intelligent and persistent advertising, but there is yet to be learned of one which won success from a single advertisement. A single drop of water falling on granite spatters off and leaves no impression, but steady dropping on the same spot will soon wear a hole.

Talk quality once in a while; price is not everything. You cannot consistently offer ten dollar gold pieces at nine dollars, but you can show that they are ten dollar gold pieces of full weight and fineness, and impress your readers with the fact that they represent honest value.

Trade that is always looking for bargains and can only be secured by means of sales will not form a permanent foundation for any business. Patrons who appreciate the fact that "the best is the cheapest in the end" are the ones to tie to, and "quality" advertising is the kind that will win them.

When exploiting the good quality of your own line, don't dwell upon the poor quality of your competitor's. Some people may be curious enough to visit him to see how bad his line really is and may stop to buy.

Even if one were not physically susceptible to the steadily increasing warmth of the sun's rays, which heralds the arrival of spring, all one would need to do to learn the fact would be to get within ear-shot of a bunch of boys, or read the sporting columns of the dailies. Everywhere one hears the one topic, which seems to interest not only young America, but a good majority of the old as well—is it necessary to go further and say baseball? The game has grown steadily in popularity by leaps and bounds and dealers who are in the sporting goods business are not only making a good thing out of it, but by publicity on their own hook are giving the thing an extra boost. Now while this national game is perhaps at this time of year heard more about than others, it is not the only fish in the pond by a long shot—tennis, golf, cricket, basket ball, roller skating, fishing and many other sports have their own enthusiastic followers. And if anyone doubts the opportunities open to those entering this field we would respectfully request him to step around to the nearest place of this kind, where if seeing is believing, it won't be long before some manufacturer in this field will receive his order for the line. One of the beauties of this business is that once you win a customer his purchases are very apt to be not only good, but what is equally important, frequent. If he plays golf he will want new sticks, balls, shoes, stockings, etc., and if he plays very much it almost amounts to a standing order. This is also true of nearly all the lines—they needing constant replenishing to keep in first-class condition. We want to lay especial stress on the importance of dealers getting in line early. Now is the time to get orders in, for if you put things off any longer, not only will you lose many of the initial purchasers which are generally the largest, but the manufacturers, once the season is in full swing, will be too rushed to give your order anything like prompt attention.

Improper handling of English, generally through carelessness rather than ignorance, often detracts greatly from the pulling power of the most elaborate advertisement. In fact, it is in the larger advertisements that faulty grammar or rhetoric are most noticeable, and there is scarcely an issue of a newspaper in which the careful reader will not find some peculiar arrangement of words or phrases that are unintentionally humorous and frequently ridiculous.

One can almost invariably pick up a paper and upon looking over the "situations wanted" or "for sale" columns find much to amuse. In a current issue of a leading daily the following appeared: "Wanted—Washing by a colored woman." Not far from this appears another even more ludicrous. "For Sale—A bicycle, by a young lady, with handle bars and tool bag complete."

Now while we laugh at these, yet one can readily offer explanation by way of the fact that the writers of such advertisements probably never got up copy before, and when called upon to do so were impressed with but one point, and that was that newspaper space costs money, hence the necessity for brevity.

If carelessness of this sort stopped in this part of the paper, comment would not be so justified, but frequently display ads. show similar errors. This is not often true in the advertising of large concerns whose publicity is attended to by an advertising man—one who is trained to prepare copy free from such mistakes—but it sometimes appears in the announcements of stores using about five to ten inches per issue.

In English a double meaning is readily conveyed and construed. Also it is true that more liberties are likewise possible for the formation of similies than with most languages; hence it is advisable to be positive of their fitness before putting in print an expression that in reality you do not intend to use.

A not infrequent cause for the misleading ad. is the use of words, the meaning of which is not evident to the person having in hand the preparation of the advertising. This happens mostly when an attempt is made to concoct a "high-falutin" assemblage of words that seldom appear outside of a dictionary.

It's the short, everyday words that carry conviction—they sink in deep. If ads. were written as most people do their thinking the result would be some pretty good ads. The trouble is, however, the average business man wants to bedeck his common, ordinary talk in picnic attire. He wants to hang it over with bunting and decorate it with starry flags. There are a great many advertisers whom it would pay to hark back to the primer and the little red schoolhouse. "See the cat; the cat sees Kate." The modern version would probably be: "Behold the feline—the feline is making an optical observation of Kathryn."

First of all the business man must take it for granted that his proposition does not appeal to his readers as strongly as it does to him. If his copy is to get right straight to the heart of things it must tell something interesting without frills. Let's be commonplace rather than pedantic.

It is an excellent habit after your ad. is couched in all the high-sounding words you delight in using to go over it with the fortitude of a Spartan father, and chop out every high-sounding phrase, substituting plain, blunt Anglo-Saxon. The greatest works of literature are the simplest—the strongest oratorical efforts have been in the plain language. Study style, not for style's sake, but to acquire the art of simplicity—plain, unaffected diction.

CARDS MUST NOT OFFEND

Racial Feelings Must be Respected by Post Card Manufacturers—Some St. Patrick's Day Cards That Are Vulgar and Offensive.

Manufacturers of post cards for special holidays should be most careful not to offend racial sensibilities. While the majority of post cards are of a high character—stimulating, educational and helpful—yet there are some that tend to the vulgar and are so far-fetched in conception as to be somewhat offensive. For instance, some of the cards which are being sold in connection with the St. Patrick's Day celebration have been criticised rather severely by Americans of Irish descent.

While people of every nation have their weaknesses, yet it must be admitted that those of Irish birth have played a part—humble or important, view it as you may—in the history of the United States, and are not to be considered as ignorant, stupid, vulgar or uncivilized, hence the unwisdom of manufacturers putting out souvenirs that have a tendency to cartoon this or any other race. It doesn't help the post card business, and has a tendency to make post cards unpopular with many who are now admirers of these handy mediums of information and communication.

These remarks are superinduced by some letters which appeared in the daily papers from people of Irish birth, and one of which we reproduce herewith sent to the New York World:

"If on the birthday of Washington or Lincoln postal cards were to be displayed in New York stores representing the 'Fathers of the Country' in inglorious attitudes, would the State or Federal authorities permit their sale? The answer must be no. Why, then, should the distribution of cards un-Christian in sentiment, un-Irish in picture and phrase, be allowed here under the guise of 'St. Patrick's Day cards'?

"Patrick—history shows it—brought civilization, not to speak of Christianity, from Central Europe to the western shores of that continent. From there civilization has been wafted here.

"Surely Irishmen have contributed enough to this nation's story to be entitled to make a practical and effective protest against the slanders on their motherland and patron saint."

NEW PLAN OF REDUCING STOCK.

A merchant in a western city was desirous of reducing his stock without delay and was willing to make a liberal sacrifice to do so. He announced a 25 per cent. reduction sale; it was bona fide, but people were used to the usual humdrum announcement and came slowly. Now, after much thought the new idea came in. Next day the ads. announced that every fourth yard of every fourth article of the same price would be sold for nine cents, no matter whether worth 10 cents or $10. A woman came in to buy an article at $5. She bought two others which cost the same; then a fourth, for which she paid only nine cents. The fourth, eighth and twelfth yard or every fourth article of the same price would The store was packed and jammed and the stock cleared up in a hurry. Yet it was practically the same 25 per cent. reduction first advertised so unsuccessfully. The "new idea" did it. Hundreds of just such trade boomers are waiting to be discovered.

First build up your character. That will bring you ability; and ability and character will bring you credit; and do not forget that practically all the great businesses of to-day were begun on the smallest possible scale.

TRADE Gillette MARK
KNOWN THE WORLD OVER

ALL seasons are good for the Gillette Safety Razor. Make your Gillette business a steady source of income. Keep your stock on display. Let your store be known as GILLETTE headquarters.

It is astonishing how many sales can be made by merely suggesting the razor and explaining its qualities. Most men know of the GILLETTE, but many of them are not posted on what the razor will actually do. They don't realize what it would mean to them in comfort and economy.

You will find that it pays to tell customers about the GILLETTE. The only limit to the business is the enthusiasm you and your sales force put into it.

Use the GILLETTE signs and trade helps.

The GILLETTE is a live proposition for any store. It pays to be identified with it.

Canadian Office
63 St. Alexander Street
Montreal

Gillette Sales Company
519 Kimball Bldg., Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York Times Bldg.
Chicago, Stock Exchange Bldg.

Gillette Safety Razor
NO STROPPING NO HONING

THE LOCAL DEALER SHOULD BE ALIVE

If He Does Business Along Up-to-Date Lines He Will Never Have to Complain of Trade Going Away from Home—The Public Favors the Home Merchant.

We are not entitled to and seldom receive anything that we do not pay for. Especially is that true of merchandizing. The man who does business with a personal backing of vim and energy and ginger doesn't expect the people of his locality to come to him with either charitable intent or because they consider it a painful neighborhood duty to patronize him, pay him his prices and profits and do whatever there is to do with him in the business line, simply because they happen to live in the same town.

There ever was and ever will be good cause why the local dealer should be given all possible preference—why people should trade at home in preference to going away from home; but there never was and never will be good reason why people should do business with the home dealer if he is disposed in any one or more of numerous manners and ways that often are the part of the dealer who howls because he is not patronized by everybody. The dealer who is up to snuff with his business—onto his job—has no time to dream over what might have been, and what ought to be, but gets out and kicks his heels and sets his brains to work on the possibilities at his hands. If he doesn't get the trade he ought to have, or things he ought to be getting, he knows there is something wrong with his way of doing business, rather than with the ways of the people about him. He is fully aware that he is asking too much price, is not keeping the right sort of goods, has not the right assortments, or something or other rationally out of the way is the cause of his failure to get the business he is after.

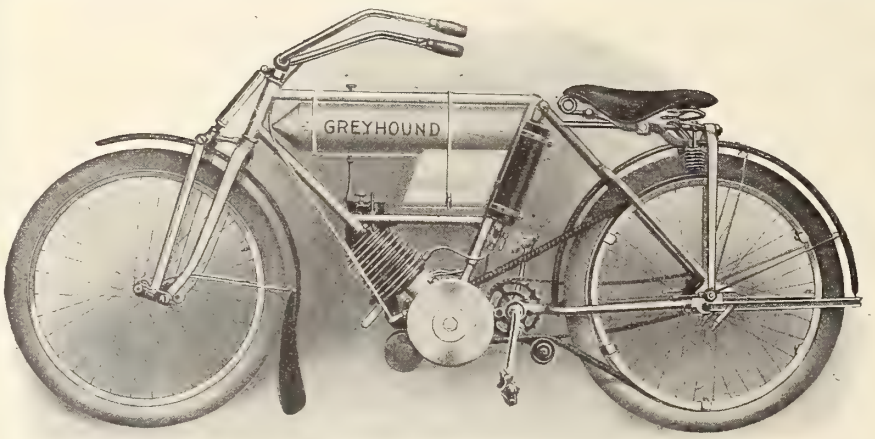
Instead of allowing his dyspepsia—if he has any—to get the best of his intellect, and allow him to rave over the passing away from home of home business, he gets to work to head off that business and know what the cause of it all is. Who is there of us who was not ashamed of and full of condemnation for the "baby" who played with us when kids? If things didn't go his way he immediately began to boo-hoo and refuse to play. That sort of baby is almost invariably the retailer who is making the loudest noise about people buying away from home. We hated the little cuss who was always making trouble for us in our childhood days, and the grown-up children of to-day no less despise the boo-hooers who are finding fault with them because the trade is going away from home.

The public is full of the idea that it is discriminating and always doing shrewd business to its own best advantage, says the Sporting Goods Dealer. It doesn't matter that often the public is mistaken, for we are contending with facts and not with ought-to-bes. When our home people are wandering away from us and buying outside, the trouble is almost completely with us. If our prices and goods are all right, the people are leaving because we make no efforts to convince them we are all right, or if making the effort it is in some manner abortive. It is up to us to find out always just exactly what is the trouble. We are not prepared to give without what we think is an equivalent return; nor is our public otherwise constituted. If the home people do not trade with us, there is something wrong with the way we are doing business. That means the great majority of our own townspeople. A few will invariably trade elsewhere, no matter what their residence, and of them we need not talk. The general run of the public will not go away from home if they are reasonably convinced it is best to trade at home.

To keep these people at home, we are fools to tell them they owe their trade to us because we are a home institution, because we pay taxes here, because we support the church and the town hall and the undertaker and various other local necessities. All that gabble is not business, no matter what its truth. They are buying in what they believe the most advantageous market, and they are not disposed to uphold, patronize, support and prosper the boo-hoo kind of a merchant. If we carry the goods our public wants, have bought them right and price them right and get down to brass tacks in our endeavors to convince people how and how much we are, we'll have little time for wheedlings; we'll need it all for business. If people at home don't buy of the home merchant, there is something wrong with his merchandizing.

That's something to think about.

Greyhound Motorcycles



Here Is A Live Trade Issue

Interest in the motorcycle is great and growing, and dealers with good factory connections are going to find new and increasing profits.

We are the oldest motorcycle makers in America and we have never before built so good a machine as the 1909 Greyhound.

If you take it on as a side line, it will be apt to crowd out some other things.

We will make liberal terms and give exclusive agencies to good people. Write us about it and get the facts.

The Auto-Bi Company

1448 NIAGARA STREET - - - - - - - BUFFALO, N. Y.

BENEDICT CO. ARE PROSPEROUS.

Report Shows Business Is Booming—Officers Elected—The Outlook Satisfactory.

The stockholders of the Benedict Manufacturing Co. met last week at their office in East Syracuse, N. Y. The regular annual dividends of 7 per cent. on both the preferred and common stock was declared, and the following officers and directors elected: H. L. Benedict, president; George N. Crouse, first vice-president; C. C. Graham, second vice-president; Charles Van Wagner, secretary; John Bailey, assistant secretary; R. B. Roantree, treasurer; Newton Owen, assistant treasurer; directors, George N. Crouse, Charles Van Wagner and H. L. Benedict.

The company's prospects, from the present indications, look exceedingly rosy for 1909. A larger force of men is employed at the present time than ever before. Several departments have been working nights for the last month.

The company has recently purchased the patents controlling the United States output of the natural rose hatpins, which have been such a fad for the last few months. These are being turned out at the rate of over 2,000 a day. Notwithstanding this, the orders are coming in faster than the output. The directors voted that more hands be employed, in addition to the present night shift, in this department.

The force of 19 salesmen report all sections of the United States, Canada and Mexico in good condition, the stocks low, and retailers and jobbers in a way to place heavy orders, many of which are for rush shipment, this being especially true in the Far West. The Benedict Manufacturing Co. now has display rooms in New York City, St. Louis, Los Angeles, Toronto and the City of Mexico.

COMPELLED TO WORK OVERTIME.

Manufacturers of baseball and sporting goods generally are quite pleased with the general trade outlook for the Spring, and in many instances they have been compelled to work overtime in all the factories in order to take care of the big demand for goods from dealers in all parts of the country. The new mitts and gloves shown in a great many catalogs this year are said to be experiencing a very good sale, while the advance orders for uniforms thus far are reported as being fully 25 per cent. greater than ever before.

Men are often met with, plain in person, plain in feature, plain in dress, without anything whatever about them calculated to impress the mind, and you are surprised at the information that they are rich and made every dollar of their money. On inquiry, it will be found that all their efforts were concentrated in one pursuit, about which they know everything and outside of which they know nothing; and you feel almost angry that a man of such little information should have been so successful in making so much money; while you, with your superior cultivation and greater intelligence, have made and saved up none; but you forget that the man has paid more for his money than it is worth. It has cost him all his measure of human intelligence. As proof, would you take his sordid mind and his gold, and give him therefor all you have learned?

When you give the dealer an object lesson in good salesmanship you are teaching him the better to distribute the goods you sell him.

GRANTING CREDIT TO FOREIGNERS.

The Importance of Reliable Credit Reports—Rules to be Remembered by Seller—Comments by Archibald J. Wolfe in "American Exporter."

It is the constant cry of agents and buyers in foreign countries that American manufacturers will not accommodate themselves in the question of credit terms to the requirements of foreign customers, and thus through their alleged supineness lose a great deal of business which goes to their shrewder and more reasonable rivals in Germany and Great Britain. On the other hand, there are numerous credit men in the United States who are confronted with bad foreign accounts ranging from small lots trustfully shipped to some importer in Amsterdam, Constantinople or Bogota, to large items in which the transaction is represented by at least four figures on the wrong side of the ledger.

Some manufacturers who are beginners in the export trade appear to be so elated over the receipt of a foreign order that they fill it unquestionably, look for settlement hopefully and frequently have occasion to regard their complaisance mournfully. They overlook the fact that they would have scrutinized an order from a domestic customer very closely before filling it. A few experiences of this description are apt to prejudice the budding exporter. "No more foreign business on credit for us. Henceforth we get cash in New York before we let the goods out of our hands." Now cash in New York is certainly very desirable, but you can get it only when you sell something that the foreigner must get and can get from no one else but you. Otherwise he will buy elsewhere. If you have a patented article of universal use you can make your own terms, of course.

In dealing with foreign customers direct, the granting of some form of accommodation is an absolute necessity, an imperative essential for developing large and permanent business connections. There are a number of things which the foreign credit manager must know before he can intelligently act upon credit applications from abroad. And there are many things to consider, many pitfalls to avoid and fine discriminations to make. The granting of credits abroad is more or less of an exact science with principles easily understood. There is no reason why a credit man should not familiarize himself with them.

Probably the basic principle in foreign credits which is a veritable truism is this: "Give no credit to a firm or concern unknown to you without investigating the credit standing of the intending customer." This is perhaps an application of another important principle which should never be departed from: "Do not grant credit favors to any foreign firm when you would not readily grant a similar accommodation to a similarly situated concern at home."

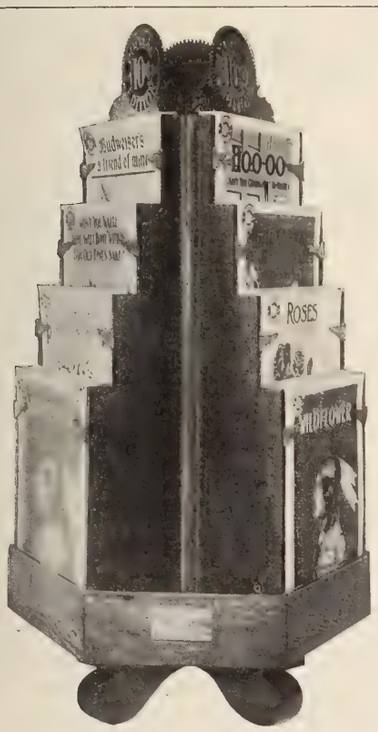
There are now several well-equipped agencies for the obtaining of credit information on firms abroad. These are probably known to the reader and need not be specially mentioned. No foreign customer should be kept on the books without investigating his credit standing. In this connection it may be said that it pays to obtain credit reports from several sources. A well-known domestic rating agency has its own offices in Cuba, Mexico and Argentina, but depends upon allied agencies elsewhere for reports. While these reports are, of course, conscientiously compiled, the credit man must analyze them before he can make proper use of them. These reports are furnished on a blank, typewritten, single-spaced, and contain largely the statement by the risk proposed, the reporter's views and perhaps a bank's estimate of the risk. Such a report must be stripped of unverified and unsupported statements and carefully boiled down.

A much better system in reporting on foreign credit risks is employed by certain organizations which supplement their own correspondent's reports and the risk's own statement by the opinions of bank and trade correspondents. While the reports are sometimes criticised on the score of brevity, they furnish views of several trustworthy parties, and they are not obscured by cumbersome verbiage through which a busy credit man is sometimes expected to wade.

Now a credit report by itself is not always an absolutely reliable guide to the credit man. There are certain sections of the world where an importer buys but litle locally and is in a position to maintain an excellent local standing, yet his rating with foreign manufacturers may denote slowness, fault-finding, intriguing, or he may religiously meet his drafts and neglect his open accounts. A bank located in the city where such a customer resides is, of course, apt to know how he treats foreign drafts, whereas his fellow tradesmen may be unaware of any irregularities.

Perhaps it is most convenient for a credit man to file specific rules regarding credit favors abroad by countries, and I will mention those peculiar to certain countries in due course, but will first state—or in some instances restate—those principles which underlie all foreign credit giving:

1. Obtain reliable credit information on your customer.
2. Carefully analyze your information.
3. Consult American houses from whom your customer may buy, and be always ready to give your experience. The time has passed when a business house was afraid to disclose a customer's standing. To exchange credit information on foreign customers is always helpful, and frequently very instructive.
4. Grant no favors to small, insignificant concerns. These should buy from wholesalers or commission houses.
5. Be very clear and definite regarding agreements, promises, conditions. A large portion of foreign credit disputes is due to lack of definiteness in original agreements.
6. Beware of the expression "sample order." It is very frequently unscrupulously used.
7. Be very cautious with firms supposed to be



This elegant, rotary, sheet music stand contains 12 pockets holding 50 copies each of the 12 numbers of the

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Corner Broadway and 39th Street
NEW YORK

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Popular 10c. Edition

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The Following Twelve Numbers of My Catalogue Issued in This New Popular-Price Edition

Roses Bring Dreams of You
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You'll Be Sorry Just Too Late
Over the Hills and Far Away
Mother Hasn't Spoken to Father Since
Dixie Dan
Won't You Waltz Home, Sweet Home, With Me?
Wildflower—Intermezzo
Wildflower—Song
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Printed on Glazed Paper. 2 Colors. Size, 12½ x 9½

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doing business abroad if they have high-sounding English titles—such as U. S. Manufacturers' Agency or American Importing & Exporting Syndicate. Such names in nine cases out of ten are adopted to mislead American manufacturers. As a name to do business with in Russia or Guatemala the title is surely an incumbrance, for it is not understood by the natives.

THE MOTOR CYCLE IN VOGUE.

The Present Year Destined to Mark the Greatest Output of Motorcycles—The 1909 Greyhounds Made by the Auto-Bi Co. Highly Esteemed for Their Many Individual Qualities of Excellence.

With the approach of the spring season it is evident that the general interest in motorcycling is far stronger than ever before, and it requires no stretch of the imagination to foresee that in the near future this "little brother of the automobile" will be seen on the road in enormous numbers.

Few people have realized the possibilities of the sturdy little two-wheeler, which, with its own efficient little power plant, and the many improvements in mechanical detail, is now ready to do whatever the automobile can, except in the matter of carrying capacity.

Wide-awake tradesmen in many lines are now taking up motorcycle agencies, the common and probably the best plan being to select some bright young man, either from present organization or from outside, and put him in charge of the motorcycle department. Almost invariably this young man is or speedily becomes a motorcycle enthusiast, and this in itself is half the battle in a selling campaign.

Among the prominent makers in the market who have devoted themselves to the development and perfection of the motorcycle, mechanically and commercially, is the Auto-Bi Co., of Buffalo, one of the old-time American concerns, whose 1909 Greyhound is a machine to build business.

There is a great big field for motorcycle business among men who used to ride bicycles, but who have got out of the habit. These men take to motorcycles like ducks to water, and when once shown how simple and easy and comfortable a trick it is, they are buyers. Even men who have never ridden the bicycle find no trouble, as the motorcycle is decidedly easier to balance and steer than the bicycle, and "the motor does the work."

The 1909 Greyhounds are substantially of one model only, the greatest essential variation being a special racing seat attachment, which involves no change in the rear frame construction. The motor is of full 3 horse-power, hung very low and in excellent position for cooling and for the comfort of the rider. The cylinder and head are cast in one piece, and the carburetor (Auto-Bi special float feed) is bolted direct to the cylinder head, and serves as a retainer for the inlet valve. The absence of piping between the carburetor and the motor contributing largely to the life and responsiveness of the engine, and also being of value in the way of eliminating weight, complication and joints.

A small but very convenient device, not commonly furnished, is a flusher tube for priming the cylinder, the use of which insures the easy starting of the motor when cold.

Splash lubrication is used, oil being fed from a generous-sized tank direct to the crank case, or into the piston, if preferred. The oil feed may be instantly varied from the saddle.

As in former years, belt drive is employed, and the Auto-Bi people find strong vindication of their consistent position in the matter, in the present general tendency toward this method. The belt consists of a ¼-inch nickel steel chain completely encased in raw hide (the chain for strength and the rawhide as a buffer between the chain and the V pulleys), supported by a ball-bearing spring idler of new and simple design.

Single-grip control is used, as being the simplest and most efficient, the connection between the grip and the control box being established by the use of 1-16-inch piano wire carried through the handle bar tube without a short bend at any point. This makes an ideally simple and clean-cut job, contributing very much to the appearance of the machine.

Ignition is obtained from three No. 6 standard dry cells carried in a convenient box.

The control box is an extremely nice piece, being very simple and quite dust tight with outside adjustment for contact points. The box contains but a single spring, contact being accomplished by a cam revolving with the crank shaft, the latter being a single-piece steel drop forging, carefully hardened and ground. Bushings of extra large size are made of phosphor bronze, as is the connecting rod, this having ample adjustment for wear.

The greatest stress is laid on the solid comfort which is insured to the Greyhound rider by the use of a number of nice features, one of which is particularly remarkable. In the first place 2½-inch tires are regular equipment. A very excellent spring fork takes care of front wheel vibration, and gives two inches range of frame movement for an inch of spring compression.

To crown all, the Greyhound shock absorber carries the saddle and consists of a spring-packed telescope tube attached to the top connection of the frame by a pair of rocking arms, and to the crank hanger connection by a swivel joint, so that the rider is suspended on a spring adapted to his weight, and can negotiate cobblestones or any kind of rough stuff at any speed in positive comfort. One great virtue of this device is that it is supplementary to a strong, rigid frame, which is not cut, and consequently weakened, for the introduction of springs. Naturally this shock absorber is patented and will be used only on the Greyhound.

In consonance with the name of the machine the standard finish is silver-gray enamel, relieved and ornamented with blue. Among other details of equipment are hollow steel rims, rubber pedals, six-quart gasoline tank, Corbin hubs, complete mud guards, strong and convenient stand, and good tool kit. The machine as a

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VIEW CARDS FROM EXPERTS

Our Post Cards are made in the best factories. Consequently we offer only the best quality work.

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ORDERS PLACED NOW WILL BE FILED IN AMPLE TIME FOR YOUR SPRING TRADE

If interested, write us; we will at once forward you without cost, our booklet with a full line of samples and all needed information, so that you will know exactly what to do, how to do it and what we will do for you.

We make Ten different styles of View Cards, including Black and White, Hand Colored, Blue, Green and Brown, in 500 of a subject and upwards.

BEST GRADE IN COLORS:—Six to ten shades, including our exclusive styles; Octochrome, Newvochrome, Mezzochrome, Photochrome, Sextochrome and Triotone in 1000 of a subject and upwards.

REMEMBER—EXPERT SERVICE, BEST QUALITY WORK, PROMPT DELIVERY, CLOSE PRICES, A SQUARE DEAL

Shall we send you our Catalogue of Fancy Post Cards?

THE AMERICAN NEWS COMPANY, POST CARD DEPARTMENT Desk P, NEW YORK

whole shows great care in matters of detail and the refinements which go to make a finished production of the present day. It will be good business on the part of enterprising dealers to correspond with the Auto-Bi Co. and see what can be done to add a profitable line.

THE VACUUM BOTTLE.

Convenience of This New Article Now Being Made in Various Forms by Different Firms—Its Special Value as a Side Line.

During the past year or so several concerns have put in the market vacuum bottles having the properties of keeping their contents either hot or cold for a lengthy period. These bottles have various names and special features, but all are made with the same purpose in view.

Far from being simply a novelty, these bottles have a multitude of uses for the home, the traveler and the vacationist. Once used in the sick room or nursery, they become well-nigh indispensable, for hot liquids can be put in them early in the evening and served at practically the same temperature any time during the night, making it unnecessary for the attendant to spend half an hour or so in heating them. The bottles are equally convenient where cold liquids are required at odd hours.

Sportsmen are particularly interested in vacuum, for in cold days on river or trail a warm draught is essential to comfort, while the exhaustion attendant upon tramping or boating in the hot sun of summer is readily relieved by an ice cold drink at intervals.

These bottles come in various sizes and are attractive in appearance, making a very interesting line for the dealer to handle. Talking machine dealers, whether they handle other lines or not, would do well to investigate vacuum bottles as a business proposition. They are easily handled and sell for prices that allow a good profit and make the effort worth while.

The editor of the side line section will be pleased to put interested dealers in touch with the different manufacturers of vacuum bottles upon request.

FACTS WORTH READING

Concerning America's Solid Foundation.

From the Memphis Commercial Appeal the following figures are taken and show the wonderfully solid foundation upon which the commercial life of this great country is founded. The figures are railway statistics for the past year:

"RAILWAY STATISTICS FOR 1908.

Gross earnings (estimated)	$2,324,499,753
Decrease over 1907	10 per cent.
Miles laid during 1908	3,214
Decrease over 1907	2,409
Cars built during 1908	78,271
Decrease over 1907	169,917
Locomotives built during 1908	2,124
Decrease over 1907	5,238
Total spent for rolling stock and power during 1908	127,000,000
Decrease over 1907	73 per cent."

These figures are very encouraging when the facts are considered. First, 1907 was known to have been an abnormal year; business of every kind went wild; the factories were unable to near meet the demand; merchants bought recklessly, sold out at once and rebought; railroads were taxed to their utmost; hurry orders were given for cars to be built, and every siding was stripped to get enough rolling stock to move the merchandise. Yet, in spite of all this, the demand could not be met. Then it should be remembered that legislative enactments were going on in the National and State legislature affecting railroads at that time.

This wonderful year closed in a panic. From the large business done and the vast amount of rolling stock acquired in 1907, it would seem that the year following this unprecedented boom would call for no new cars, and certainly not a mile of new track would be laid. But we find from these figures that the earnings of the roads fell off only 10 per cent. from the preceding unusual year of prosperity, and that the new cars and rails laid were but little less than that of a normal year, all of which goes to show that the commerce of this country is founded on a solid basis, and not easily moved.

The railroads and the country are both all right. The only cloud now to cast a shadow over the commercial horizon is the position of the railroads with regard to their fellow public servants—the commercial travelers—in harassing and losing them valuable time by a system of collecting mileage, which is undoubtedly in restraint of trade. The railroads should give these salesmen—their partners in building up the industries and developing the resources of the country—a square deal.

NEWS FROM THE WINDY CITY.

Western Talking Machine Dealers Putting in Lines of Pianos—Drysdale Co.'s Fine Post Cards—The Harmony Co.'s Small Goods Line—The President Ink Pencil Popular—Other Side Lines That Should Appeal to the Trade.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

Quite a number of western talking machine dealers are expanding their business by adding pianos. It is undoubtedly an excellent proposition, as the quick turnover on talking machines and records enables them to go through without embarrassment the struggle period, that some exclusive piano dealers have had to undergo. Chicago is a great piano manufacturing center, and among the large concerns maintaining their general offices and warerooms here is the Cable-Nelson Piano Co. Their full line is on exhibition at their commodious quarters in the Republic building, and they have a most interesting proposition to make to established and reliable talking machine dealers who desire to get into the piano business and get into it right.

A concern that is rapidly coming to the front in really artistic productions in the post card line is the Drysdale Co., Inc., of this city. They publish an exquisite line of cards and pictures, reproduced by their Aquagravure process, which are remarkably beautiful. A line of hand-colored post cards of exceptional merit and remarkably low price is also featured by them. Mr. Drysdale, the head of the company, was formerly manager of the Western News Co., of this city, and is recognized as one of the post cards authorities of the country.

The Harmony Co., of this city, are offering as a side line for talking machine dealers a line of mandolins, guitars and drums that should make a good investment and build up a business of a gratifying nature to dealers. Prospective purchasers of musical instruments would look for them at the talking machine store, as that place is supposed to be, and reasonably, the musical merchandise rendezvous of the town.

The F. W. McIntosh Co., of Chicago, offer as a counter or show case line the President Ink Pencil, an instrument that they guarantee to be a perfect writing instrument, and one that satisfies its purchasers. Their line of statuettes, consisting of busts of our great Presidents and statesmen, oddities, etc., could with a little salesmanship find their way into the majority of homes.

The Kawin Co., of this city, offer to the trade everything of a desirable nature in the line of fancy plates and dishes. The plate rack that is so much in vogue at the present time should create a demand of no small size on these goods. The company also offer a unique line of post cards in which the individuality of the house is artistically displayed.

These days of progressiveness, with specialists in various lines experimenting and using the results of lifework of others in the furtherance of their object have tended to make things that at one time seemed utterly impossible a matter of ease. Some remarkable developments in all lines may be looked for in the next few years.

The Welty Fountain Pen Co., of Waterloo, Ia., are offering to talking machine dealers a line of fountain pens as a side line. They say that with a fair-sized order a handsome glass display case that will prove an ornament to a counter and a strong auxiliary in presenting the goods to the trade will be given. They state that they unite with their dealers in advancing the latter's interests and do everything in their power to assist the distributers of the Welty pens. The company had remarkable results at their booth at the Business Show in Chicago this week. William A. Welty was in charge.

A LOGICAL SIDE LINE.

Sheet Music Should Appeal to Talking Machine Purchasers—Shapiro's Strong Proposition.

Music, and all that pertains to it, is part of one great family held in the closest of ties, and the makers and sellers of musical instruments fully realize this fact.

When a dealer handling talking machines, therefore, decides to expand by taking on side lines, he naturally looks for what best fits into his already established business, and among the first things to be considered are sheet music and musical instruments of various kinds.

Through a new departure made by Shapiro, the well-known New York music publisher, whose catalogue contains a wonderful galaxy of reigning "hits," the talking machine dealer is given the opportunity of purchasing a dozen different numbers, every one a proven success, at a price that enables them to be sold for ten cents and also receiving free the Silent Salesman revolving stand, holding the twelve numbers in a most convenient and attractive manner.

The fact that the edition sells for ten cents per copy is strongly featured and makes an excellent drawing card.

While at the present time the Shapiro ten-cent edition is confined to twelve numbers, the list will be steadily enlarged until the edition will form a very complete sheet music stock. Dealers should read and digest Mr. Shapiro's announcement on another page of this issue. It is a side line well worthy of consideration.

Local Views Printed to Order
Black and White, Gelatine, per 500, $2.85; per 1000, $4.00

Local Views Printed to Order
Double tone, im. brown cardboard, per 500, $3.00; per 1000, $4.25

Local Views Printed to Order
Double tone, Real, on chamois card, the best; per 1000, $5.75

Local Views Printed to Order
Photo finish, like a photo, glossy you know; per 1000, $5.75

Local Views Printed to Order
Hand colored, the best, per 500, $5.00; per 1000, $7.25

Local Views Printed to Order
Hand colored on double tone, im. "it is it"; per 1000, $8.50

Local Views Printed to Order
Colored print, plain and glossy; in single 1000, $6 50 and $7.50

Local Views Printed to Order
Autochrom, six colors, "Better than any chrom"; per 1000, $7.50

Local Views Printed to Order
Com. Colored print, "The Best," Panel effect; per 1000, $11.50

Local Views are our specialty. Samples of the above free. Special prices for quantities.

FLOWER CARDS from $2.75, $3.75, $4.75 per 1000.

The Marvel Offer { 250 Birthday, 250 St. Patrick, 500 Easter } 1000 cards, $6.50

F. O. B. New York. The above consists of highly lithographed 12-color work, plain, embossed, bronzed and gilded, the kind for which you are paying right now $12 and $15. As long as they last they are yours.

NEWFIELD & NEWFIELD
Selling Agents for European Printing Works
98 WARREN STREET, NEW YORK
Agents wanted in uncovered territory

HOW PERSONALITY COUNTS.

Not Necessarily Confined to Use of Printer's Ink—Much Depends Upon the Personnel and Tone of the Store Itself—How the Interior Arrangement of a Store Influences Trade—The Real Importance of Personnel to the Success of a Store.

Giving publicity to a store does not mean only the use of printer's ink. The newspaper, the letter, card and circular are important items in exploiting a business; no one will contend to the contrary. But many retailers seem to neglect the fundamental basis upon which the effectiveness of all these items rest—this is the personnel, the tone, the character of the store itself.

Although we ofttimes get "chesty" and are prone to loudly boast that we acknowledge no class distinction in this land of the free and the brave, whether conclusively or not, we always "kow-tow," and are duly impressed when brought face to face with wealth, fame or eminence in almost any form. Or, as George Ade cleverly puts it, "When we are at long range we throw bricks at the aristocracy and landed gentry, but when we come close to them, we tremble violently and are much pleased if they differentiate us from the furniture in the room."

With this fact in mind, it seems to me that dealers, in ignoring this bit of psychology, lose much that would be highly beneficial to them in conducting their business.

Not enough attention is given to the exterior and interior appearance of the store, the appearance of the employes and all other factors which give a harmonious dignity to the business and tend to impress its customers. Now as an impressed customer makes the selling transaction a pleasure to all concerned, not a haggling conflict, methinks I hear a chorus of enterprising dealers asking in one voice, "What shall I do to impress my customers?" Look about you, take in all the many external elements that impress you, and as far as possible apply them and thus impress others.

Beginning with a man's domestic and social life—his personal appearance—on to the exterior of the store—its interior—the appearance of its employes—the arrangement of his various stocks and other less important details, we meet the factors which make the personnel of the business—these are the things, if properly carried out, that attract the desirable class of trade, give them the necessary amount of "impression" and make them desirable buyers.

The proprietor of a business is a quasi-public personage; he is dependent upon the public for his success and must therefore cater to the public. In his domestic and social life he is more or less in the limelight, and from his attitude and manner of living, those who know and see or hear of him formulate their ideas of his store.

When a man is above criticism, respected and admired, a certain amount of reflected credit is transmitted to his business. Did you ever see or know an untidy, carelessly dressed man whose business was neat and systematic? Scrutinize the attire and establishments of some business men you may know, and see if I am not justified in this statement.

Now, the prestige given a business by its proprietor's domestic and social actions and his personal appearance, though of importance, are secondary when we consider the exterior attire of his store.

Many men consider that it is incumbent upon them to plaster every available space on the outside of their buildings with gaudy, much-beletered signs—to jam the windows full of their wares, dotted with glaring price announcements—and climax the situation by painting the front of their stores in some hideous color, in order that it may be sufficiently different from other buildings to insure public attention. This kind of publicity gains the same caliber of attention and the same degree of respect that is given a freakishly-attired man who strives for public attention and admiration by adorning himself with strikingly-checked clothes and brilliantly-hued neckwear in which we would probably find conspicuously placed a large "near-diamond."

The exterior of a store is the invitation extended to all those who pass to enter and become its patrons. According to the tone of this invitation, desirable or undesirable customers are attracted. Studying the question of the effect of a store's exterior appearance in this way should forcibly impress upon every dealer why this phase of his business needs his careful consideration. The fact that you are catering to what we call the great middle class—the wage-earner—does not alter the situation in any way; if anything, it necessitates even more attention to the character of the store, as this class of people are much more impressionable than any other.

The greatest care should be taken to differentiate between impressing and awing possible customers. Too much dignity and pretentiousness are liable to awe and frighten away your customers, instead of tempting them to buy.

The interior of a store contributes to the personnel of a business through two main sources—the arrangement of the store and the impression given by its employes.

Store arrangement is, in itself, a subject upon which many pages might be devoted; but I will only treat of it generally, to serve my present purpose. I know of no one thing that helps to give tone to a store more than wide aisles and a general, roomy, spacious appearance. You will find that buyers have a tendency to loiter a while and go around viewing the goods on display whenever there is ample room for this purpose.

Another important factor that influences the customer toward the "impression" state, is the sequence in arrangement of the merchandise.

The smaller, less expensive articles should have position near the entrance of a store; as the merchandise is larger in bulk and costlier, it should have its place in sequence. Just as we are served our dinners, beginning from the dainty appetizers on to the heavier entrees, so should the store be arranged to appeal to our "eye appetite," leading on in easy stages to a sort of a climax.

The appearance and general attitude of employes is the climaxing feature which goes to make up the personnel of a business. Even if all other conditions are favorable, a carelessly attired, indifferent employe will sometimes quickly offset all that has been accomplished.

Too much stress cannot be put upon this point—the appearance and conduct of an employe. Every effort and device that has been put forth to get public favor, to persuade the prospective customer to enter your store, has been done to gain this last result—the actual transaction of buying, for which purpose the employe is a necessary intermediary and upon his attitude the successful termination depends. Neatness in attire, a quiet courtesy, and a willingness to show goods and answer questions embrace the few requirements from an employe that add the last chapter to the tone of a business. As Mr. Williams says in The Sporting Goods Dealer:

"Your goods may be of the highest quality; your prices consistently moderate; the situation of your store may be excellent; in fact, all factors but the personnel may be highly satisfactory for a successful business, but if this most important item has been neglected—if all of your energy and effort is confined to the internal requirements of your business and none is expended upon those many external elements which stamp the character of your store—then you cannot succeed; you are laboring under a very great handicap. If you give no consideration to the personnel of your store, you are trying to win success in spite of adverse conditions which could be modified and overcome."

The Klein & Heffelman Co.

CANTON, OHIO

Wholesale Ohio Representatives

WINTER & CO. PIANOS

MASTER PLAYER PIANO

RUDOLF PIANO CO.

Rudolf Pianos and Player Pianos

Dealers wanted to represent these lines in unoccupied territory

JAMES B. FISHER DINED.

On Saturday afternoon last James B. Fisher, manager and buyer of the post card department of the Tower Manufacturing Co., was tendered a complimentary dinner by a number of his good friends in New York, the scene of the occasion being the Venetian room of Kalil's restaurant.

The dinner did not mark any anniversary of Mr. Fisher's useful life, but he has been doing so many good things for other people for many years back that a number of his admirers concluded that "it is about time we did something for Jim," hence the dinner.

The guests included men prominent in public life and the professional and commercial world.

A LONG JUMP TO MAKE.

From within a stone's throw of the Battery to Long Acre Square is a long jump to make, but such was recently done by the Garraway Photo Art Co., which concern reproduces photographs by machinery.

Touch all the bases in the game of business and then there'll be no dispute about the pennant of success.

THE BUSINESS OUTLOOK.

Credit and Confidence Have Been Restored and Conditions Are Improving Every Day.

Renewed confidence in the financial situation continues to be demonstrated by large business firms, and in no way is it more discernible than in the demand on all sides for goods. In connection with the renewal of business activities The Tradesman quotes the following forceful editorial review:

"With the beginning of the new year, business in the United States seems to have gathered into its stride. In all lines of trade there is brisk movement; buyers are sending in large orders, and sellers are disposed to offer more liberal credit. The industrial prospect for 1909 promises richly, and no doubt the promise will be fulfilled. In an address to the Albany Chamber of Commerce, recently, Governor Hughes said: 'There are before us evidences of the most abundant prosperity. We have started the new year well, and the business men of the State have never had better reason to look forward to good fortune.'

"Governor Hughes' assurance applies to business men of all the States. In all sections of the country the signs of renewed business activity are manifest. The South is eager to open up new railroads; for the first time in her history the cotton crop of 1908 exceeded the hay crop of the entire country in value, and stood next to corn. She needs more lines of transportation, more factories, more labor to help her turn cotton into coin. In the West there are no hands idle which want work. In the East the ordering of goods for future delivery is being revived. Iron and steel mills are producing at their full capacity again, and dry goods, shoes and wooden structural work are showing well for the season.

"More significant still, perhaps, the railroads report a satisfactory traffic. The farm products of the United States were the greatest in the country's history in 1908, and the railroads are sharing in the prosperity of the farmer. But also from the great markets of the cities comes the official report of trade and industrial conditions for the week, and it says, 'credit and confidence are again established on a firmer basis at the opening of the new year than at any time during the last fifteen months. Progress is steady, and along safe and very satisfactory lines.'

"Herein lies the most optimistic fact about the industrial outlook for 1909. Credit and confidence have been restored. These are the very bases of a market's prosperity. As long as they remain firm business is good. Anything that impairs them undermines business and paralyzes industry."

SHOULD PROVE A BIG SELLER.

The New Style Peerless Automatic Piano Just Introduced by F. Engelhardt is Especially Adapted for Moving Pictures, Summer Pavilions, Amusement Arcades, Dancing Schools—In Fact Anywhere Good Music Is Desired.

F. Engelhardt & Sons, in response to many requests on the part of the trade, have brought out a new style "Peerless" automatic piano, viz.: style D-X, especially adapted for moving picture theaters, summer pavilions, amusement arcades, skating rinks, dancing schools, in fact, any place where good loud music is desired. The instrument is equipped with xylophone, genuine Turkish cymbals, bass and snare drums of the best make. The latter can be adjusted to play loud or soft, in fact, all possible effects in music from the most delicate pianissimo to fortissimo can be produced, i. e., powerful enough to fill a large hall, or adjusted as not to seem loud in a small room. Another important feature—the instrument can be played manually. Another very strong feature—the music rolls for this instrument are cut and especially arranged to give full orchestration. In other words, the xylophone playing the solo part of the composition and the piano, cymbals and drums the right accompaniment. The piano is also fitted with a new magazine slot and is sure to prove a big money-maker wherever introduced.

The driving of the instrument is by electric motor arranged inside the case and can be connected to any ordinary domestic electric light lead. The instrument is truly an artistic conception in every particular, and is sure to meet with popular demand. Although just added to the "Peerless" line, the advance orders would indicate that style D-X will be one of the "topliners" and star sellers.

Talking machine dealers will find the instrument an excellent side line, viz.: to secure orders for the installation of the instruments in places of music. The field is a large one, and as noted in the concern's announcement in this issue, they will be pleased to forward quotations and allot territory.

THE VALUE OF IDEAS.

Ideas are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries. Ideas are the motive power which turn the tireless wheels of toil. Ideas raise the plowboy to president, and constitute the primal element of the success of men and nations. Ideas form the fire that lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and awaken latent capacity to successive sunrises of better days.

Baseball Goods Are Profitable

THEY FIT IN WITH YOUR BUSINESS

The Goldsmith Line of Sporting Goods Is Complete. We Manufacture Each and Every Item.

Backed by Our Unrestricted Guarantee as to Satisfaction and Quality

Write at once for full particulars and why it will pay you. Also advising in which Catalog you are interested—

SPRING AND SUMMER CATALOG.—Baseball Supplies Complete.
COLOR BOOK of Baseball Uniforms.
FALL AND WINTER CATALOG.—Footballs, Boxing Gloves, Striking Bags, Football Uniforms.
ATHLETIC CLOTHING, COLLEGE PENNANTS, etc.

P. GOLDSMITH'S SONS, Manufacturers

New York Salesroom: WILSON TRADING CO., 46 Cortlandt St.

Main Office and Works: 207-9-11 W. Pearl Street, Cincinnati, Ohio

Branch Factories: COVINGTON, KY.; NEWPORT, KY.

THE BUSINESS SHOW IN CHICAGO.

Fourth Annual Business Show Opens—Much of Interest Exhibited in the Nature of Office Fittings—Business Phonographs—A New Advertising Machine—Other Specialties That Would Make Attractive Side Lines for Talking Machine Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., March 5, 1909.

The doors of the Coliseum were throw open last Saturday evening on the fourth annual business show to be held in this city. Although considerably smaller in the number of exhibitors than that of last year, there is nevertheless much on exhibition to interest both the business man and the general public. The attendance has been very fair, especially in the evenings, the latter part of this week.

The booths for the most part contain appurtenances for office equipment, such as adding, multiplying and billing machines, ledgers and other bookkeeping essentials, desks, filing cabinets, etc. The large typewriting exhibits of last year are conspicuous by their absence.

Two exhibits are of especial interest to talking machine dealers. The business phonograph, as demonstrated by the Commercial Business Phonograph Co. in their booth, which is in charge of Edwin C. Barnes, is referred to in another part of this paper.

The Oral and Motion advertising machine is described as being possessed of both talking and moving features, and is attracting much attention in the southern part of the building, where it is on exhibition. In appearance it is a tall, handsome cabinet of oak, with a circular glass front, with a talking machine horn conspicuously placed near its top. Internally it contains two separate motors. One of these controls the motion of the advertising cards, fifty in number, which move in a semi-circle within the glass front, stopping midway in their course for about 30 seconds to allow the observer to get the details of the advertisement firmly fixed in his mind. The other controls the phonographic apparatus which announces in a loud, distinct voice why so and so's card should not appear unheeded. A double exposure of the card, combined with the talk, occurs every five minutes. Elmer Fletcher, the inventor, together with General Manager Treat, have permanent quarters in this city.

Among the specialty exhibits is that of the Nye-Welty Co., sales agents for the William A. Welty Co., of Waterloo, Ia. An attractive display of the Welty pens "guaranteed" has attracted to their nicely-appointed booth a vast number of purchasers and innumerable curiosity seekers.

The Bal-Klos Mfg. Co., of this city, have an exhibit showing their various specialties, including patent dictionary book holders, the Bal-Klos non-corrosive automatic closing ink well, novel pencil sharpener, etc.

A standing question of the Perfection Razor Strap Co., located in the north end of the building, is "Do you shave?" A device for the sharpening of any style razor is displayed and seems to possess distinct merit.

The entertainment features of the business show are numerous. Band selections are heard at half-hour intervals, while a moving picture show at the extreme north end offers an opportunity for rest. In certain penmanship school exhibits, artists entertained with both pen and pencil and blackboard work, while in the shorthand section the "boy wonder" astonishes with the neatness and rapidity of his work. The show closes on Saturday and a record crowd is expected.

THE VALUE OF CREDIT.

Nothing Will Fill Its Place Unless It be Cash—Pays to Keep Credit at High Notch.

Is there anything under the sun that will fill the place of credit? I believe not. If there is, I have never met with it. Cash is the only available substitute, and even that fails in many instances. There are firms in New York that will refuse to open an account for cash with a man who has no credit; they will have no business transactions with any one who has not a current credit rating in this market. Yet those same firms will not hesitate to open an account with a man whom they find relatively well rated. I have experienced that singular thing, a wholesale firm that refused to sell goods for cash to a merchant who had no credit rating. Reference showed that he always paid cash and neither sought nor received credit. The firm in question refused to sell him; they had no assurance of his soundness, no other testimony of his disposition to play fair other than that he paid as he went, so they positively refused to do business with him. He asked no accommodation at their hands; he wanted goods and would pay on the spot, yet they positively refused to place his name upon their books in any capacity whatever. This only goes to show that "no record" is a bad record. The man who is not rated good is bad. Some men will persist in judging every man a rogue until he is proven honest. Be careful of your credit; you can have no more precious possession than a good name, nor more valuable capital than a good credit rating. The practice of having your check received by your creditor the day it is due instead of sending it on that day is a trifling thing, yet it will not go unnoticed. Trifles like this supplement your rating in dollars and cents and help to stiffen it. Make no promises you cannot keep, and whether prompt or slow be as good as your word.

MORAL FORCE IN SALESMANSHIP.

What It Means and Its Importance—Should be Developed in Order to Combat Successfully Buyers Who Use Underhand Methods to Get Low Prices—The Favorite Tricks of the Crafty Buyer and How They Can be Frustrated by a Salesman With Sufficient Moral Force.

No man has greater need of moral strength than the salesman.

Moral strength means more than the ability to resist temptation to misbehave himself. Anyone of manly caliber has that. It means more than declining invitations to "come out with the boys," more than merely keeping straight, and sticking faithfully to monotonous duties, day after day. A salesman has a severe test of his moral strength to undergo. For he is constantly under pressure from buyers who seek to convince him that he is asking extortionate prices, says Frank H. Hamilton, in the Traveling Man; that his goods are not worth as much as his valuation of them; that they can get more desirable service from his competitors, etc. So clever and insidious are the methods that buyers use to obtain an advantage, that even the most experienced and the wariest salesman is sometimes in danger of being duped by them. It takes moral strength of the highest kind to resist the wiles of the scheming buyers—and unless a salesman is strong in this respect, he will most certainly be victimized, much to his own discomfiture, and to the pecuniary loss of the house he represents.

A buyer likes to pose as a good friend of a salesman from whom he has been purchasing goods for a long time. In confidence, and purely for the salesman's "own good," he gives him a "straight tip"—to the effect that competitors are subtly undermining him—that the house which the salesman represents is losing its prestige, etc. Whatever the nature of the information, it is always preliminary to an attempt on the buyer's part to force some concession from the salesman. He wants an inside price, or a more liberal rate of discount, or privileges of some sort or other. So smooth, so suave and plausible is his argument, that the average salesman is almost certain to be deceived by it. The buyer is his "old friend"—surely his advice is disinterested! He has the art of making it seem so, at any rate.

A salesman in making his rounds will sooner or later be gulled by some crafty buyer, if he is not forewarned. And even if he is forewarned, he will very likely be caught off his guard and "bamboozled" into accepting misrepresentations, if he has not the quality of moral courage to a superlative degree.

A salesman may know that he has the "rock bottom price." What is he to say to the buyer who tells him that his competitor sells the same goods at a lower figure? What is he to do when, after he has expressed his disbelief, the buyer exhibits a bill from that competitor, which apparently bears out his statement? This often happens. The bill may have been "doctored," or, more frequently, the buyer conceals some portion of it from the salesman, letting him see everything but the date, or some conditional phrase at the bottom. Forty times out of forty-five such a piece of evidence is misleading—an out and out misrepresentation of the facts. There is one thing for the salesman to do. That is to let the buyer know very plainly that he is

SALES-PULLING SIDE LINES

THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument

Necessary alike for Men, Women and School Children. Fills with Ink like a Fountain Pen. Writes like a Lead Pencil. Will Not Leak Carried in Any Position.

No. 1 Short

MADE IN TWO SIZES:

No. 1 or short pen, 4¾ inches open . . . $1.50—to dealers, $12.00 per dozen, f.o.b. Chicago
No. 2 " long " 5½ " " . . . 2.00— " 16.00 " " "

President Fountain Pen Ink, Paste, Mucilage and Carbon Paper

Copyrighted Statuettes—Quick Selling Novelties. Make Great Window Displays

SENTIMENTAL ARTISTIC HUMOROUS

179-181 Lake St., F. W. McINTOSH CO., CHICAGO

selling his own goods, and not the competitor's, that he is not governed by his competitor's prices or actions. He will lose nothing by hanging doggedly to the terms which his house has authorized him to make. It takes moral courage to do it, however.

The sales manager of one of the largest packing houses in Chicago told the writer of one common scheme by which buyers attempt to force the packer's salesmen to sell below the market price.

"The buyer keeps a wary eye on the market," he said, "and when a salesman representing Blank & Co. puts in an appearance, the buyer is ready for him. He knows, without having asked the salesman, which particular products Blank & Co. are selling at a lower price than any of their competitors.

"He will begin enumerating the items which are to comprise his order—and among them will be four or five products which he could not have bought from any other house at so low a figure. He gets a good bargain, too, on the various other items. The other is beginning to look fairly large. At this point the buyer asks the price of another product which he knows Blank & Co. are selling at the lowest market price. The salesman will quote it at 12½ cents, perhaps. At this, the buyer pretends to be scandalized. He claims that the market price is 12 cents, and that Blank & Co.'s competitor has offered it to him for that. An argument follows. The salesman believed he had the lowest quotation, at the start, but the buyer's positive assurance to the contrary rather weakens his faith in the instructions he has been given. Perhaps, after all, he thinks, the house did not furnish him with the "bottom" price—or he has mistaken the price which the house did authorize. Still he persists in demanding 12½ cents, until the buyer says:

"'You can make that last item 12 cents, or cancel the entire order. I will buy nothing from you if you propose to hold me up for half a cent on one of the items.'

"This is pure bluff. But frequently it is effective. The loss of the whole order looks so big to the salesman that he 'gives in,' and enters the disputed item at 12 cents. The buyer is happy, for by this ruse he has succeeded in buying all but one of the items at the lowest market price, and that one he has bought below the market. He would not have canceled his order—because it consists of just those items which Blank & Co. are selling at the lowest price, and would cost him more if he purchased them from anyone else. The salesman would have been entirely on the safe side if he had 'hung out' for his extra half cent on the item under dispute."

As soon as buyers learn that a salesman can be made to yield to pressure, it becomes almost impossible for him to get orders without sacrifice. The pressure will be brought to bear from all quarters and in a great variety of ways. One will affect indifference—he will say he doesn't care whether he places the order or not. He "leaves it to the salesman" whether the order which is ready for the signature shall find its way to the waste paper basket or to the factory—only, if it goes to the factory, there must be a slight change in the dating or the rate of discount. Another will have some fictitious fault to find with the last shipment he had from the house. Another holds forth on what the salesman's competitors will do for him. Innumerable other devices are in everyday use by unscrupulous buyers. And they are all so plausible that even the salesman who is on the lookout for some such snare is likely to swerve from suspicion to credulity and become the victim of a "hold-up" game. When such pressure is being brought to bear from all sides, only the salesman of superior moral strength can come through the ordeal with undiminished respect for himself as a business man.

Moral strength means strength of purpose. It is a salesman's purpose to sell the goods at the price which his house chooses to ask. He must stick to that. He must keep his faith in the goods and in the house, no matter what startling revelations buyers may make out of "disinterested friendship" for him. The quality of that friendship is dubious when it is used as a pretext for extortion.

It is seldom wise to contradict a buyer—and to give him the lie direct would make an enemy of him and spoil all prospect of future sales, so far as he is concerned. The best way is for a salesman to be deaf and oblivious to all hints and insinuations, such as are calculated to disturb his confidence in his house or his proposition. The salesman can show by his manner that he knows what the buyer is attempting to do. He should resolutely decline to be drawn into argument concerning any matter that is not directly related to the question of the sale which he came to make. If he is firm, and positively inflexible in his loyal attitude—if he shows that he knows his business and is not to be made a fool of—he will always find himself master of the situation.

A PROFITABLE SIDE LINE.

A line that is easily handled, is a popular seller and profitable withal, should appeal to every progressive talking machine dealer. Such is the Hohner harmonica, which stands at the head of goods of this kind. In fact, for fifty years the name Hohner on harmonicas has conveyed the symbol of superiority, and so to-day this world-known firm can confidently claim that every instrument manufactured by them is as perfect as human knowledge and skill can produce. The particulars of this commendable side line appears on this page, and the offer therein made is entitled to early consideration by the live jobber, who should be prepared to supply the dealers. The Hohner factory in Germany is the largest in the world. Prices and information promptly supplied by M. Hohner, 475 Broadway, New York, or from their Canadian and Mexican branches. Harmonicas are a quick-selling and standard line.

HAVE YOU EVER CONSIDERED
THE EXCELLENT OPPORTUNITY AFFORDED IN HANDLING THE
HOHNER REED INSTRUMENTS?

FOR fifty consecutive years the name Hohner on Harmonicas has conveyed the symbol of superiority, and so to-day, we can honestly claim, as all others concede, that every instrument manufactured by us is as perfect as human knowledge and skill permits.

THE IDEAL SIDE LINE FOR TALKING MACHINE DEALERS

BIG PROFITS

EASILY HANDLED

WITHOUT A PEER

WHAT YOU NEED

ASK US FOR PRICES — YOUR JOBBER FOR GOODS

SEND A POSTAL FOR THE FINEST CATALOGUE OF ITS K ND EVER ISSUED ENTITLED "SERIES B. FIFTIETH ANNIVERSARY."

M. HOHNER,

HARMONICAS
ACCORDIONS
BLOW ACCORDIONS

NEW YORK OFFICE, 475 Broadway
CANADIAN OFFICE, 76 York Street, Toronto, Can.
MEXICAN OFFICE, 4 Calle de Tacuba, Mexico City

HERE AND THERE IN THE TRADE

Some very novel ideas in post cards are now in evidence for the Easter trade. There is not only a larger variety this season, but more skill and originality is displayed in the conception of these very welcome and now almost necessary seasonable publications. Many of them are printed in colors and are really works of art. The development of the post card business has assumed tremendous proportions, and while we have not yet equalled England or Germany in certain lines in the matter of output, yet we are fast approaching these countries in the artistic quality of our creations. It is now recognized that the high-class cards are mostly all of great educational value, and all fair-minded people are rapidly estimating them at their true worth. Even in the cheaper grade a higher standard is evident.

Have you the agency for one of the numerous family of "gods" that have sprung up within recent months, including the gods of happiness and luck, the god of things as they ought to be and the god of grouch, and other "just gods" too numerous to mention? If not, it is well to get in line and cater to the public's mood while it is at its height—that's what gets the money.

This is the day of the safety razor, and no man should cut himself with the old style for fear of not being satisfied with the twentieth century article, for over a score of safety razors in a variety of forms are now on the market, ranging from the Gillette at $5 to those made to sell for a dime. Dealers who handle safety razors are well off in several particulars. Owing to strong competition, each line is extensively and persistently advertised, prices are fixed, and the exchange of new blades for used ones opens the way for a permanent income from each sale.

In connection with safety razors, there are numerous sundries for the gentleman's toilet that can be conveniently handled, shaving mirrors, brushes and soaps being among them. It doesn't pay to get the meat and let the gravy pass unnoticed—there's nourishment in that, too.

Are you in a position to profit by the desire of certain of your neighbors to fly along the roads these crisp days on a motorcycle? There will be a heavier demand for such machines in the late spring and summer, and if you are not prepared the other fellow's going to get the money. Motorcycles have been brought to a high state of perfection, are easy to handle, sell for reasonable and attractive prices and offer good profits.

Next month the big leagues begin playing ball, and the enthusiasm of the smaller leagues, the independent clubs, the "fan" and the small boy will then be at its height. A first-class line of baseball goods will make the dealer's store a point of attraction, and the interest pays, for no matter how young or financially weak the baseball enthusiast, nothing but the best will do. League ball is a magic word, and who would attempt to settle a close score in the ninth inning with a bat that couldn't be depended upon? Then, too, there are gloves, masks, chest protectors, base bags, bat bags and a score of other necessities to be considered.

Every once and a while up crops the story of the customer neglected because he looked seedy, but who had a roll of bills in his boot. Then the clerks take to spurting to greet every seedy man entering the store, only to find out that they are panhandlers. 'Tis a cruel world.

The disciples of the great Isaak Walton will soon be swarming in river, stream and sea, and it is wonderful how necessary a new outfit of rods, lines, hooks, flies, etc., are deemed by those who go after honors. The success of the red-headed and scantily clothed farmer's boy with his crooked stick and bent pin is legendary, but a true sportsman wants something he can depend upon, and the dealer who offers the best will get the trade. Are you the man?

Mr. Talking Machine Dealer, have you ever stopped to consider how well typewriters would fit in your line, especially if you handled commercial machines and records? When a man is sufficiently interested in turning out his correspondence with neatness and despatch to consider the purchase of a commercial talking machine for the purpose, he is certainly in a humor to discuss means of improving the last half of the operation, the typewriting—and there's your chance.

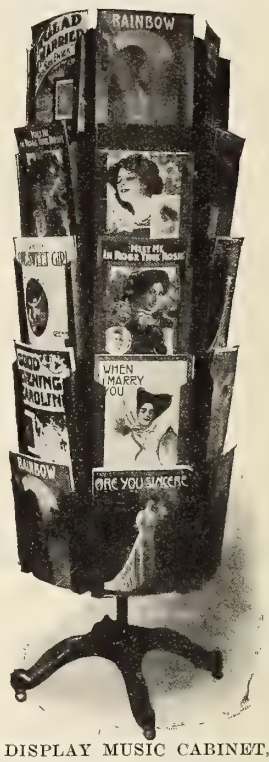
Booze and Business begin with the same letter, and there the harmony ends, they don't mix at all. It's the sober man who gets the best of the horse trade.

CONVENIENT NEW FIXTURES

For Displaying Sheet Music, Magazines, Tablets and Post Cards.

Every retailer realizes the fact that goods of any nature must be displayed to be sold, and the question of how to display them to get the most effective results is one that perplexes every window trimmer and dealer that endeavors to have something a little better and more original than his competitor. The Gier & Dail Mfg. Co., of Lansing, Mich., realizing this need of the retailer, have made a thorough study of his conditions and have put on the market a line of entirely new fixtures that solve two great problems—save space and give a more effective and attractive display.

The cut here shown is one of their revolving cabinets for displaying sheet music. This shows 30 sheets of music on only 25 inches floor space, each pocket holds 25 or 30 sheets. The music is held perfectly, showing the whole cover and making a very attractive appearance. They build three sizes of the revolving cabinets for this line and flat racks of any size desired.



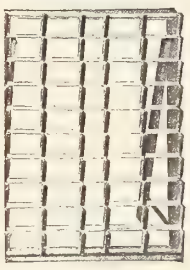
DAIL'S DISPLAY MUSIC CABINET, No. 71.

Their steel pockets are very practical for tacking on side walls and make an inexpensive but attractive way of showing music. These pockets of which a cut is shown are formed from one continuous piece of steel and are very strong

Patent Pending.
Patent Pressed Steel Pocket used on DAIL'S Cabinets and for filling up wall space.

and durable. They also build several sizes and styles of cabinets for displaying magazines, dime novels and are the manufacturers of "Dail's sectional post card cabinets," of which they have sold over 5,000 in less than eight months.

"ROCHESTER"



WE MAKE 17 STYLES OF POST CARD DISPLAY RACKS

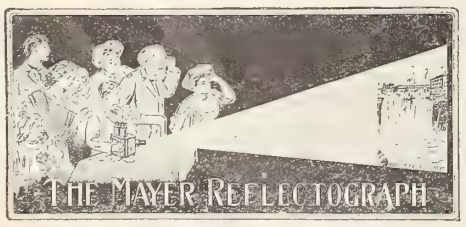
"SENECA"

from the small single units to the large 7-ft. Floor Stands. Increase your sales by properly displaying your postal cards.

Our "Rochester" easel rack displays 50 cards and holds 4,000 cards. The Seneca Revolving rack displays 48 views and holds 1,500 cards.

PRICES AND CIRCULARS SENT ON APPLICATION

BE up-to-date and add the latest home entertainer to your line. The **MAYER REFLECTOGRAPH** reproduces Post Cards, Song Slides, Views and photos on a screen or canvas, in all their natural colors, six feet square.



Price, with either Electric, Gas or Acetylene Fittings, $5.00 each.

Liberal Discount to Jobbers

CHARLES W. MAYER
10-12 Furnace St., ROCHESTER, NEW YORK

These ideas should interest every dealer of these lines, for they can be put to such varied uses that they are adaptable to nearly every store. The Gier & Dail Co. assert their willingness to send, free, cuts and descriptions of their various ideas to any retailer who will send their address to their main office at Lansing, Mich.

AN EXTENSIVE CAMERA PLANT

That of the Seneca Camera Manufacturing Co., Rochester, N. Y.—Success of This Concern —Value of Cameras as a Side Line.

We present herewith a view of the extensive plant of the Seneca Camera Mfg. Co., on South Clinton street, Rochester, N. Y., and large though the factory is, the business of the company is

expanding so rapidly that additional quarters will soon be required to properly meet the demand.

The Seneca Camera Mfg. Co. is an independent concern and have built up an enviable reputation for their products, their line including cameras and supplies to meet every demand of the amateur and the professional photographer.

A number of talking machine dealers have already taken on the Seneca line and have found that, owing to its excellent reputation and liberal advertising, the line is one that sells with a minimum amount of effort. Then, too, the profit is liberal and the demand for supplies makes every camera sale a basis for a continuous business.

THE SPORTSMAN'S SHOW

Held in Madison Square Garden Recently—What's What in Sporting Goods for 1909—Public Displays Great Interest in Exhibition.

The Sportsman's Show, held in Madison Square Garden recently, gave the sportsmen of the East an excellent opportunity to see the latest productions for making life enjoyable on trail, or stream, or, in fact, in any part of the great outdoors. Practically all the leading sporting goods manufacturers had their products on exhibition, and the new things shown were many and varied.

Gunning, fishing, camping and boating outfits were shown and the interest of the public in the various lines was intense, as was evidenced by the crowds in attendance. The show has fully demonstrated that the ranks of the sportsmen are not filled from the wealthier classes, but the greater number come from the masses. Dealers visiting the show had an excellent opportunity to see what's what in sporting goods and gage their orders accordingly.

An Auxetophone furnished by the New York Talking Machine Co. did excellent service in the booth of the Asbury Park Publicity Bureau. The Auxetophone rendered numerous selections as played by Arthur Pryor's band, a leading summer attraction at Asbury Park.

NOTHING GAINED WITHOUT EFFORT.

This Is as True in the Talking Machine Trade as Anywhere Else—How Side Lines Can be Made Profitable to the Enterprising Dealer.

Not since our great ancestor, Adam, bit into the forbidden fruit and was ousted from the Garden of Eden has anything been gained by human beings without effort. And centuries of study and invention have not lightened man's burden, simply providing means for accomplishing more with the same amount of energy. Yet in this enlightened twentieth century there are actually merchants who believe that goods should sell almost automatically, that between the direct effort of the manufacturers and general advertising the dealer should have nothing to do but collect the profits and rest at ease, or rest, anyhow, while waiting for profits, instead of chasing the elusive game.

The average business man, however, fortunately realizes the fact that nothing can be achieved without effort and success comes only to him who hustles energetically.

Take, for instance, those talking machine dealers who have taken up the question of side lines, and have installed a line foreign to talking machine goods. In the majority of cases such lines were added as only occupied space not required by the regular line, and the dealers have simply made use of time and energy formerly wasted. When there is a lull in talking machine sales the salesmen can devote their attention to interesting prospects in other lines, while still keeping the weather eye peeled for talking machine and record buyers. With no idle time to pay for the profits of the business will show a corresponding increase.

It is simply the case of taking advantage of opportunities, it being readily realized that if one line will catch a certain number of customers, two or three lines will capture more, provided that they may be and are properly handled.

It must be considered, however, that no matter how well known or popular a side line is it will not sell itself without effort. There are several prominent brands of safety razors, but the devotee of the old style "colored man's companion" must be shown wherein a safety razor at a higher price than the old style is a most desirable article to possess. Motorcycles may be of a popular make and attractive in appearance, but the purchaser must be convinced that their speed and general durability are fitted to his needs. In short, wherever there is competition, salesmanship is required to a greater or lesser degree.

The remarkable recovery of the talking machine trade after the depression has placed dealers in an excellent position to take on side lines. Larger profits mean more capital to invest, while the increased number of machine and record purchasers visiting the stores offer an excellent field for introducing new lines directly.

With a prospect actually inside the store, the sale is half made, and attention may be attracted to the side lines in a subtle manner without danger of offending and thereby losing a permanent customer.

It will pay the dealer to consider the needs of his trade and cater to those needs even in other lines than talking machines. As one eminent statesman remarked, opportunity knocks once at every man's door, and after that the man knocks opportunity.

There are still many inaccuracies in advertisements. There is still much exaggeration. The frequent use of superlatives is a matter of habit, and it will take some time to get out of it. Each of a half-dozen shops in one town claim to be "the best and cheapest." This is preposterous on the face of it.

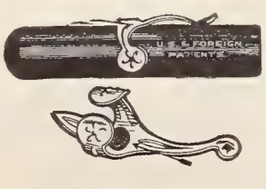
It's hard to convince salesmen that "going in mourning" means black raiment, and not black fingernails.

A Side Line That Sells
WELTY'S FOUNTAIN PENS

FOUNTAIN PEN INKS and SAFETY CLIPS

Write for our Catalog and Discounts. A Sample will be furnished at wholesale price.

The William A. Welty Co.



THE LUCKY SPOT

Waterloo, Ia. U. S. A.

SAFETY RAZOR HERE TO STAY.

Comforts and Savings in Its Use Have Made It Popular.

Thousands of people are now using safety razors who could not be induced to do so a short time ago. When a man shaves himself he uses his own razor, brush, soap, towels, etc., guarantees against skin diseases. As a time saver the safety razor deserves a place in the halls of fame.

As a money saver the facts are: It will cost a man about $15 a year if he shaves twice a week in a barber shop. The loss of time must be figured in the equivalent of money. The one proposition to put before the men of this and other countries is that the cheap safety razor is within the reach of every man and will give the same results as to practical use as the higher priced ones. This is not an appeal to the public to use cheap articles solely, says the New York Sun, but when the article under consideration will give the same service as the higher priced one then the article with the low price but high merit should be selected.

COLONIAL TRADE OF THE UNITED STATES.

Our trade with our dependencies—the Philippines, Hawaii, Porto Rico and Alaska—will approximate no less than $170,000,000 this calendar year, judging by the ten months record of the bureau of statistics, of the Department of Commerce and Labor. The increase during the past ten years has been $110,000,000, or nearly 200 per cent. In the same period our trade with foreign countries has increased about 60 per cent., or less than one-third the percentage of increase in the trade with our dependencies.

Curiously, one of the smallest of these dependencies of ours, both as to population and area, furnishes us the largest amount of trade, namely, Hawaii, as follows:

	Total trade with U. S. 1908.
Hawaii	$65,000,000
Porto Rico	45,000,000
Alaska	40,000,000
Philippines	20,000,000
Total trade	$170,000,000

By imports at American ports and exports therefrom, the round figures are (ten months ended October):

	Imports from	Exports to
Hawaii	$40,500,000	$13,000,000
Porto Rico	23,000,000	18,000,000
Alaska	10,500,000	14,000,000
Philippines	8,000,000	8,500,000
Totals	$82,000,000	$53,500,000

Except in the case of the Philippines, each territory shows, in the ten months, an increase in the total value of its products sent us, while the value of the goods sent to the territories by us shows a slight decrease in each case, due mainly to lower prices of many of the articles exported, especially manufactures.

Porto Rico sends us chiefly sugar, tobacco and fruits; we send Porto Rico chiefly rice, meats, breadstuffs, cotton goods and manufactures of iron and steel.

Hawaii sends us chiefly sugar, in return for breadstuffs, meats, iron and steel goods, cotton cloth, mineral oils, tobacco manufactures and wood manufactures.

In exchange for the large quantity of hemp and small quantity of sugar which we get from the Philippines, we send to those islands chiefly iron and steel manufactures, breadstuffs and mineral oils.

Alaska sends us principally salmon, copper, furs and gold to help pay for our cotton manufactures, woolen goods, iron and steel manufactures, mineral oils, breadstuffs, meats, tobacco manufactures and wines, liquors and spirits.

From $60,000,000 to $200,000,000 in only ten years is but the beginning of the trade we shall eventually have with these valuable dependencies of ours.

REGINA WITH R. WURLITZER CO.

The Rudolph Wurlitzer Co., of Cincinnati, in announcing to the trade that they have been appointed wholesale distributers for Regina music boxes and Reginaphones by the Regina Co., of Rahway, N. J., state: "Apart from the fact that the Regina music box is an old-established proposition and a fine seller everywhere, it is not necessary to put in a large stock to qualify as a dealer.

"It is an easy matter to build up a business gradually from a very conservative start. Customary talking machine discounts are allowed dealers.

"Our observation recently is that the majority of talking machine dealers are eager for a profitable side line or two to boost receipts. We have had many requests for advice on the best line to take on.

"In our judgment the Regina is the 'one best bet.'"

The Regina line is certainly growing in favor.

Dail's Display Music Cabinets

SHEET music must be displayed to be sold, that is why the publisher makes the cover attractive. We build three sizes of revolving cabinets similar to cut herewith. Flat racks to fit any space in your store. We can furnish our steel pockets to cover your wall. They make a cheap and effective display. We build cabinets for magazines, post cards, dime novels and newspapers. We have ideas that will interest you. It only takes a postal to find out. They may be worth dollars.

Gier & Dail Mfg. Co.

206 Grand Street **LANSING, MICH.**

PIRATED PLEASANTRIES.

At a performance of "Aida" the other night, Caruso, as usual, soared into the highest altitudes of song with such consummate ease and thrilling power that he brought down the house—with the exception of one critical young woman in the family circle.

"Lou," she observed to her companion, "ain't it funny that Caroozer don't seem to gripe your noives the way he does on the record? Queer, ain't it?"

During a certain battle the colonel of an Irish regiment noticed that one of the men was extremely devoted to him, and followed him everywhere. At length he remarked:

"Well, my man, you have stuck to me well to-day."

"Yes, sorr," replied Pat. "Shure it was my mother said to me, says she, 'Just you stick to the colonel, Patrick, me bhoy, and you'll be all roight. Them colonels never get hurted."—Philadelphia Inquirer.

"Lottie," asked Will, "what is that piece of music the orchestra is playing?"

"It's the overture to 'William—Tell!'" she answered, looking at him out of the corner of her eye.

In a tremulous yet ardent whisper William thereupon told her what she had been waiting so long to hear.—Chicago Tribune.

Bank Clerk (scrutinizing check)—Madam, we can't pay this unless you bring some one to identify you.

Old Lady (tartly)—I should like to know why?

Bank Clerk—Because we don't know you.

Old Lady—Now, don't be silly! I don't know you, either.

"Meaning is a thing utterly disregarded by my colored maid when she talks," said a Harlem housewife; "all she goes by is a sense of sound fullness. She was going to a ball the other night and I told her to be sure to get home early if she wanted to keep her place.

"'Well,' she answered, 'you'll have to corrugate me, ma'am, if I am, but I ain't likely to be sebasetuous'—whatever that might mean.

"I asked her next morning if the ball had been a success, and she replied:

"'I suppose so, ma'am, so far as I can certificate; but I can't say for sure, 'cause I retreated just as the fun was gettin' to the top of its apogee.'"

When Barry Sullivan, the Irish tragedian, was playing "Richard III.," one night and the actor came to the lines, "A horse, a horse! My kingdom for a horse!" some merry wag in the pit called out:

"And wouldn't a jackass do as well for you?"

"Sure," answered Sullivan, turning like a flash at the sound of the voice. "Come around to the stage door at once!"

Stella (at the piano)—Now that you have heard me sing, what would you advise me to do with my voice?

Mabel—I wouldn't do anything with it just now. Wait till the man comes around and have it tuned.

Just before Christmas a piano-maker visited a Glasgow dealer, whom he attempted to bribe with a box of cigars, says Music, of London.

"Na, na," said the dealer, shaking his head gravely; "I canna tak' 'em. I dinna dae bus'ness that way."

"Nonsense!" said the piano man; "but if you have any conscientious scruples, you may pay me a shilling for the box."

"Weel, weel," said the honest Scot, "I'll tak' twa boxes."

A man may be blind to his own faults, and be gifted with second sight where the faults of others are concerned.

THE THEATERS OF THE PEOPLE.

The Growth of the One, Five and Ten-Cent Shows in New York Really Phenomenal—How These Can be Controlled and Become a Helpful and Educating Influence—The Effect of These Cheap Amusements on the Regular Theaters Is Being Felt to a Very Large Degree.

An entertaining article appeared recently in the Evening Post from the pen of John D. Barry, bearing upon the tremendous growth of the one, five and ten-cent shows in New York City, which subject, by the way, was treated of at some length in this section last month.

Referring to the campaign carried on by the city authorities for the betterment of these public show places Mr. Barry says:

"The quality of the moving pictures exhibited in New York City has, during the past few weeks, greatly improved. Many of the films are not only eminently proper, but highly educational as well. The frequenters of the cheap theaters are having, for example, a course in plays by Shakespeare, represented through scenes for which actors have posed. The vaudeville performers, too, appearing chiefly in the ten-cent shows, have been forced to be more careful about what they say and sing and about the way they conduct themselves. The combinations, recently formed by the more successful of the managers and controlling small circuits of theaters, are doing everything they can to assuage public sentiment and to hold their following. They carefully supervise the films and strive to make a change of bill each day. Already, a few of the theaters are admirably conducted in every particular. They might be taken as models of what the theaters should be. They have windows on two sides, and they are kept both clean and light. They have proved that, for the proper display of pictures, it is not necessary that the auditorium be kept absolutely dark. What the pictures chiefly require is that light shall be properly focused on them. Here, by the way, is a solution of a problem that has bothered the clergymen, who maintain that the dark auditoriums are a menace to public morality. There is no doubt that they have encouraged a great deal of ill behavior.

"What is most needed in the five and ten-cent shows is systematic and thorough regulation. At present the regulation is chaotic, insufficient, and unfair both to managers and public. When a theater applies for a license, its qualifications should be quickly and carefully followed by each of the departments established to protect public safety. If the qualifications are satisfactory, the application should go in regular course to the license board. At present, any application may be held up by an unscrupulous agent with an itching palm.

Of a far lower grade than the five and ten-cent shows are the one-cent theaters—the penny arcades. But in recent years they seem to have lost much of their hold on the public. In some places, however, they thrive. In the very openness of the other shows there is an element of wholesomeness. It is far better for people to laugh together over a bit of vulgarity than for one person to enjoy it alone with more or less secrecy. The intimation of secrecy in the one-cent theaters contributes to what is left of their popularity. They rely almost wholly on the slot-machine, which, in the comparatively few years since its invention, has created many a millionaire. It is, of course, chiefly by means of small sums made out of the needs of people, including the fundamental need of diversion, that fortunes are originally accumulated. Like the five and ten-cent shows, the one-cent theaters make an effective appeal by means of cheap decoration and floods of electric light. Amusement-seekers casually drift in. The entertainment offered seems extraordinarily cheap. But the average amusement-seeker either has very little money in his pocket or possesses exceptional strength of character if he goes away without spending many times one cent. Not only are there popular songs that he may hear by dropping a penny in the slot and by holding the rubber transmitter to his ears, but there are small pictures, controlled by the turning of a crank, each series telling a diverting story by the most effective of all appeals, the appeal to the eye. The words of the songs are usually harmless; at worst, they are coarse or vulgar. Occasionally, the pictures have a reasonable interest and are perfectly correct. Often, however, they are filled with suggestions of impropriety. In each of these cases they are advertised by means of pictures which are frankly suggestive. The best to be said of the one-cent theaters is that they are physically wholesome, being practically conducted in the open air.

"What has been the effect in New York on the regular theaters of this widespread cheap amusement? Thus far it has tended to injure them. It has been especially harmful to those of the lower class theaters, where melodrama is generally provided. It has also injured the theaters on the East Side where fine performances of high-plays in foreign languages used to be regularly given. Jacob Adler, for example, who formerly played most of the year in New York, now spends a large part of his time on the road. On the other hand, the cheap theaters have helped to develop the habit of theater-going and in many cases they have implanted the desire for public amusement in people who did not have the theater-going habit. In this country the attitude toward public amusement of many thousands of people is changing. The younger generation of families that held the theater in abhorrence are breaking away from the old traditions and are flocking to the amusement centers. Often by way of the cheap theaters they acquire a taste for performances of a higher class.

"Many of the social workers in New York believe that cheap amusements should not merely be controlled, but should be wholesomely and systematically developed. In the growth they see great possibilities of popular education. Some of them also think they detect in it an opportunity to realize the long-hoped-for theater of the people. The People's Institute has been seriously considering a plan for starting a cheap theater of its own. A public spirited citizen of wealth has already been found to put up the money. It looks now as if the plan would really be carried out. The object will be two-fold; to show, by running a theater that shall be a model of cleanliness and good ventilation, with really fine moving pictures, that the public can appreciate properly managed entertainment of the higher class, and to turn competition in the direction of improvement."

TAKES ON PIANOS.

Perry B. Whitsit Co. Add Pianos and Players to Their Present Line.

(Special to The Talking Machine World.)

Columbus, O., March 8, 1909.

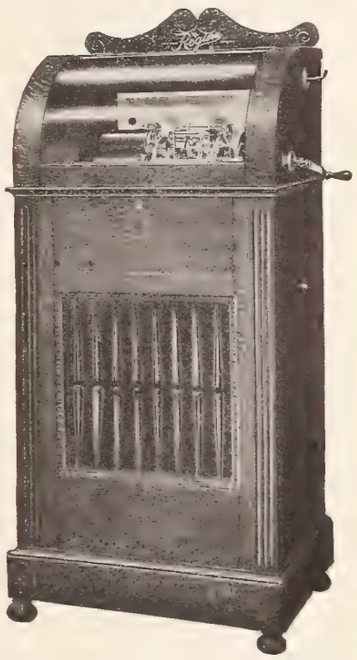
The Perry B. Whitsit Co. have added pianos to their line and have arranged special salesrooms in the city. Separate soundproof booths for the display and demonstration of player pianos are among the innovations. Mr. Whitsit is one of the far-seeing talking machine men who believes in the great future for piano players. The concern carries a full line of Winter & Co.'s pianos and Master player-pianos, also that of the Rudolf pianos and player-pianos.

No statement should be made to a buyer which is not essentially true, and exaggeration is only justifiable as a means of compelling a recognition of the truth in its entirety—like making muslin garments for children, a little large, in the first place, so that when washed they will shrink to a fit.

No matter what you are advertising write the ad. with the women in mind. Ninety-nine times in a hundred the woman controls the household spending. She is the power behind the pocketbook.—Printer's Ink.

Worth Your Consideration

If you desire to handle a money maker—an instrument that will draw trade and enhance your reputation—you should at once get into close communication with us and investigate our new Regina-Hexaphone. There is big money in this agency for live dealers and there is no instrument that will produce better results.



The New Regina-Hexaphone.

The Regina-Hexaphone is artistically designed, has a slot attachment, and, as you will note from the illustration, the unsightly horn is done away with, being concealed within the cabinet.

It requires less room than many of the coin operating machines, but is just as big an earner, and has been built to withstand the hardest kind of use. It makes money while you sleep and brings to your store a class of customers that will help your business.

The New Regina-Hexaphone is a new talking machine holding six different cylinder records. After inserting coin any one of the six records can be selected and played.

It takes standard talking machine cylinder records, which are very inexpensive, easily procured, and offers an endless assortment of all kinds of music. These records can be easily taken out and changed by the operator.

The Regina-Hexaphone is simple, substantial and compact, has an excellent tone and is a big attraction and a winner.

The Regina-Hexaphone is a very popular instrument with slot machine operators; it pays well, is easily handled, weighs but little and a large number can be operated at a very small expense.

The Regina-Hexaphone requires but little manipulation—is always ready—can be played anywhere—will play an unlimited number of airs.

THE REGINA CO.

RAHWAY, N. J.

259 Wabash Avenue, CHICAGO

THE POWER OF SUGGESTION.

A Great Asset in the Make-Up of the Successful Traveling Man—Fred Kaessmann Says That Suggestion Is Certainly an Order Winner of the Greatest Power and a Generally Good Servant at Any Time or at Any Place.

Confucius said, "When you know a thing to hold that you know it, and when you do not know a thing to allow that you do not know it, this is knowledge." Just so, yet, weighed by this standard, many of us tip the scale at a pretty low figure. Take Mr. Salesman, who scoffs at the power of suggestion—there are a goodly number of him—what can you say in defense of his scepticism? Or he? Nothing! For suggestion, says Fred Kaessmann in the Traveling Man, rightly employed, at the right time, is certainly an order-winner of the greatest power and a general good servant at any time or at any place.

To get down to the concrete: Some time ago I left the office of a rather crusty individual accompanied by him. When we arrived at the railroad station, several hundred yards distant, he said:

"Did you close the door after you?"

The question surprised me, but I answered, "Yes." Nevertheless, after he had left doubt assailed me, so I walked down to see if I had really closed it—and as a consequence missed my train. So much for a suggestion in this form.

Not much later, again having occasion to call at the office of the gentleman mentioned in the foregoing paragraph, I found him walking across the floor with a paper in his hand. As I entered, he was saying to a clerk:

"I guess that's all right."

With fond recollections of the train I had missed, also with a keen desire to see how suggestion would affect him, I said, with a smile:

"Are you sure?"

It was his turn to be surprised, but even as he answered, "Yes," yet he had not reckoned on the power of suggestion. A moment later he again walked across the office, nervously fingered the paper in question, then walked back again. This performance he repeated several times, and it was plain to be seen that his mind was in a quandary. Three minutes later he reopened the matter with the clerk—"just to make sure." So much for another simple little suggestion in question form.

Several years ago a mailing card reached my desk bearing the catch-line, "The Power of Suggestion." The paragraph immediately following read: "After the manner of the signs near railroad crossings, I ask you to 'Stop—Look—Listen.' I require your undivided attention. I cannot permit you to forget my name. Once again I command you to repeat—aloud—etc." Further on we find, "By telling you again and again to recollect, you will be able to recall my name, address and profession when the proper occasion arrives. Now—Attention—Once More—all together."

The mailer of this card was pleased to call it a psychological experiment. I call it something else. Children may allow themselves to be experimented upon, knowing that such an experiment is being made, but business men never. They may be amused, or the antagonism inherent in many may come to surface. In either event, it is fatal to effective suggestion. Suggestions, to be of use, must be made or given in such a way as to remain unrecognized as suggestions. They must pass without label as part of the regular selling talk.

At the time the mailing card of which I have just made mention came to hand I was editor of an advertising journal. Wishing to verify my conclusions as already mentioned, I experimented along the lines of the mailing card and must report a complete failure. Perhaps you will find this statement of actual results more interesting than any mere say-so. Perhaps you will also be interested to know that the advertiser in question has returned to the "safe and sane."

Let us now consider the "how" of suggestion. What is it? How given? When? To answer these questions would require volumes. Some useful hints will, however, be found in the following lines: First of all, in the use of suggestion, it is a case of the rapier, not the club, the velvet glove, not the bludgeon. Like every thing else, it requires practice and keen discrimination to become perfect—and adept in its use. But this perfection can be acquired, and when acquired becomes a powerful weapon.

One thing must be borne in mind: a suggestion given to a person whose confidence you have won will be worth a great many times as much as one given to a person whose confidence has not yet been won. Therefore, win a person's confidence before trying to give him a direct suggestion. Some experts on suggestion say this is unnecessary, but my own experience is that no form of suggestion will prove effective to an appreciable extent until such time as the prospect begins to place confidence in the suggester.

For instance, a salesman friend of mine can step into every paint store on his route and say, "Better buy lead to-day," and all will buy. These dealers trust this salesman both as to honesty and judgment. This is a suggestion in a form so common that many salesmen scoff. They say, "That's nothing but plain English." Plain English it is, with nothing mysterious about it—but—can you do it?

The next class of direct suggestion includes all suggestions made by salesmen not yet personally known to the prospect, or at best not very well. Suggestions, under such circumstances, to be effective, must be well supported by personality. That is, by a clean mind in a clean body. In other words, the salesman must have a personality that will quickly win the confidence of the prospect—otherwise his suggestion will be about as effective as seed cast upon frozen ground; some may sprout, but not while the salesman is around to take orders.

The third class of suggestions is best used in the form of questions—questions tending toward raising doubt or fear in the prospect that he may lose a good thing, or subject himself to loss if he does not purchase. Opportunity should always be given to allow such suggestions to sink in. A pause and a questioning look will, in themselves, act as strong suggestions in support—and will do much to help carry the point.

A Persian proverb reads, "One pound of learning requires ten pounds of common sense to apply it." Therefore, gently feel your way until you know how. Remember—the rapier—not the club.

MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

THAT IS

HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases. **Send for Catalogue.**

THE HARMONY COMPANY, 947 N. Lawndale Avenue, CHICAGO

BUSINESS.

It is the pulse of Progress, and its beat
Records the nation's movement down the years.
It is the bearer of our hopes and fears,
And, to its steady rhythm, countless feet
Keep step forever. It is music sweet
To them that love it. To the pioneers
It is a beacon. Singers and the seers
Find inspiration in its busy street.
It throbs—and laden ships unfold their wings,
To rest their pinions, in a foreign clime.
It throbs—and 'round the earth the lightning springs
To link a world in brotherhood sublime.
It is the thing that moves all moving things,
The mighty force that keeps in time with Time.
—System.

NEVER TOO LATE TO LEARN.

Cato, at eighty years of age, began to study the Greek language.

Socrates, at an extreme old age, learned to play on musical instruments.

Plutarch, when between seventy and eighty years of age began to learn Latin.

Rameau was beyond fifty when he wrote his first opera, and made a great success.

Dr. Johnson applied himself to the Dutch language but a few years before his death.

Ludovico Mondalesco, at the great age of one hundred and fifteen, wrote the Memoirs of his own times.

Ogilby, the translator of Homer and Virgil, was unacquainted with Greek or Latin until he was past fifty.

Benjamin Franklin did not begin his philosophical studies until he was fifty.

Dryden, in his sixty-eighth year, commenced the translation of Æneid, his most pleasing production.

Clearly there is no limit to the age when a man may achieve success in business or in letters.

We may live without poetry, music and art; we may live without conscience and live without heart; we may live without friends, we may live without fads; but business to-day cannot live without ads.

A genius is a man who would rather acquire fame than make a living.

J. C. PHELPS ON ADVERTISING.

Special Forms of Publicity—Advertising the Lubricant of the Wheels of Business and Necessary to the Success of Every Firm—How to Prepare Copy That Will Pull.

At the recent meeting of the Advertising League of Dallas, Tex., held at the Oriental Hotel, J. C. Phelps, manager of the Jesse French Piano & Organ Co., one of the great retail music trade institutions of the South, with branches in half a dozen cities, was the principal speaker. As his remarks on advertising are the well thought out ideas of a practical man, and not of a theorist, we take pleasure in reproducing them in these columns for the benefit of our readers. Mr. Phelps' address was as follows:

"Under the head of special advertising may be embraced any special article of merchandise or commodity, such as typewriters, phonographs, shoes, pianos, insurance, etc. In this, as in other lines, the same general principles prevail—sincerity and consistency being among the first requirements, if permanent success is to be achieved.

"To give more than a brief outline of any system of advertising in the short time allotted on these occasions would be neither possible nor desirable. We meet here for an interchange of ideas, where mutual benefit may result, and if anything I can say on the topic assigned to suggest a thought or idea, which, when developed, will be of benefit to the advertising plans of another, I count that I will have acquitted myself very well.

"It has been said that it is sales that turn the wheels of business, and it may also be stated as eminently true that it is advertising that lubricates the bearings and makes those wheels easy to turn.

"No concern can succeed in this day without an advertising system of some kind. In fact, the terms 'successful business man' and 'good advertiser' are practically synonymous. This is true, whether the work be done personally, through an expert, manager or agency, and the more the head of the business knows of the principles of advertising the better will he be enabled to determine plans, or to choose his lieutenants, experts or agency for the handling of that highly important branch. The force of this fact is at once apparent when we consider that perhaps no department of the business requires really better judgment or finer discrimination. The field is one of invention, and, as such, invites the deepest research and thought. The rewards are commensurate therewith.

"Whatever the line, advertising should be given the force of individuality, character and originality, in the outset, a policy and system should be mapped out consistent with the business represented, and this policy persistently and steadily followed out by such plans and means as judgment and experience deem expedient. Persistence—constantly hammering away at the proposition, until impressions are driven deeper, and finally made indelible, is one of the most important requisites.

"The time to advertise is all the time, though some seasons are more propitious than others. The line may be advantageously increased and elaborated or diminished, according to the opportunities of the season, from time to time.

A high-class line of advertising is the most effective and, in the end, the most economical. The best in the way of mediums, illustrations and talent is, from one standpoint, expensive, because it represents brain power; yet, that is the one commodity which always pays the best returns.

"In the line of advertising with which I am most familiar, reputation and standing are the most important features, for it is on that that the success of the article is largely based. The method, therefore, must be adapted to a very considerable extent to the best and most forcible establishment of its merits, and toward creating a sentiment in its favor, in preference to some other articles of like nature. I find the best results obtained from devoting a line of advertising to one particular make or style at a time, and by a consecutive and consistent campaign build up interest and desire in that particular article; in other words, by concentrating until it becomes sufficiently well known to make a less active campaign essential.

"In the matter of copy, too, much stress cannot be placed on appropriate illustrations, in my humble opinion. Especially is this true where the medium is an expensive one, and a given amount of space must be utilized to the best possible advantage. The psychological effect of a well-executed drawing or illustration in an advertisement is wonderful, and many a time impresses on the mind a dry fact or detail that otherwise might be lost to oblivion. The successful illustration, however, must be appropriate. There must be proper harmony of the words and illustration. They should picture some clever adaptation of the article in actual and practical use. In other words, should tell a story in themselves. A cut of the article, as a rule, is a very poor and stereotyped form; e. g. all automobiles look alike to the layman. However, a well-executed drawing, illustrating an automobile in service, brings a man cooped up in the city to a contemplation of a delightful outing. His fancy can almost see the beautiful landscapes, and cause him to feel the exhilaration of the open air; the delight of gliding along with the speed of the wind in pleasing company. His mind is made right for a car, and, incidentally, a strong sentiment is created in favor of the particular make, though he may have no other knowledge of its merits.

"To be effective, both copy and illustration should be changed constantly. I regard no advertisement, however forceful, or expensive, really good enough to repeat. It comes to be like a twice-told story, and, if the space is worth having, it is worth the expense and trouble of getting up fresh, crisp and interesting copy. Plenty of time should be given to the compositor and artist so that opportunity may be had for

ROLLER SKATES

MADE IN TORRINGTON, CONN.

USED EVERYWHERE

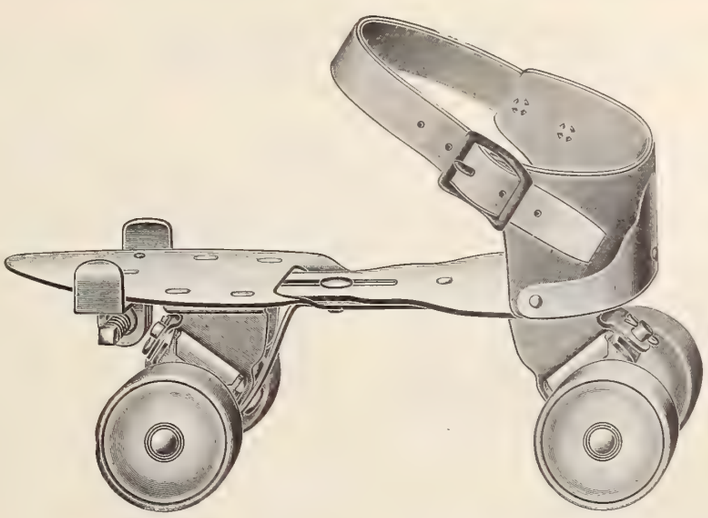
THE

Best Side Line

FOR THE

Spring Season

Write us for Catalogue and full information



Get Your Stock of ROLLER SKATES Ready for SPRING TRADE

Union Hardware Co., Torrington, Conn., U. S. A.

correction of proof, if the best effect is to be realized. The work is created, and, as such, requires reasonable time for proper results.

"Brevity has been hinted at as a valuable point, on the theory that a single, forceful statement, that is read by 100 people, is better than a lengthy one that is read by less than one-tenth as many, and digested by fewer still. Generally publicity brings the inquiry, and the other may be left to catalogues and literature of the follow-up system. We have noted that some of the best salesmen are not those who talk the most. They seem to lead the customer's mind and give them a chance to talk. Often more is gained by way of indirection than could be accomplished by direction; so, in advertising, we may give a suggestion that will be food for thought, and the more the public can be induced to think in our line the better.

"In the way of mediums, the first in order is naturally the daily papers, because they cover the general field; but there are many good ones, including technical, farm and religious publications. The method best adapted depends very much on the line of business itself, and the patronage to be reached.

"Scarcely second in importance to the general medium; in fact, more so, as far as specialty line is concerned, in some respects, is the following system, because this goes direct to the mark, and deals with the actual prospective buyer. It comprehends a broad field, and would constitute a lengthy subject in itself alone. The opportunities for advantageous use of well adapted novelties, post cards, folders, circulars, booklets and form letters are practically endless. The use of them is more or less familiar to the average business man of to-day. It may, however, be suggested here that the whole plan should be made as personal as possible, and neither pains nor expense spared to bring literature, circulars and stationery up to the highest standard of quality and printing, materials, etc. In other words, make the quality of the matter used create an indirect impression in favor of your business.

"In conclusion, I will say that, while advertising is a magical force, it is not, in the general acceptation of the term, all. We must not expect everything of it. Its most logical office is one of publicity; to make known what we can do, or have for sale; what it will do, and how much better it is, or can do the work, than some other article, or commodity of like nature; to create a sentiment in favor of our wares, so that when the buyer is ready he will think of our goods and of our house. The work does not end there; it must be backed up by the work of good sales organizations, and otherwise, or much of the results of advertising is lost. Every member of a business organization ought to be indirectly a part of the general advertising scheme, and should appreciate his responsibility in that direction."

CAN'T GET ALL THE TRADE.

"What's the use of worrying yourself into nervous prostration over the trade that will buy some of their goods away from home?" observed a dealer from a medium-sized city the other day. "I have passed the stage where the sight of new goods bought in another city excites my angry passions. I take it as one of the inevitable factors in retailing that a certain number of people in every city are going to buy some of their goods in some other town or city."

This retailer was a philosopher. He explained that the trade which went to the larger trading place was more than off-set by the trade he got from the town just a little smaller than his own. The customers who came to his store in A., from the town of B., bought just as much merchandise as the people who went from A. to buy goods in C. And they were much easier and more profitable customers than those he lost to his rivals in C.

This merchant argued that it is a mistake to make too great an effort to sell all the trade in town. Of course, he does not let trade go to another town without making a reasonable effort to keep some of it at home. But to carry the lines of goods necessary to please the chronic out-of-town shopper is, in his opinion, too much of a risk for the profit there is in it. Moreover, he has come to the conclusion that it is not merely buying goods that takes the shopper to another city, but a curious mixture of pride which finds its medicine in the click of car wheels.

To keep this out-of-town trade down to a minimum is what the merchant endeavors to do. To keep it all at home is an impossible task, and one, even if it could be done, that would not be worth the price.

Thousands of professional men, without any special ability, have succeeded in making fortunes by means of a courteous manner. Many a physician owes his reputation and success to the recommendation of his friends and patients, who remember his kindness, gentleness, consideration, and, above all, his politeness. This has been the experience of hundreds of successful lawyers, clergymen, merchants, tradesmen and men of every class and every walk in life. Manner makes the man.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

INCORPORATIONS OF THE MONTH.

Four moving picture concerns were incorporated under the laws of the State of Maine during the month, namely, the Dressler Graphoview Corporation, with a capital of $1,200,000; The International Projecting & Producing Co., with a capital of $5,000; the McKinney Patent Co., with a capital of $5,000, and the Universal Film & Projecting Co., with a capital of $200,000. C. E. Eaton is president in each case, T. L. Croteau treasurer, and J. E. Manter clerk. The firms are all located in Portland.

The O'Neill-Thompson Manufacturing Co., of New York, has been incorporated under the laws of the State of New York to manufacture and deal in post cards, novelties, mailing devices, advertising devices, etc., with a capital of $10,000. Incorporators: William J. O'Neill, 41 Milford street; Thomas J. Thompson, 78 West 48th street; David Leary, 520 West 175th street, all of New York.

The Boston Specialty Co. has been incorporated under the laws of the State of Massachusetts with a capital of $10,000. The president of the concern is Geo. H. Tuttle, and the treasurer and clerk is Jos. D. Pearson, both of 172 Tremont street, Boston.

The Improved Film Supply Co., of New York, was incorporated recently under the laws of the State of New York with a capital of $10,000 and to operate same. Incorporators: Samuel Marcusson, 197 Stanton street; Morris D. Bohrar, 2 Avenue D; Leon Marcusson, 197 Stanton street, all of New York.

Among the new incorporations in the State of New Jersey is the Philadelphia Projecting Co., of Camden, incorporated to manufacture films and cameras, with a capital of $125,000. Incorporators: Vernon R. Carrick, Harry Bennett, John P. Reiff and William A. Johnson.

The Huguenot Manufacturing Co., of New Rochelle, N. Y., has been incorporated with a capital of $1,000 under the laws of the State of New York to manufacture patented articles and novelties. Incorporators: Henry Schnitzspahn, Frederick F. Whitehead and A. H. Meyer, all of New Rochelle.

The Lucky Spud Co., of Boston, has been incorporated under the laws of the State of Massachusetts to deal in novelties of all kinds with a capital of $20,000. Louis A. Gieger, of 47 Hanover street, Boston, is president of the concern.

The Bamberg Magic & Novelty Co., of New York, has been incorporated under the laws of the State of New York to manufacture and deal in books, notions, articles of magic and legerdemain, with a capital of $1,000. Incorporators: Theodore Bamberg, 323 West 15th street; Joseph A. Klein and Otto Jordan, 144 West 37th street, all of New York.

Among the new incorporations in the State of New York is the Swift Premium Co., of New York City, organized with a capital of $1,000 to manufacture novelties and premium goods. C. P. Bowman, A. J. Bowman and H. P. Masby are the incorporators.

The Tiffany Safety Razor Co., of Edgewater, N. J., has been incorporated under the laws of the State of New Jersey to manufacture safety razors, with a capital of $100,000. Incorporators: H. M. Browne, E. J. Forhan, Ralph Meyer, 154 Nassau street, New York.

Joseph Bergman, of New York City, has been incorporated under the laws of the State of New York to manufacture post cards and novelties, with a capital of $5,000. Incorporators: Joseph Bergman, Behr Bergman, 1431 Fifth avenue; Frederick Vos, 587 Tenth avenue, all of New York.

THIS MARVELOUS AGE.

Evidently We Will Soon be Able to do Without the Telegraph, Stamps and Letter Carriers—How Electricity Is Playing a Star Part in Modern Progress—Sending Drawings or Photographs by Wire—What Will It be Fifty Years from Now?

It begins to look as if we shall soon be able to do without the telegraph, postage stamps, mail boxes and letter carriers.

Imagine how convenient it will be to sit down at the telephone desk in your office or home, call up somebody you want to communicate with and then proceed to write that person a letter which he or she will be able to read in duplicate just as quickly as you can write the words down. And if that particular person does not happen to be in when you call he will find your letter waiting on his telephone desk for him when he returns, no matter how many miles away you were when you wrote it only a few moments before.

More wonderful still, and this by way of example, the police of New York may be asked by the Chicago police to send them the photograph of a murder suspect. The photograph is inserted in a machine somewhat similar in size and shape to a phonograph, there is a buzzing of wheels, the photograph revolves rapidly on a cylinder and in five minutes or less after Chicago asked for the photograph a letter from Chicago is received by the New York department of police reading as follows:

"Photograph received. Excellent picture of man arrested here. Many thanks for your prompt attention."

Three weeks elapsed between the recent earthquake in Southern Italy and the publication of the first photographs of the disaster in the New York newspapers. It may be possible before long to take a photograph in Italy or Australia one day and publish it in New York the next.

These are only a few of the wonderful new things that are being done or may soon be done by wire. Later on they may all be done by wireless, but science and the inventor have not yet advanced quite that far.

Sending photographs by wire is not new. In a crude way this was accomplished several years ago, but recently an apparatus has been completed by means of which it is possible to telegraph a photograph or any kind of a picture.

To telegraph a picture may seem very easy once the process is understood, but to use the telephone as a letter writer and artist for the instantaneous reproduction miles away of your handwriting and sketches seems far more complex.

The telewriter does all this, however, and more, too, for if you wait a few moments at the telephone after sending a letter over the wire you may receive an answer in the handwriting of your correspondent. Writing and sketches made with the pencil of the transmitting instrument are promptly recorded in fac-simile by the pen of the receiving instrument. The complete instrument consists of the transmitter and receiver associated together, so that messages may be sent to or received from either end of the line, and the instruments are connected to the ordinary telephone line without interference with or alteration to the telephone service.

The operation of the telewriter is a very simple matter. The sender simply calls up on the telephone the person to whom he wants to write and then writes his communication in pencil on a roll of paper attached to the transmitter. The machine does all the rest by transmitting over the telephone wire and reproducing at the other end everything the sender puts down on the paper. The movements of the transmitting pencil and the receiving pen being limited in extent, it is necessary that the paper shall be fed over a limited writing space. This is done mechanically at the transmitter and electrically at the receiver. The transmitter has a finger lever connected at its inner end by a rod to a paper shifter. When the lever is moved to and fro between its stops the paper shifter rocks backward and forward and feeds paper over the writing plate at each movement. The pen is dipped in ink automatically at each movement of the paper so that there is little danger of the pen running dry. The receiving pen when not in use is held in the ink well.

In the Korn system of photographic telegraphy the receiving and transmitting stations can be placed any distance apart. Distance is no object, provided, of course, that the stations are connected by wire, and that the electrical sending current is strong enough for transmission purposes. A film containing a portrait to be sent over the wire is mounted on the cylinder of the transmitting apparatus. A pencil of light from a Nernst lamp is focussed through the film on to a prism within the cylinder and retracted to a selenium plate below. The cylinder is slowly revolved, and the light playing on the selenium plate varies in intensity, according to the transparency or opacity of the intercepting portrait on the film. These fluctuations, by varying the conductivity of the selenium plate, according to the well known principle, produce corresponding fluctuations or pulsations in a current going through the plate. This current is flashed over the wire to the receiving station, where it passes through a Giessler tube and produces corresponding fluctuations in a beam of light intercepted by the tube.

The fluctuating beam is focussed on a sensitive photographic film, mounted on a cylinder which revolves at the same speed as the one at the transmitting station. In this way, as the picture at the transmitting station passes through successive points on the transmitting film, the light value of these prints is faithfully reproduced in reverse or negative at the receiving station.

Mr. H. Cartoonelle, a Belgian engineer, has also completed an apparatus which allows drawings or photographs to be transmitted to a distance by telephone wire in an extremely short period of time.

Both Prof. Korn and Mr. Cartoonelle have en-

A SIDE LINE

which may soon become

YOUR MAIN LINE

We can refer to quite a number of talking machine dealers who have taken on our line of

PIANOS and PLAYER PIANOS

and feel well pleased with the results achieved! Suppose you consider this proposition!

We control the output of two large factories furnishing a complete line of pianos and player pianos of unexcelled merits!

Let us hear from you.

WINTER & CO.

Manufacturers

220 Southern Boulevard (cor. E. 137th St.) **NEW YORK CITY**

countered considerable difficulty thus far in reproducing photographs transmitted over a telephone wire with sufficient distinctness to insure the most satisfactory results. This problem, however, appears to have been solved by a Frenchman, M. Edward Belin, who recently made some very interesting experiments with his wireless photography apparatus in the laboratory of the Societe Francais de Photographie. The transmitting apparatus of this ingenious inventor is wholly mechanical in all its details. A carbon print of the photograph to be telegraphed is placed on a revolving cylinder, while a stylus traveling over this print imparts to the line conductor, by means of a lever, current differences corresponding with the differences of relief through a rheostat.

In transmitting, the picture is rolled on a horizontal cylinder of metal. The picture consists of a carbon print made on rather thick paper, and presenting a relief proportional to the intensity of the colors of the picture. This difference of level, almost unnoticeable to the touch, is, however, sufficient for a point in guiding over the cylinder to respond to the differences and to transmit them in movements of a corresponding amplitude. In receiving, the apparatus follows the same general principles as that of the Korn apparatus.

THE MAYER REFLECTOGRAPH

Constitutes a Side Line of Merit for Talking Machine Men.

One of the biggest sellers of the year in mechanical contrivances is the Mayer Reflectograph. This remarkable machine projects souvenir post cards, photographs, etc., in all the original colors on a sheet or wall in similar manner to the stereopticon, with the great advantage that one has an inexhaustible supply of subjects at hand and is not restricted to the stilted cut and dried glass slides. No one who has not seen one of these machines can begin to appreciate the immense amount of pleasure to be derived from their use. In nearly every home will be found a more or less complete collection of post cards and magazines profusely illustrated, which offer numberless other attractive pictures. These, even in their natural size, are beautiful, but when thrown on the screen and greatly enlarged by the machine, with all the details brought out by the powerful light, they (even the commonest) become wonderful scintillating works of art. No dealer who handles post cards can afford to be without a good stock on hand, for not only will he find a ready sale for them, but every one sold will act as a most energetic salesman, as it will arouse enthusiasm among his customers, who will be much larger purchasers of cards from that time on. The Reflectograph, which is made and sold by Chas. W. Mayer, of Rochester, N. Y., is a side line that is well worthy the consideration of talking machine men.

SOME EFFECTIVE PUBLICITY.

How an Enterprising Dealer Worked Safety Razor Pointers in a "Dry" State.

In one of the States which recently went "dry" there is an enterprising dealer who understands not only the value of advertising, but of doing it at the right time. In a large advertisement 6½ inches wide and 13 inches deep this dealer announced just previous to the "dry" law taking effect, in bold black letters:

DOWN WITH WHISKErs!

On January 1st commence the new year with this resolution:

"Starting to-day I will save anywhere from $10 to $20 per year by shaving myself."

Now at first you might think I am speaking in a very optimistic vein—but let's figure some.

Suppose we say you get only 3 shaves per week at 10c. each, in the course of a year it amounts to $15.60. Had you ever figured that up? Four shaves per week amount to $20.80 per year.

NOW, ON THE OTHER HAND:

1 Safety Razor	$5.00
1 Good Brush	.50
Soap	.50
Powder	.25
	$6.25

Now compare the two, and add to this the satisfaction in knowing you have had a clean shave, that the brush and the razor you use has been on no one's face but yours.

We are now showing the finest assortment of razors of all kinds we have ever had. Drop in.

Needless to say the advertisement helped to increase the sale of safety razors immensely It was much talked about, and in this way was helpful all round.

A GREAT POST CARD DEPARTMENT.

That of the American News Co. in New York—Wonderful Extent of the Stock Carried—Post Cards to Order—Some of the Latest Styles.

One has but to visit the post card department of the American News Co., under the management of Wm. G. Frazer to realize the tremendous facilities of this concern for meeting the needs of the dealer in that line. Besides handling most of the leading lines of holiday, birthday and cards for special occasions, on the racks will be found views from all the larger cities

of this country and Europe, as well as from some of the smaller places of interest. In addition to their regular stock the American News Co. are prepared to make high-class cards to order bearing such local views or special subjects as the dealer desires, and guarantee satisfactory work, prompt delivery and moderate prices. (See announcement in this issue). This feature is one to be appreciated by the dealer who desires to build up a strong local patronage. Herewith is illustrated one of the latest Easter cards offered to the trade by the American News Co.

A NEW POST CARD PACKAGE.

A new post card package has been adopted by Curt Teich & Co., Inc., of Chicago, Ill., which they assert will prevent many of the complaints about imperfect, badly assorted and damaged cards. It is their intention when sending out each series of assorted view or colored post cards to in future seal each with a band lithographed in three colors and gold with the emblem of the house. This gold band will bear a certificate, showing the packer and inspector, and in this way the purchaser will have direct recourse to the maker. In addition to this being a protection to the purchaser, it will, in a large measure, preserve the colored cards from smoke, dust and indiscriminate exposure to sunlight. The inspection certificate also insures the register of the colors on the cards sent—a matter which has been previously overlooked.

No advertisement writer can do intelligent work without the intelligent co-operation of his client. With this co-operation he can work for anybody, and place, and touch on local conditions just as well, or perhaps a little better, than the man who is on the ground.

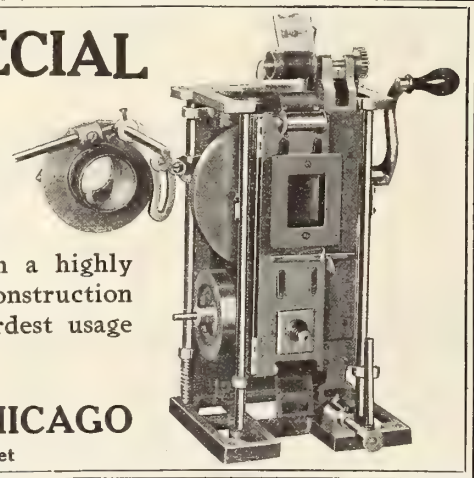
Advertising is simply the introduction. It's up to the advertiser to make the following conversation interesting and profitable.

The VIASCOPE SPECIAL
NOW READY

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO
Department A, 112 East Randolph Street



IF YOU ARE INTERESTED
IN
ELECTRIC-PLAYERS
Write us for Latest List of Up-to-date and Popular Selections in
PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.
Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

A PATHWAY OF DOLLARS

If a man should say to you that he could put you on a pathway lined with dollars, you would be interested, would you not?

Well, that is precisely what we can do, when we suggest to you the agency of the Cable-Nelson Piano.

No matter where you are located you will at once see how these splendid instruments may work into your business life with success and profit.

We have put many a dealer on the right road and we can put you there.

It is a pleasant road to travel, and your experiences with our products will be delightful.

There are quite a number of things which we would like to discuss with you in this connection, and the best way is to write to us for particulars.

We shall be glad to mail you a catalog free for the asking.

Don't overlook this suggestion, because the longer you delay the farther you are putting away money-making opportunities.

Take the dollar road.

Cable-Nelson Piano Co.

General Offices

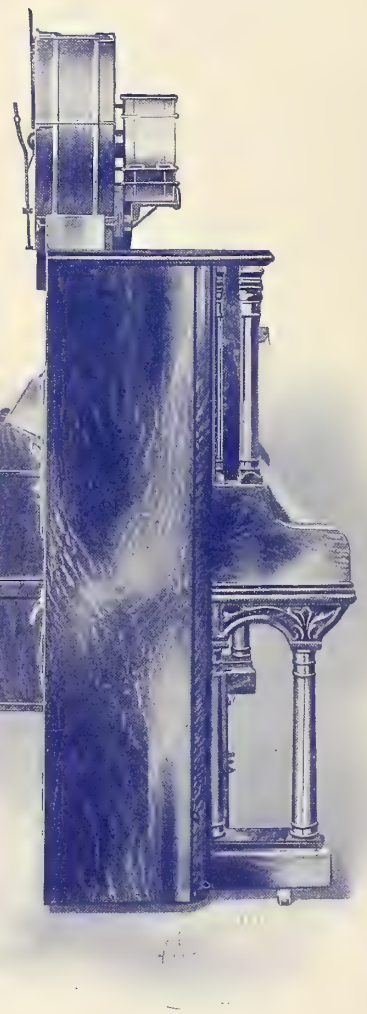
Republic Building, CHICAGO, ILL.

The Peerless

In Another Style Known as

D-X

¶ This Style of Instrument is especially adapted for use in Dancing Schools, Moving Picture Theaters, Summer Pavilions, or any place where good, loud music is desired.



¶ Equipped with **Xylophone,** Genuine Turkish Cymbals, Bass and Snare Drums, of the best make. (Drums can be adjusted to play loud or soft.)

Write for Terms and Territory

Peerless Piano Player Co.

(F. ENGELHARDT & SONS, Prop's)

Windsor Arcade, Fifth Avenue
NEW YORK

Factories,
ST. JOHNSVILLE, N. Y.

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1909

ROAD BUILDING TO MUSIC.

How Major Kennon Got Work Out of Filipinos and Won a Bet.

Major L. W. V. Kennon, now commanding a battalion of the Tenth Infantry at Fort Benjamin Harrison, in building the famous Benguet road through the mountains of northern Luzon, Philippine Islands, accomplished a feat called humanly impossible. It took music, money and a mongrel army of 4,000 men to do it, but Benguet road stands to-day one of the remarkable highways of the world.

Major Kennon's army of 4,000 road builders rested only on Sunday. For ten hours of each day they forged ahead. On Sunday they rested in their quarters, houses built of poles and grass. They amused themselves with dances, cards and games that appealed to the different nationalities. Major Kennon introduced music as one of the attractions along his lonely highway. He is known for his resourcefulness and he does not deny that he used music to get better work out of the pleasure loving Filipinos and other Orientals. They did not like to work, and when they did it was with slow, sluggish movement.

One day Major Kennon decided to try music as an impetus to zeal. He purchased some expensive talking machines, with records of the music of all nations, including many Philipino gems, and ordered those in charge to move quietly and secretly to a place where several hundred Filipinos were engaged in drilling holes in the canon walls. They stole up behind the slow going drillers and suddenly struck up a favorite Oriental air. Instantly the Filipinos caught the spirit of the music and began to beat their drills against the rock in rhythm.

The result was more than a surprise to the resourceful Kennon. He kept the "talkers" busy after that. They followed the Filipinos along the way and played wherever they worked. From laborers worth about 10 cents a day he developed them into musical machines that worked to drum beats. Major Kennon insists that the talking machines saved the Philippine Government thousands of dollars.

A bet had been made between Major Kennon and his foreman on one side and the members of the Philippine Commission on the other side that the road would not be open by January 31, 1905. The story of the bet was borne from tongue to tongue along the road. Major Kennon promised each man a cigar if they won the bet. The effect was good. The army of 4,000 bent to their work, there being a man to every seven feet of the road on the last lap into Baguio. On January 29, two days before the expiration of the wager, Major Kennon rode into Baguio in a carriage. He was received there as a prince returned. There was a great celebration and all the men in the Kennon army smoked a good cigar marked "The Kennon Special," each with a label bearing the major's picture.

A man is one whose body has been trained to be the ready servant of his mind; whose passions are trained to be the servants of his will; who enjoys the beautiful, loves truth, hates wrong, loves to do good and respects others as himself.

C. B. HAYNES & CO.'S HEADQUARTERS

In Richmond, Va., Afford Pleasing Proof of the Progress Made by Mr. Haynes Since His Settling in That Section.

(Special to The Talking Machine World.)

Richmond, Va., March 6, 1909.

A talk with C. B. Haynes is always beneficial to one who has any misgivings as to the future of the talking machine trade.

When Mr. Haynes opened up in this city he had a splendid knowledge of the requirements of the trade throughout this section, and he had

C. B. HAYNES & CO.'S NEW BUILDING.

confidence as well in the future of the phonograph business.

Look at what he has accomplished!

The building illustrated herewith is the property of C. B. Haynes & Co., and lately purchased by them. The five stories and basement will be entirely devoted to the talking machine trade.

It is equipped with all modern conveniences, and this splendid structure will be devoted exclusively to the wholesale trade of Edison phonographs, records and supplies.

Chatting with The World, Mr. Haynes says: "Our business for February exceeded any previous month since we have been established, both in machines and records. The Amberol records are a grand success and we are now selling as many of them as we did of the two-minute records.

"I can state right now, as soon as we are located in our new building we will be equipped to handle the Edison business equal to any jobber in the United States, and I do not know of one who has the building we have devoted exclusively to phonographs. Our facilities for filling orders are second to none."

THE TALKING MACHINE IN SCHOOLS.

Children Are Now Being Entertained With All the Great Compositions in Some Public Schools in This City.

Uptown school children are getting their first lessons in grand opera by means of a talking machine. Mrs. W. E. Wilkinson told the West End Woman's Republican Club about it last week in a talk about the Parents' Association of Public school 10, 117th street and St. Nicholas avenue, the first association of the kind to be started in this city. The association does many practical things for the children of the school, but the talking machine is a line of work which is considered one of the best.

One of the teachers conceived the idea, as many of the children of the school were particularly fond of music and never able to hear and of the best. So the talking machine was purchased, and now grand opera is administered to the children in five-minute doses at their morning gatherings in the bis assembly hall, to their great delight. The machine will start up a melodious tenor solo to which the children will listen with close attention, and as the last note dies away the principal will say:

"Children, that is the voice of Caruso, the greatest Italian tenor of his day. People will travel miles and pay large sums of money to hear him sing."

The Italian children are delighted at this, but no more so than are the little Polish children of the school when the golden-voiced Sembrich's vocal jewels are cast before them and the principal continues:

"And this is Mme. Sembrich, the wonderful Polish soprano, who is the heydey of her success, with a record of twenty-five years in grand opera, has left it, and the thousands of people who have listened to her are disconsolate."

Then the eyes of the little German children shine as a deep, rich voice sings a Wagnerian air and the principal goes on:

"And this, children, is Mme. Schumann-Heink, the famous German contralto, who with many little children like you has still given the world much beautiful music."

The result of the talking machine is said to be excellent, and the children of No. 10 are being weaned away from moving picture evils to all good music.

THE NEW "PHONO-EDUCATOR."

On January 11 M. Carpenter showed before the Paris Academy of Sciences, Dr. de Pezzer's new "phono-educator," an apparatus which gives a graphic representation of a phonographic vocal record, and permits of a plain analysis of defects in singing, pronunciation of foreign languages, or in articulation.

BAD ACTING AND MR. EDISON.

Attempt to Saddle Blame Upon the Inventor—Decline of the Art of Impersonation Laid at Door of Electric Lighting—The Theory Disproved and the Inventor Is Acquitted and Discharged.

Is Thomas A. Edison to blame for a very considerable deal of the bad acting now visible upon the stage in this country? Of course the inventor did not deliberately set about the work of filling the theater with incompetent players. In fact, there is every reason to believe that he hadn't the faintest gleam of what he was doing in this direction at the time he did it, for one must believe him to be sufficiently humane to have been anxious to sacrifice even the very greatest of all his inventions if by that sacrifice he could dam the flood of inefficient actors which now one can only damn.

But why saddle it off on Mr. Edison, even if he is to blame? Well, the one sufficient answer to that inquiry is that these are the days for blaming things off on somebody else, so why should Mr. Edison escape? That there is a very lamentable number of incompetent players habitually put forward in a prominent manner nobody who frequents the theater will dispute. Even those who go to the playhouse with no other purpose than an evening's entertainment and with no thought of analyzing either acting or play must recall very frequently experiencing at sight of the doings of many players that sensation of embarrassment which every generous person feels at the sight of a fellow human being making himself solemnly absurd by trying to do something pitably beyond his ability; and the circumstance that the maximum of self-confidence is often closely wedded to the minimum of skill makes the spectacle little less painful.

To get back to Mr. Edison and his grievous responsibility. There is at present among producing managers a rage for what they call "types." By a "type" is meant some character which by certain class peculiarities, real or fictitious, stands out as a visible, audible representative of its category. Such "types" have not been uncommon on the stage heretofore, but of late managers have taken to laying violent hands upon a "type," dragging it from its proper associate place in the general stage picture, leading it to the footlights in the glare of the hallowed spotlight and making everything within sight or sound background for this basrelief. Such a character is seen in "The Man From Home," in "The Chorus Lady" and in "The Traveling Salesman."

Actors to play such parts are chosen not as a rule for their ability in impersonation but because they look like a certain type, and naturally have the mannerisms of that type. From the chief types to the lesser types is a short step. Consequently actors of smaller parts are chosen as a general thing for the same reasons. If the manuscript of a play calls for a man with gray hair, the manager who casts the play is almost sure to choose a man whose locks are actually gray, while a better actor whose hair is black might seek the part in vain. If the manuscript calls for a "hobo," the manager will come as near getting a real hobo as the list of applicants for the part allows him.

If you ask him his reasons for doing this—ask him why he makes so little allowance for the possession by actors of skill in impersonation—he will tell you that the lighting of the stage does not permit of such successful illusions in make up as it did in the old days. Now do you begin to see where Edison comes in? He will tell you that the mellow light of the old time gas lamps was a great help to the actor who was trying to look like something very different from himself. He will tell you, on the other hand, that the fierce uncompromising glare of the modern electric light shows crayon lines to be crayon lines and not the marks of age or sickness or dissipation.

It is the rarest of things to see in these days an actor wearing a wig, except in romantic costume plays. Electric lighting is responsible for this too. Most actors who have to play for any length of time, say a part of Colonial date, grow their hair as long as they can and eke out the ends with false hair. Women's wigs more successfully defy electricity, but it isn't often that a manager will allow any but an actress of star calibre to wear a wig. The fierce light that beats upon the stage has much to answer for—and for that fierce light who so responsible as Thomas A. Edison?

The theory here expounded, at all events, is the theory upon which managers lay the responsibility for the type play type policy; and yet it was not very long ago, years after electricity came to search out the dark corners of the actor's face, that a famous Dutch player, Henri de Vries, came to America and in a single play impersonated a well-nigh incredible number of characters, each differing totally from every other and each involving a most elaborate disguise, just the sort of disguise supposed by these managers to be easily susceptible of exposure under electric lights. Nor can one easily forget the picturesque and highly complicated makeup that Mr. Sothern wore as Don Quixote no longer ago than last winter and there are many other instances that might be cited against the managerial contention.

Granted, however, the correctness of the theory that electricity is inimical to character makeup and simply forces stage managers to choose players who resemble closely the types they are to impersonate, it follows that this process of selection results in steadily deteriorating acting. Players who no longer have experience in enacting widely different characters for that very reason lose more and more the power of impersonation, so that, followed to the logical end, we shall soon have stages full of actors playing—themselves.

On the whole and despite the pleasure it would naturally give us in this muck-raking age to blame it on Mr. Edison, he must stand acquitted. Electric lights are not brand new and there is probably more bad acting to-day than at any time in the last quarter of a century. On whom or what, then, is it to be blamed? On the actors? Hardly. There is no reason to suppose that as a class they are by temperament any less skillful than they were a quarter or half century ago. Some influence, some system, is constricting their skill and choking their intelligence. Is it the absence of the old time stock company? Hardly; for there are probably at the present time as many, if not more, stock companies than in the old days, though it is true that the system upon which they operate is not the same. Is it that the intellectual quality of the managers is at fault? Is it that the star system is to blame?

Well, it is not proposed here to answer either of those questions, complicated as they are. The object of this article was simply to inquire into the serious charges against Thomas A. Edison. These do not appear to have been sustained, and the defendant is discharged on his own recognizance.—New York Sun.

ENTERTAINED SCHOOL WITH CONCERT.

Isidore Abelowitz, son of A. Abelowitz, talking machine dealer of 510 East 138th street, New York, writes The World an interesting letter in which he tells of a concert which he recently gave at Public School 25, from which he just graduated. He used the Victor Auxetophone in the large assembly room, and adds: "The program consisted chiefly of operatic selections by Caruso, Melba, Tetrazzini and Tamagno, also several popular songs and some band records by Sousa and Pryor. During the concert I played 'The Star Spangled Banner,' by Stanley, and suggested that the entire school accompany the song. This was carried out successfully. I cannot express how the teachers and pupils enjoyed it. This concert lasted from 9.30 a. m. till noon. I am sure this will help the Victor business, as we have already sold a Victor machine through this demonstration."

BRUCE & BROWN CO.'S NEW QUARTERS.

(Special to The Talking Machine World.)

Seattle, Wash., March 1, 1909.

The Bruce & Brown Co., successors to Kohler & Chase, Inc., have moved into large quarters at 1407 Fifth avenue (the Grary Building), where they are carrying a large and complete line of Edison records. After this week the establishment will be open day and night, thus they will be able to fill every order complete within an hour after receiving it. The Bruce & Brown Co. do a strictly wholesale business, and have no connection with any retail house whatsoever.

In a chat with C. E. Brown, vice-president of the company, he extended a hearty welcome to talking machine men to make their headquarters with them during the visit of the members of the trade from the East to the Alaska-Yukon-Pacific Exposition.

NOT IN THE RIGHT BUSINESS.

If a man's business has not the first mortgage on his attention he is not in the right business.

OUR

VICTOR RECORDS

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of **VICTOR RECORDS** ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us **VICTOR RECORDS** in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES; NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

April list of new Victor Records

10-inch Records—Single 60 cents; Double-Faced 75 cents

The double-faced records are lettered "(a)" and "(b)."

No.
16277 (a) "Big Night To-Night"—Medley. Pryor's Band
(b) When You First Kiss the Last Girl You Love .....Macdonough
16115 (a) Violette Waltz (Waldteufel). Victor Dance Orchestra
(b) The Garden of Dreams. Miss Stevenson and Mr. Macdonough
5674 Sounds From the Hudson—Valse Brilliante (Cornet Solo).....Herbert L. Clarke
16263 (a) Victor Minstrels No. 14. Victor Minstrel Company
(b) Mr. Schneider (from "Girls of Gottenberg").....Ada Jones
16261 (a) Rest for the Weary (McDonald). Haydn Quartet
(b) Shall We Gather at the River? (Lowry). Haydn Quartet
5676 Meet Me in Rose Time, Rosie. Billy Murray and Haydn Quartet
5673 Oh, You Kid.....Miss Jones and Mr. Murray
52012 Sorella March—Whistling Solo..Guido Gialdini
5675 Love Me Like I Like to Be Loved. Clarice Vance

SOME APRIL NOVELTIES
Records by Three Famous Artists
Rose Coghlan, Maude Raymond, Mrs. Hardin Burnley

5671 The Dusky Salome.....Maude Raymond
5678 Bye, Bye, My Caroline.....Maude Raymond

Accompaniments by the Victor Orchestra

No.
5679 A Small Boy and His Mother at the Circus (Humorous) .....Mrs. Hardin Burnley
16262 (a) The Sweetest Gal in Town. Collins and Harlan
(b) In the Light of the Same Old Moon. Peerless Quartet
16260 (a) Autobiography of a Chicken (Humorous Talk) .....Edgar L. Davenport
(b) Jennie.....Billy Murray
16259 (a) Shine On, Harvest Moon (from "Follies of 1908").Miss Walton and Mr. Macdonough
(b) In Those Good Old Country Days. Harry Tally

12-inch Records—Single $1.00; Double-Faced $1.25

The double-faced records are lettered "(a)" and "(b)."

35066 (a) "Morning, Cy"—Barn Dance.Pryor's Band
(b) Harlequin's Serenade (Drigo). Pryor's Band
31729 Maximilian Robespierre Overture—Finale (Litolff).....Pryor's Band
31728 The Charge of the Light Brigade (Tennyson). Rose Coghlan
35061 (a) Anchored (Watson) .....Alan Turner
(b) Aida—Celeste Aida (Heavenly Aida) (Verdi).....John A. Finnegan

New Victor Red Seal Records

TWO NEW TETRAZZINI RECORDS
Luisa Tetrazzini, Soprano.

92060 Traviata—Ah! fors' e lui—Part II. "E strano" (How Wondrous His Words) (Verdi). 12-inch, $3. In Italian.
92061 Romeo et Juliette—Valse (Juliet's Waltz Song) (Gounod). 12-inch, $3. In Italian.

A FOLK SONG BY MICHAILOWA
Marie Michailowa, Soprano.

61181 "Let Joy Abide" (Russian Folk Song) (Balalaika accompaniment). 10-inch, $1.

A NEW ELMAN SOLO
Mischa Elman, Violinist.

61182 Faust—Fantasia from Garden Scene (Gounod). 10-inch, $1.

TWO OPERATIC RECORDS BY DE GOGORZA
Emilio de Gogorza, Baritone

88153 Herodiade—Vision Fugitive (Fleeting Vision) (Massenet). 12-inch, $3. In French.
88154 Tannhauser—O du mein holder Abendstern (Evening Star) (Wagner). 12-inch, $3. In German.

TWO NEW WILLIAMS RECORDS
Evan Williams, Tenor.

74130 Lohengrin—Lohengrin's Narrative (Wagner). 12-inch, $1.50. In English.
74131 Judas Maccabacus—Sound an Alarm. 12-inch, $1.50. In English.

We've got the people into the habit of looking in the leading magazines each month for our double-page advertisement, which contains a list of the new *Victor Records*. They not only look for the list—they buy the records!

In addition to the complete list in the April magazines, our advertisement in the principal daily newspapers throughout America on March 27 will announce that the new *Victor Records* for April are just out, and tell the people to hear them at the nearest Victor dealer's.

Get the people into the habit of coming to your store to hear the new records. Have the records they want, play as many as they want to hear, cultivate their trade, and you'll soon have them as regular customers.

Victor Records are good sellers because they are records of quality—every *Victor Record* is a work of art. It pays to have such records. It pays *best* to have the complete list.

Place your order now with your distributor, so you'll be ready on March 27—the simultaneous opening day for the sale of April *Victor Records*.

Victor Talking Machine Company, Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records

THE TRADE IN PHILADELPHIA.

Business Not of Satisfactory Volume but Improvement Looked For—Record Sales Keep Up Average—Is Monthly Record List of National Co. Too Long?—Some Jobbers and Dealers Think So—Jobbers Take Advantage of Victor Co.'s Exchange—What Various Houses Have to Report Anent Present Conditions.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 4, 1909.

According to local jobbers, while the business in many instances exceeds that of corresponding months of a year ago, especially during the holiday season, conditions generally are nothing to brag about. However, everyone seems to be decidedly optimistic, and a steady improvement is looked for that will bring the talking machine trade into its own.

Machine sales, as a rule, average only a small percentage of that business a year or so ago, and at that, the higher-priced outfits have the call. The record trade, however, has kept up well and has proved encouraging to both jobbers and dealers.

There is considerable discussion at present over the number of records at present being listed each month by the National Co. Many dealers have complained to their jobbers that forty records per month, twenty Standard and an equal number of the Amberol, are more than the average dealer can consistently handle with conditions as they are at present. Some dealers have solved the question by dividing their orders equally between the two styles of records, i. e., where they formerly ordered 100 Standard records, they still confine their orders to 100 records divided between the Standard and the Amberol, letting the jobber carry the extra stock. Several jobbers suggested that the solution of the problem lay in the company listing only twenty or twenty-five records monthly, fifteen or eighteen of them, or the majority, being Amberol. However, the jobbers feel sure that the matter will adjust itself in time, experience will show just how the list can best be revised, and all will again be serene. The Amberol records are selling strongly, and each month shows a decided improvement in them that is very pleasing. Some believe that in a comparatively short time they will entirely succeed the two-minute or Standard record.

The various local jobbers took quick advantage of the Victor Talking Machine Co.'s exchange proposition, running from February 15 to 20, inclusive, and covering 10 and 12-inch disc records which have been remade or relisted in double-faced records. They have taken up the double-faced record in energetic style, but are inclined to agree with the Victor Co. that the single-sided record will still hold its own, and are not pushing it to the rear in the least.

Louis Buehn & Bro. report business somewhat in excess of last year at this time, but could handle some more without undue strain. As it is, the increase is in record sales, the machine sales lagging considerably, though what call there is is for high-priced machines. The salesmen sent out by this firm, however, are turning in encouraging reports and the outlook is excellent.

The Western Talking Machine Co. also report a fair record business, both wholesale and retail, and believe that improvement in the talking machine after the post-holiday dulness will be sure and rapid.

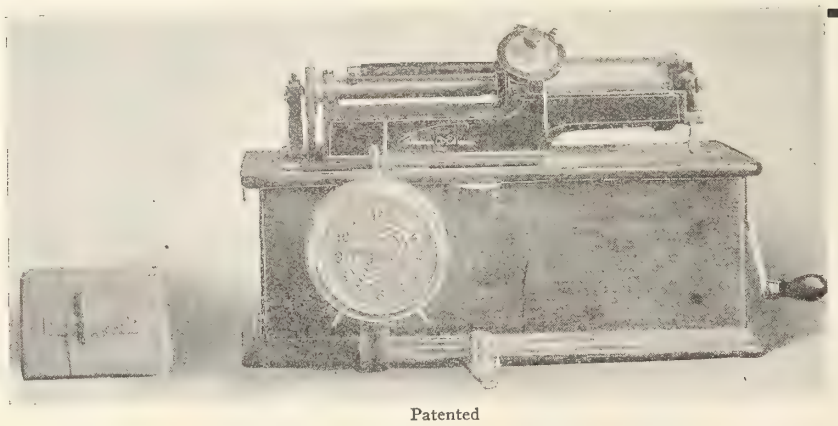
The Penn Phonograph Co., Inc., report a fairly active trade in both Victor and Edison lines, especially records. Those dealers who were forced to cut down their orders some months ago are increasing them again, and a return of the really prosperous days is looked for by fall at the latest.

"Trade is good, but not quite what it might be," was the answer at H. A. Weymann & Son's. It was also stated that the Amberol record had secured a strong hold on their trade, and was crowding the two-minute style quite closely.

The Musical Echo Co., as a result of the season of grand opera and concerts, have done a wonderful business in Red Seal records, some of the single orders totaling three figures. The sale of higher-priced outfits has also been influenced by the wave of good music which struck the city during the winter.

RIO DE JANEIRO IS INVADED.

We clip the following from our enterprising contemporary, L'Etoile du Sud, of Rio de Janeiro: "The Phono-Cinematograph is the name of the new attraction which was inaugurated on the 12th inst. in the Central Avenue. Furnished with modern comfort, this establishment is called to minister for a long time to the delights of our city. The Cinema-Phono exhibits bits of operas, songs, national airs of all the countries of the world. Seated in a comfortable chair, you slip into an opening a disc bought on entering, and immediately you hear delicious music, a melodious song or a devilish cakewalk. We extend our felicitations to the organizers of this attraction."



Patented

The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.
It will surprise and startle evening guests.
As a trade attractor in the store it is unexcelled.

It sells itself.
Can be operated by a child.
Is a perfect device. Does not get out of order

RETAIL PRICE, $5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

P. M. RAVENSKILDE

Patentee and Sole Manufacturer — CABERY, ILL.

TRADE NEWS FROM INDIANAPOLIS.

Business Quiet but Dealers Optimistic—Dealers Plan Innovation to Boom Sales—Extensive Series of Recitals to be Held—Musical Echo Co. Move to New Quarters—Retired With Fortune Made in Talking Machine Business.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 7, 1909.

The talking machines business is quiet in Indiana, and has been for the last month. Dealers, however, do not feel greatly discouraged because they believe the whole year will be one of average businss.

In order to gain business, a number of Indianapolis dealers have arranged an innovation which they believe will become a popular monthly musical event to music lovers. Each of the dealers who has entered into the arrangement will give a popular recital of new records one day out of each month, and the recital will also extend into the evening. The first recital was given this month to demonstrate the March records. The local dealers go on the theory that the talking machine has become the great medium for classical as well as popular music, and they believe the new plan will be exceedingly popular. The following firms have entered into the new scheme: Kipp-Link, handling Edison machines; Joseph Joiner, handling Columbias and Victors; Frank Lesley and E. E. Hill, handling all kinds; George Maze, handling Edisons, and William J. Burns and Joseph F. Pfliger. The companies got a good news notice in all of the big dailies on account of their innovation.

Thomas Devine, of the Columbia Co., says he is having a great call for the Columbia indestructible and the ten-inch double disc records. The demand is so great that he has doubled his space for such records. Mr. Devine is utilizing his display windows to good effect in showing these records.

The Musical Echo Co., who have been known as the C. Koehring Co., and located on Virginia avenue, have moved into new rooms in North Pennsylvania street, and are already enjoying a nice business. They are having an especially nice business on Victrolas and the regular Victor styles. The room occupied by the company is fitted up in mahogany and is most attractive.

Carlin & Lennox report a fairly good Victor business.

Charles Craig, who retired from the talking machine business some time ago, and who is able to live off his income, says there is money in this field if it is properly managed. He was in the business two years and cleaned up $15,000, which he has invested in apartment houses. He declares that while he was in the talking machine business he never netted less than $300 a month, and sometimes much more than that, and says he only lost $300 on bad debts. Mr. Craig was the owner of what is known as the Indiana Phonograph Co., who are jobbers. He quit the business, he declares, purely on account of his health. His success he attributed wholly to the fact that he gave his personal attention to the business. "I knew the selling qualities of each record," he declared, "and I knew them myself. I did not trust this to somebody else. I also had personal knowledge of the position of every man to whom I made a sale."

Moving picture shows are still on the boom. The building which is to be used for a show room by E. S. Sutherland in East Washington street is nearng completion. It was formerly occupied by the Krauss Clothing Co., but it is being completely remodeled and will be used as a 10-cent moving picture show house. It will be all moving pictures, without vaudeville, and will be an unusually long program for each show. This makes the fifth moving picture show which Mr. Sutherland has started in Indianapolis.

Close times do not affect the moving picture business. It keeps up to its usual good standard just the same, and all of the places, it is said, are making money.

Victor success means success for the dealer

The volume of Victor business is increasing by leaps and bounds.

Our tremendous advertising, the unequaled prestige of the Victor and Victor Records, and the co-operation of Victor dealers are making this great business.

You are just as vitally interested in Victor success as we are. Every extra dollar of sales means more money for Victor dealers.

Let's all work together for still greater business—"In union there is strength." We will do our part by constantly improving Victor products, and by continual wide-spread publicity. Will you boost from your end?

Catch the Victor enthusiasm. Get a vision of the possibilities for the future. Realize what a mighty tide of Victor sentiment is rising. Push Victor publicity in your neighborhood. But above all—get people in to hear the Victor.

This will be the biggest Victor year. The Victor is more popular than ever before. There are prospective buyers all around you. Now is the time to get this business. We know you'll go after it!

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. — Finch & Hahn.
Altoona, Pa. — W. H. & L. C. Wolfe.
Atlanta, Ga. — Elyea-Austell Co.; Phillips & Crew Co.
Atlantic City, N. J. — Sol. Bloom, Inc.
Baltimore, Md. — Cohen & Hughes.; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister.
Bangor, Me. — M. H. Andrews.
Birmingham, Ala. — E. E. Forbes Piano Co.; The Talking Machine Co.
Boston, Mass. — Oliver Ditson Co.; Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y. — American Talking Machine Co.
Buffalo, N. Y. — W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt. — American Phonograph Co.
Butte, Mont. — Orton Brothers.
Canton, O. — The Klein & Heffelman Co.
Charlotte, N. C. — Stone & Barringer Co.
Chicago, Ill. — Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O. — The Rudolph Wurlitzer Co.
Cleveland, O. — W. H. Buescher & Sons.; Collister & Sayle.; Eclipse Musical Co.
Columbus, O. — The Perry B. Whitsit Co.
Dallas, Tex. — Thos. Goggan & Bro.
Dayton, O. — The Fetterly Piano Mfg. Co.
Denver, Colo. — Hext Music Co.; Knight-Campbell Music Co.
Des Moines, Iowa. — Jones Piano Co.; Harger & Blish.
Detroit, Mich. — Grinnell Bros.
Dubuque, Iowa. — Harger & Blish.
Duluth, Minn. — French & Bassett.
El Paso, Tex. — W. G. Walz Co.
Escanaba, Mich. — Grinnell Bros.
Galveston, Tex. — Thos. Goggan & Bro.
Grand Rapids, Mich. — J. A. J. Friedrich.
Honolulu, T. H. — Bergstrom Music Co.
Indianapolis, Ind. — Kipp-Link Phono. Co.; C. Koehring & Bro.
Jacksonville, Fla. — McGraw Bros. & Vogt.
Kansas City, Mo. — J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb. — Ross P. Curtice Co.
Little Rock, Ark. — O. K. Houck Piano Co.
Los Angeles, Cal. — Sherman, Clay & Co.
Memphis, Tenn. — E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis. — Lawrence McGreal.
Minneapolis, Minn. — Minnesota Phonograph Co.
Mobile, Ala. — Wm. H. Reynalds.
Montreal, Canada. — Berliner Gramophone Co., Ltd.
Nashville, Tenn. — O. K. Houck Piano Co.
Newark, N. J. — Price Phono. Co.
Newark, O. — Ball-Fintze Co.
New Haven, Conn. — Henry Horton.
New Orleans, La. — Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y. — Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; The Jacot Music Box Co.; Landay Brothers, Inc.; Stanley & Pearsall.; Benj. Switky.; New York Talking Machine Co.
Omaha, Neb. — A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill. — Chas. C. Adams & Co.
Philadelphia, Pa. — Sol Bloom.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Musical Echo Company.; Penn Phonograph Co., Inc.; Western Talking Machine Co.; H. A. Weymann & Son.
Pittsburg, Pa. — C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me. — Cressey & Allen.; Portland Talking Machine Co.
Portland, Ore. — Sherman, Clay & Co.
Richmond, Va. — The Cable Piano Co., Inc.; W. D. Moses & Co.
Rochester, N. Y. — The Talking Machine Co.
Rock Island, Ill. — Totten's Music House.
Salt Lake City, Utah. — Carstensen & Anson Music Co.
San Antonio, Tex. — Thos. Goggan & Bro.
San Francisco, Cal. — Sherman, Clay & Co.
Savannah, Ga. — Phillips & Crew Co.
Seattle, Wash. — Sherman, Clay & Co.
Sioux Falls, S. D. — Talking Machine Exchange.
Spokane, Wash. — Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo. — Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn. — W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y. — W. D. Andrews.
Toledo, O. — The Hayes Music Co.; Whitney & Courier Co.
Washington, D. C. — John F. Ellis & Co.; E. F. Droop & Sons Co.

F

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

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ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, MARCH 15, 1909.

THERE is no denying the fact that the talking machine trade has been dull.

We may as well all recognize that fact and admit it. But let us ask, is there any trade wherein business stagnancy has not prevailed for the last year and a half?

Now why should the talking machine trade be different than any other line?

It its not and it is affected by similar conditions, and quite naturally we could not expect fine business and an exuberant condition when all other lines were dull. That is beyond reason and we may as well use a dash of reason in considering the business situation.

It sounds good to say trade is fine, but we cannot expect to be uninfluenced by the depression which has been round about us for eighteen months past. When hundreds of thousands of men have been out of employment it is not reasonable to suppose that these men, whose revenues have ceased, would be large purchasers of talking machines and records.

They have been more interested in the bread market than in the record market, even the two-faced records, and we cannot reasonably suppose that these conditions will materially change until general trade gets in good form and the signs on the horizon portend a steady trend towards better conditions.

PESSIMISTS have no reason to think, however, that simply because business has been dull that the talking machine trade has gone to the demnition bow-wows. The man who figures along that line is in a dangerous mood.

He had better get out and take a little exercise, then come back and survey the situation anew after his blood circulates more freely.

His mind is in an unhealthy state and ten to one he could not distinguish sunlight from gloom if bright rays were striking all about him.

Now, the talking machine trade has not gone to pieces, nor will it.

It has suffered in a like proportion to other industries, and the real facts are that there are some lines of trade that have suffered even more keenly than the talking machine business.

You could not expect men to buy talking machines when they were busy looking for bread.

But they will not always be that way.

There is a dawn of better days, showing even now on the horizon, and depend upon it when the wheels of industry are well in motion over this country, the talking machine trade will resume its activity of yore.

Don't figure wrongly and do not fool yourself with the idea that this industry has seen its best days and that it is disintegrating.

That is a mistake.

THE basic principles of the trade are all right and the people of the world have not lost their interest in talking machines, but thousands of them have been compelled to employ their money for other purposes and as a result trade has in a degree stagnated.

It is just as reasonable to say that because there is a dearth of visitors at Palm Beach and other Floridian resorts that Florida has gone by as a popular winter camping ground.

The records of the railroads show a very slight passenger traffic and some of the hotels are not making expenses. Looks bad, doesn't it?

But you would not find the hotel men in that country willing to sell out their investment for a song. Oh, no!

They know that the people have been hard hit, they are not spending the money. Atlantic City is good enough for the majority, but the Palm Beach days will come again and the recrudescence of the talking machine will be in order. Do not forget that.

THE talking machine business is far from being a "dead one."

It's a business of evolution—it's a business of laboratory life—it's a business of education—it's a business of entertainment. It's a business of scientific development.

And do you think for a moment that such work can be killed or even more than halted temporarily?

A temporary halt does not mean extermination by any means, and we say to pessimists: Brace up!

Get the point well fixed in your mind that the talking machine business is all right; that its future is undimmed; that it has possibilities; in other words, have confidence in the business and you will do better as the months roll by.

There is no question that the quicker you get your eye confidentally fixed on the talking machine banners that wave over the distant heights to be attained the better it will be.

Look over some of the successful establishments in the country and see whether it pays to have confidence in the future of the talking machine business.

Of course it does. There is no doubt of it. You can bet your boots, or anything else, that is handy, that the future of the talking machine is encouraging.

You can't stop an industry when there is the power behind it that the talking machine trade possesses.

AND, so much to the surprise of many, the copyright bill was rushed through during the closing hours of the last Congress.

It seems that the National legislators were desirous of disposing of this matter, which had been really a vexatious question to handle, and had consumed much time.

Of course, all are not satisfied with the law as it now stands. It would be too much to expect that a copyright law would be enacted that would be pleasing to all.

But the new law gives the composer rights which he never possessed before and makes an open market for all, so far as compositions are concerned.

The minimum rate which the manufacturers of music rolls and talking machine records must pay is two cents per roll or record manufactured. And right here is done a great injustice to manufacturers of music rolls and discs, for thousands of discs and rolls are produced which are never sold.

There has been much talk, and everything has been well threshed out in these columns, which have reflected the true conditions at all times. Now the battle is over for the present only, and all know that relations will be changed when the new law becomes operative in July. The composer will receive compensation for the reproduction of his work for use on piano players and talking machines.

In our opinion there is at least one vital defect in the present bill which must be remedied in order that injustice may not be done to manufacturers of rolls and records. The royalties should be paid on records and perforated music rolls sold, not merely manufactured, because there are thousands upon thousands of records which are turned out from various factories which are not sold to purchasers, and to compel a manufacturer to pay two cents royalty on every one of these records becomes at once a hardship and an injustice.

The royalty should be paid only when the products are actually sold to the retail customer. There are a number of defects in the new bill, and these must be remedied in order that the American copyright law be just and fair to all. But anyway we have made a start, and no doubt at the next sessions of Congress petitions will be made for various necessary amendments to the present bill.

GENERAL business conditions have improved somewhat since the last appearance of the World and there is every indication that there will be marked betterments as the year grows older.

President Taft will work for an early adjustment of the new tariff bill and it is believed that by June 1st, Congress will have agreed upon the new tariff schedule.

It is to be hoped that this prediction will come true for there is certain to be some unrest as long as Congress is in session, for a readjustment of the tariff.

This country has prospered under a form of protective tariff and while there is no reason to believe that there will be a radical departure from the present schedules in the new law, yet, as long as there is agitation there is also doubt as to the outcome of national legislation.

The quicker this matter is settled the better it will be for all industries and it will be an excellent thing for business men in every section of the country, to urge upon their representatives in Washington the necessity of an early arrangement, and that no filibustering should be permitted.

IT is probable from the sentiment that is manifested in all parts of the country that a tariff commission will be appointed whose duty it will be to secure information and make suggestions to Congress as to changes desired in the tariff schedule. A commission of this kind to be appointed without change in our Constitution, in other words, would be a committee without power save to recommend, but if it become an unwritten law that Congress should accept the recommendations made by this committee, then the full purpose of the people would have been accomplished, and that is to take the tariff wholly out of politics.

In that way there could be no radical changes, and great disturbances of business conditions would be avoided in the future.

It must be admitted broadly that the people favor some move of this kind and a tariff commission simply as a board to investigate and recommend, is gaining in favor daily.

HAS SIGHT RESTORED.

Wife of Popular Member of the Trade Has Had Successful Operation Upon Her Eyes.

The many friends of A. O. Petit, president and treasurer of the Edisonia Co., Newark, N. J., will be pleased to learn of the successful operation which has been performed on Mrs. Petit's eyes, whereby sight has been completely restored to her.

There are many members of the trade who were present at the convention at Atlantic City who will recall meeting Mrs. Petit. She is a lady who maintained at all times a sweet resignation, notwithstanding she was visited by that terrible affliction—blindness.

During the jobbers' convention a great many members of the trade met her, and all were impressed with her charming womanliness.

Mr. Petit has been in receipt of many letters of congratulation from his friends throughout the trade who have learned of the restoration of sight to Mrs. Petit.

Mr. and Mrs. Petit will visit Atlantic City about Easter time, and it well may be imagined that their sojourn at that popular resort will be infinitely more pleasant than the last one, when Mrs. Petit was unable to enjoy the charming views which were apparent to others.

THE "TALKER" IN THE CHURCH.

Through Its Use a Full Choral Service Is Possible—Will Not Displace the Popular Young Curate—He Is Indispensable.

The London correspondent of the New York Sun, in his breezy letter of Sunday last, said:

"If for our amusement the gramophone brings the concert platform to the domestic hearth, why should it not serve equally well for devotional purposes and bring the pulpit to the home? This bright thought has been acted upon by a firm of gramophone makers, with the result that it is now possible to purchase records of the whole of the morning or the evening prayer service, intoned in the best church method, for $10.

"Instead of having to go abroad in all sorts of weather and sit in a draught in an uncomfortable pew, it is thus possible to hold a service at home and enjoy it in comfort at one's own convenience. The Church Times, which is by no means addicted to flippancy, points out the inently winds up the machine, and without further expense of curate, choir or organist a full choral service can be beautifully rendered in thirty-two minutes.

"Those curates who in their alarm see this mechanical parson snatching the bread out of their mouths can comfort themselves with the reflection that they will always have on their side those church-goers who form a considerable part of their congregation. There is no man who appeals more to the average impressionable young woman than a nice young curate—unless it is a soldier in uniform."

FAVOR A PATENT COURT.

House Committee Reports Bill Providing for a New Tribunal.

(Special to The Talking Machine World.)

Washington, March 3, 1909.

A bill to establish a United States Court of Patent Appeals was favorably reported from the House Judiciary Committee to-day by Representative Tirrell (Mass.).

It provides for a court of five members, to sit in Washington, the Chief Justice to be appointed by the President and the four Associate Justices to be designated from among the Judges of the Circuit and District Federal Courts by the Chief Justice of the Supreme Court of the United States. Two of the Associate Judges will sit for three years and the other two for six years, after which they may be redesignated for six years.

This measure has been urged by the American Bar Association, Boards of Trade, and manufacturing associations for ten years, and is the result of the most careful investigation of all conditions by many of the ablest minds of the country.

TWIN CITY TRADE HAPPENINGS.

Trade in Talking Machine Circles as Good as Any Other Industry in the Northwest—Dyer's Splendid Business—Other Concerns Making Favorable Reports—Much Sympathy for T. C. Hough Who Has Retired.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 7, 1909.

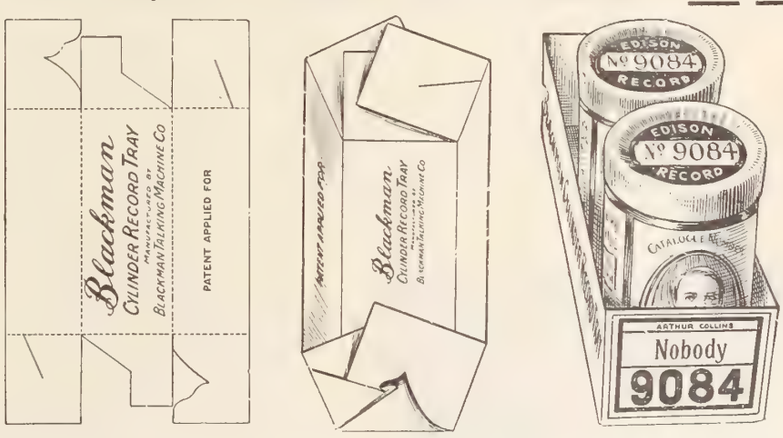
Talking machine trade in Minneapolis and St. Paul is one that displays as much life as any commercial line represented in the Northwest. The large house of W. J. Dyer & Co., in St. Paul, which distributes generally over the West, has been doing and is doing splendid business, both in the city and in the country.

Over in the other twin, where the big houses are the Minnesota Phonograph Co. and the talking machine department of the New England Furniture Co., trade has been good. It is reported much better than for the corresponding period of 1908, with all the standard lines represented in the volume of sales.

T. C. Hough, the pioneer dealer in Minneapolis, has retired and unless plans ar changed, will ask for relief from financial burdens through the courts. He claims discrimination against him on the part of certain manufacturers. Mr. Hough has been in the trade for more than fifteen years, and there is much sympathy for him in the music trades.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS
enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

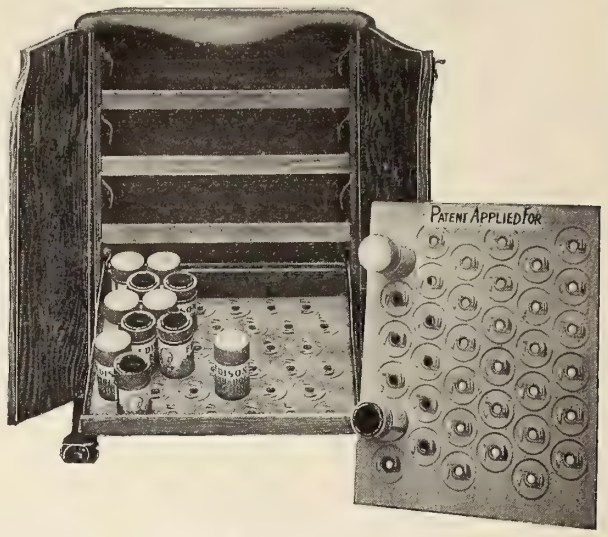
NET PRICES RAPKE LABELS
Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....$3.50
Per month, thereafter (postpaid) payable in advance ..... .12
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

Are You Cabinet Wise?



No. 725. Showing the Amberol

In every trade there are certain names which stand as representative of all that is best in that industry.

It is the same in the cabinet line, and whenever the name of Herzog is mentioned in cabinet circles it at once means the hall mark of cabinet merit.

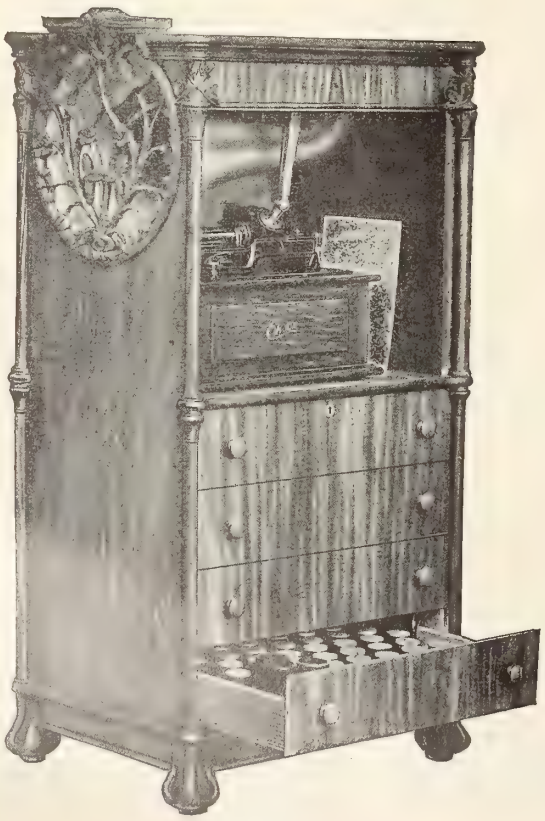
The originality of design, the excellence of finish, the perfection of detail work, has won for the Herzog cabinets a splendid position.

With the Herzog line you can cater to every line of trade.

If you have a customer who desires a cabinet to match furniture of a particular art period, you can meet his wishes with the Herzog line.

Talking machine men understand full well the advantage of buying from originators, not from copyists.

Our line of cabinets match any and all makes of machines.



No. 742

We say to the dealer and to the jobber: If you have the Herzog line in stock you can not only meet any competition successfully, but you can meet the demands of the retail purchasers in such a way that you annihilate competition.

Now, these are points worthy of consideration.

Get the best of the Spring trade, and get the best trade for all seasons, for that matter. You can if you carry the Herzog line.

HERZOG ART FURNITURE COMPANY

SAGINAW, MICHIGAN

WITH THE CLEVELAND TRADE.

Business of a Seasonable Nature—High Grade Outfits in Great Demand—Devineau Affairs—Denslow Buys the Rankin Store—Amberol Records in Good Demand—Tinker Succeeds McNulty at the May Co.'s—Piano Dealer Miltner Takes on the Columbia Line—To Manufacture the Ideal Horn.

(Special to The Talking Machine World.)

Cleveland, O., March 8, 1909.

The fraternity of talking machine dealers in this city are doing a seasonable business, although the members express themselves anxious for more prosperity activity. In the aggregate a large number of the higher-grade outfits, with Victrolas, Graphophones, and the new Edison Amberol machines were disposed of during the past month. A considerable livening up of trade is under way this month, and a fine spring business is anticipated.

The self-expatriation of Louis Devineau has resulted in closing up the International Talking Machine Co.'s store in the Taylor Arcade, on a claim of $299 held by G. J. Probeck & Co., when it became known he was not to return from France. Devineau's stock in the company was attached and the stock of goods and fixtures taken possession of by the court, on complaint of the Probeck Co. The furniture in his apartments was sold to pay rent.

A. F. Peebles, president of the Akron Graphophone Co., commemorated his own and Washington's birthday with friends in the city. He said they were doing a very nice business for a new concern—quite as good as had been anticipated. He said: "We are gradually getting the record business of Akron and making new friends and patrons every day. The people of Akron are well-to-do, cultured and liberal patrons of our trade."

Mr. Fintze, of the Ball-Fintze Co., Newark, O., was an attendant at the Automobile Exhibit here during the week of February 22-27. A. R. Schade, representative of the company, was with Mr. Fintze.

Mr. Goldsmith, representative of the Victor talking machine, was in the city February 25. He reports the talking machine business improving in all the towns he visited.

Geo. J. Probeck, of the G. J. Probeck Co., is confined to his home with a serious case of erysipelas.

A talking machine store is advertising machines "to be given away, the recipient to pay only the import duty." The advertiser says, "only one to a person." One would probably be all they would ever want.

C. J. Ross, formerly manager of the Federal Mfg. Co., is negotiating for the manufacture and sale of the Ideal horn. The concern has been closed since the departure of Mr. Devineau, president of the company.

"Business has continued very good for some time," said W. J. Roberts, Jr., "but has slowed down a little in the last week or two. We are making sales of moderate-priced machines and a number of the higher-priced, including Victrolas. The call for records—with an increasing demand for Amberols and Red Seals—is excellent."

C. H. Denslow has purchased the talking machine store, 27 Taylor Arcade, formerly conducted by Miss Edna Rankin, and is continuing the business at the old stand. Mr. Denslow is an energetic young man, who has had considerable experience covering the talking machine field, both on the road for W. C. DeForest, of Sharon, Pa.; with the Eclipse Musical Co., of this city, as well as in the retail trade. He stated business had opened up fine and that the prospects looked very bright. The store presents a cheerful appearance and has been suitably arranged for demonstrations. As Mr. Denslow says he believes "in push and hustle 52 weeks in the year," he will undoubtedly meet with success.

Collister & Sayle report business seasonably active in both the retail and jobbing departments for Victor goods. They are having an active demand for the March list of records, and the machine trade is improving. The popularity of the Victor double-faced records is growing and the company carry a full list.

The Geo. J. Probeck Co. report a considerable increase in both the retail and wholesale departments. The management stated that business was fine, and that they made sales of more machines the last week in February than any week previous to the holidays. There is also a growing demand, it was said, for Columbia Indestructible cylinder records. The company are the exclusive distributers of Columbia goods in this territory.

W. H. Buescher & Sons report an excellent sale of both Victor and Edison machines and records for the past three weeks. Mr. Buescher said they were getting a very desirable high-grade patronage, since their removal to the present fashionable locality and attractive quarters.

The Eclipse Musical Co. report business in both the wholesale and jobbing line of Edison and Victor goods, as showing continual improvement.

B. L. Robbins & Co., the Arcade talking machine dealers, say trade is very good. Mr. Robbins speaks in high praise of the Amberol records and says they are daily growing in favor.

At the May Co.'s business in the talking machine department is moving along finely. Harry L. Tinker, in charge of the department, succeeding Mr. McNulty, who resigned March 1, says trade is especially good in Edison machines and records, and generally has shown considerable improvement in the last two weeks. He said the March records were taking well and selling readily.

The Hunter Jewelry Co. say they are having a fairly good talking machine trade, and that the new Victor double records are selling well, as are also the Edison Amberols.

Brown Bros. report business is good in both machines and records. During the past three weeks sales of a number of machines were made and the record sales surpassed that of any previous period this year. The company have a fine demonstrating room, and this department of their business is making good headway.

F. R. Miltner, piano dealer, 5371 Broadway, has just put in a full line of Columbia goods as a side line. He says trade has opened up very satisfactorily and prospects are most encouraging.

At the Hartwell Phonograph Store business is reported increasing and very satisfactory. "We have been selling a good many small machines lately," said Mr. Hartwell, "and the record trade, as also repair work, is good. We have just put in a full line of Zonophone records and now handle the Victor, Edison and Zonophone goods." Mr. Hartwell has invented a new sound-box diaphragm, which gives a clear, mellow tone, eliminating the scratching sound, and is pronounced by experts a decided improvement.

Business is reported rather quiet at the Gottdiner & Wicht Co.'s store. Demand for records was said to be improving, and a better business generally anticipated the coming spring.

John Reiling, successor to the West Side Columbia Phonograph Co., stated that trade was good and had materially improved within the last three weeks. He says he is having a good run of business in both cylinder and disc records, and expects soon to stock up with a full line of records in the foreign languages, as he has a large foreign clientage.

Aldrich, Howey & Co., 2120 Ontario Road, are doing a nice business, and have in recent weeks made a good many sales of the best and cheaper grades of graphophones. They carry a complete line of records, and affording ample demonstration facilities, are securing an exceedingly good patronage.

R. F. Rocknack, 5825 Superior avenue, is having a fine trade in Victor machines and records. He is preparing for a good spring business

The moving picture interests of Cleveland (there are over 100 moving picture theaters in the city), recently occupied six columns of advertising space in the Daily News. In good-sized type, it was a disquisition on the subject of phonographs and moving picture machines, showing them as a tremendous force for culture and amusement. The publicity was a contribution from the various theaters.

The Original House

We were the FIRST JOBBER of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "FIRST." We are FIRST in securing anything new, FIRST in making prompt and satisfactory shipments, and FIRST in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

PENN PHONOGRAPH CO.

17 South 9th Street Opposite Post Office PHILADELPHIA

ANOTHER ADDITION TO VICTOR PLANT.

Plans are in preparation for a five-story reinforced concrete addition to the plant of the Victor Talking Machine Co., at Camden, N. J. This in a nutshell tells the story of business with this progressive institution.

TO MAKE TALKING MACHINE RECORDS.

The S. O. A. Murphy Co., of Buffalo, N. Y., has been incorporated for the purpose of manufacturing talking machine records.

SMALL FIRE IN HOUSTON.

Fire in the rear of the Southwestern Talking Machine Co.'s store, at 615 Main street, Houston, Tex., caused a loss of $1,000 on February 19.

Horace Greeley said: "To neglect to advertise is like resolving never to travel by steam or communicate by telegraph."

How Many New-Idea Disc Record Albums

shall we send you as a starter? ¶ This patented Album (which is controlled by us and cannot be sold by any other jobber) is a beautiful cloth-bound book with outside index.

It contains 12 record envelopes of durable green fibre, and guarantees systematic record filing, instant access and perfect protection from dust and grit. It may be kept on the center table, on the piano, or in the book-case with other books.

Victor owners can now keep their records of certain classes together. They can have their Red Seal Album, band and orchestra Album, comic songs, quartets, etc., etc.

The Red Seal enthusiast will have his special Caruso Album, his Schumann-Heink, etc. Nothing like the New-Idea Album for Red Seal collections!

Retail prices: 10-inch size, **$1.35.** 12-inch size (used for 10-inch also), **$1.75**. Dealers' net prices: **90c.** and **$1.20,** respectively.

Be the first to show the New-Idea Disc Record Album. *HOW MANY SHALL WE SEND YOU ON APPROVAL?*

The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

☛ *Two Points of Supply; Order from the Nearer*

Victor Edison and Regina Jobbers

MILWAUKEE'S BUDGET OF NEWS.

Spring Trade Opens Up in Lively Fashion—General Business Close to Normal and Money Easier—Personal Notes of Interest—How Various Houses Regard Conditions—Newsboys "Boosting" Columbia Graphophones—The Hoeffler Mfg. Co.'s Attractive Window Display—Amberol Records Popular—Other Interesting News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 8, 1909.

Spring trade in both the retail and wholesale lines has already opened up in the Milwaukee and general Wisconsin field. While there is usually not a noticeable increase in the spring business in the talker line, dealers say that this year trade has taken on an excellent turn. The general opinion seems to be that there will be a steady increase from now on until June, when one of the heaviest early summer trades in the history of the Milwaukee business is expected. General business, industries and manufacturing, is fast returning to the normal, money is becoming more plentiful, and prospects were never better. Collections are very satisfactory and cash payments seem to be more in evidence as time goes on.

A. N. Francis, recently retired from the contracting department of the interior decorating business, has been made head of the credit and collection department of the Milwaukee branch of the Columbia Co.

William Schmidt, formerly with Lawrence McGreal at Milwaukee, and now traveling representative of the Victor Co. for the State of Iowa, has now been transferred to Wisconsin territory, with headquarters to be at Milwaukee.

Lawrence McGreal has returned to town after a ten days' trip to New Orleans and other southern points with the Rose Marching clubs of Milwaukee. The party included Mayor Rose and 125 of Milwaukee's leading business men, and the trip was made primarily to advertise Milwaukee and to further its commercial interests. Mr. McGreal did more than his share in advertising Milwaukee as well as pushing the interests of his talkers. An Edison and a Victrola were taken along, the party was entertained, and records were taken of speeches made by prominent people at the different stopping places.

The new March records are proving to be winners with the Milwaukee trade. Demand for the higher class of records is still strong, and indications are that the more expensive records are filling a most important place in the field.

A substantial talking machine business of late has been reported by the Joseph Flanner music house, Milwaukee. A successor to Charles Iddings, former manager of the "talker" department, has not as yet been chosen, and the various employes of the establishment are filling Mr. Iddings' place.

A steadily growing business in the talking machine field is reported by the Wright music house at Walworth, Wis. The firm recently disposed of a $225 Columbia machine to Orcutt Bros., of Fontana, Wis., who have installed the talker in a pavilion at that place, where it will be kept busy during the summer resort season.

It is only a little more than a year ago that the Boston department store, in this city, took up the Victor and Columbia lines, but in that time an excellent business has been built up. The instalment plan of $1 weekly is being followed in the talking machine department of the store, and is resulting in a big sale of machines. Jobbers believe that the department stores are receiving an excellent share of the retail trade of the city. With unlimited capital back of the big stores, reasonable terms are allowed, while all classes of trade are reached with practically no extra effort.

"The new four-minute Amberol records are going a long way in making the Edison talking machine even more popular than it has been in the past," said C. C. Warner, well-known Eleventh avenue dealer. "While the growth of the talking machine business has been very great since its inception, I believe that the next few years will witness marvelous strides made. The spring business is proving to be very satisfactory, and indications are that the present year will exceed all others for a heavy talking machine business in Milwaukee."

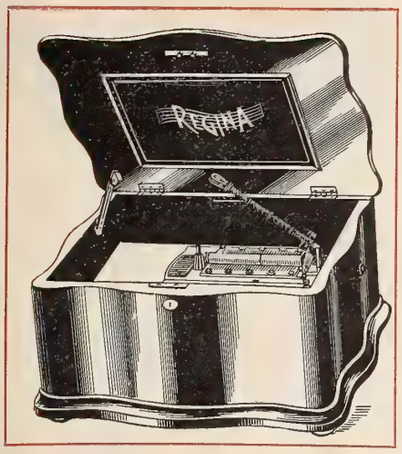
The window display recently made by the Hoeffler Manufacturing Co. is attracting much attention. Machines of the Edison and Victor line, cabinets, records and attachments have all been arranged in a novel manner by J. H. Becker, Jr., manager of the talking machine department. Attractive window displays are a strong point with the company, and the feature always brings excellent business.

Just as the "gallery gods" are an actor's best friends, so by a recent experiment, the newsboys of the Milwaukee Journal have proved to be the best "boosters" for the Columbia graphophone. "The thought occurred to me that if I could get the 'newsies' talking about our graphophones it would be the means of securing publicity that would be hard to beat," said A. D. Herriman, manager of the local branch of the Columbia Co. "My opportunity came last Sunday, when the Journal gave its weekly entertainment to the newsboys, which was attended by more than 500 boys. The Twentieth Century graphophone was enjoyed by these little fellows, just as much as the black-faced team or the cowboy quartet. When the Columbia part of the show opened up with 'Turkey in the Straw,' a bigger hit could not have been made, even if Billy Golden had been there in person and sung the song for them. 'Mandy Lane' and the 'Rag-Time Drummer' on the Columbia indestructible record followed, and received their share of applause. The show ended with 'Rainbow,' accompanied by a whistling chorus of 500 happy boys. They wanted more, but our time allowance was up, and after the deafening applause subsided the management announced that I had promised to give more music at the next entertainment."

William P. Hope, Wisconsin and Upper Michigan representative of the National Talking Machine Co., was a recent visitor. Mr. Hope is now traveling in southwestern Wisconsin and meet-

WURLITZER

Appointed Exclusive Regina Jobbers



We have been appointed by the manufacturers exclusive jobbers of Regina Music Boxes.

Dealers in the Middle West and West can save money by ordering of us direct.

THE REGINA has been on the market for almost 30 years—far longer than talking machines. There is absolutely no prejudice against it. You see it advertised on the same large scale as Victor and Edison. It has been awarded the highest honors at all the great expositions; is as standard as the piano, and there is a demand for one in every home.

The REGINA plays from indestructible steel tune discs, or records, which are interchangeable, the same as disc talking records. The music is as sweet as a harp and there are thousands of tunes—new ones monthly.

The REGINAPHONE is a combination of a REGINA Music Box and a disc Talking Machine, and enables you to offer the two instruments in one at about the price of one alone.

You do NOT have to order a large stock of REGINA goods to become a dealer. A machine or two and a small supply of tune discs are all that is required. You can increase your stock as the department grows.

Dealers' discounts, same as on talking machines. Write to-day for copy of handsome REGINA catalog showing the machines in colors, and our special agency offer.

The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

Two Points of Supply; Order from the Nearer

Victor Edison and Regina Jobbers

ing with excellent success in the Edison lines.

James Selkirk, well-known talking machine dealer at Clinton, Wis., was a recent Milwaukee visitor.

Some encouraging sales of the Edison business phonograph were reported of late by the Hoeffler Mfg. Co. J. H. Becker, Jr., manager of the talking machine department, is handling the Edison business line and is giving special attention to this growing branch. Manufacturers, business men, professional men and others are showing their appreciation of the machine by placing some excellent orders.

A MILLION DOLLAR ORDER

Recently Booked by John H. Dorian in the Far East for the Columbia Phonograph Co.—Is Undoubtedly the Largest Single Order Ever Placed for Machines and Records—Mr. Dorian Doing Effective Work in China.

What is undoubtedly the largest single order on record in the talking machine business is that recently booked by John H. Dorian, manager for the Columbia Phonograph Co., General, in the Far East, namely, for $1,000,000. Speaking of it to The World, Edward N. Burns, manager of the Columbia Co.'s export department, said: "The order calls for nearly a million dollars in machines, double face and single records, and it was placed by an American company—the name it is needless to mention—the largest distributers of general merchandise in that part of the world, who have a fleet of house boats, which traverse all the principal rivers in China, and whose warehouses and depots are located throughout the interior, at points inaccessible to the ordinary traders. In fact, some of their outposts are so far inland that it takes fourteen days by camel to reach them.

"We had been working on the order from the home office for several months, and Mr. Dorian went to China to close the deal, which he did. It was through his superior finesse that the order was secured, and therefore the credit belongs to him. In our judgment Mr. Dorian is the best talking machine man in the business, from the buying and handling of raw material, to the process of manufacturing, and the marketing of the finished goods.

"This is the first time any talking machine company has been able to reach the interior of China. Heretofore we have only been in a position to sell in the treaty ports, that is, along the coast. Now the Columbia Co. will place their goods on sale in every part of North China, and for the first time talking machines will be shown in that hitherto exclusive section of the great Chinese Empire. You must remember there are two great classes in China—the Manchus, who are the ruling or dominant section, occupying North China, which they never leave. The Cantonese are the lower class, living wholly in South China, and they are the Chinese we see in this country and other parts of the world. All the records in this million dollar order are in the Manchu dialect, and the originals were recorded in Tientsin, Chefoo, Pekin and Shanghai, because, as I said, a Manchu never emigrates. Further, the records were made by people whose voices were never recorded before and probably never will again, and this was accomplished solely on account of the acquaintance we have there. The records will all be songs with instrumental accompaniments, mostly songs that have been sung for thousands of years. A few are comparatively modern selections.

"Special labels are used, the trade-mark or 'chop,' as it is termed in China, which is a horseshoe in this particular instance, being embodied in the design. There are no trade-mark laws in China, the recognition of one in business being an act of courtesy only. The labels on this particular order, the differences being to designate the kind of record, are to be (1) solid gold with black printing, (2) royal purple with gold lettering, (3) turkey red with gold lettering. Two shipments, each of which contain several thousand packages, have already gone forward. The third goes about March 15, with others to follow. Another innovation in connection with the introduction of our goods is that they will be advertised and exploited throughout North China in the same manner as it is done in the United States; that is to say, large posters of striking design and coloring—part of which will be finished here and the remainder over there—will be distributed everywhere, and the newspapers will also be called into play with effective advertising. This has never been done before.

"A retail store, on an elaborate scale, has been established in the Chinese quarter of Shanghai, which will be headquarters for the general distribution of the machines and records. It will be under the personal management of C. D. McGrath, who for many years had charge of the entire interests of A. A. Vantine & Co., New York, in China and Japan. In fact, Mr. McGrath will look after the distribution of the goods, or rather of the talking machine department of the company placing this gigantic order, and which, by the way, is their first venture in this line of business, so you will recognize the many novel factors in connection with the enterprise."

AUSTRALIAN POSTAL PACT MADE.

Weight of Packages Increased to 11 Pounds by Washington Agreement.

(Special to The Talking Machine World.)

Washington, D. C., March 5, 1909.

The Postoffice Department has reached an agreement with Australia whereby the weight of parcels post packages which can be exchanged between the two countries has been increased from four to eleven pounds.

The postage rate is to be 12 cents for each pound. The agreement will become effective March 1.

William Dorsett, talking machine dealer, has sold his stock to C. J. Jacobi & Co., Alton, Ill.

The Edison Phonograph Plays Amberol Records

Amberol Records are a new Edison Phonograph feature. No other instrument can play them and no other instrument offers a feature which means so much to your trade.

A Record that plays twice as long as a standard Edison record at a trifle additional cost is a great selling point for the Phonograph as well as for the Records.

Are you stocked with Amberol Records? Are you getting the new Amberols as they come out each month?

Are you demonstrating them and putting back of them the interest and enthusiasm they warrant?

If not, you are letting a big opportunity slip by. The time to make the most of a good thing is while it is new.

National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

The Edison Record Making Talent

Every Edison Record is an argument for the Phonograph. Each month a great array of famous artists is represented.

It is one thing to secure such talent; it is another thing to get from that talent Records that do them justice.

This is done in every Edison Record.

Have you noticed the artists who are contributing to your selling possibilities?

Have you brought them to the attention of your customers?

Are you equipped to meet every call for Edison Records?

Keep up your stock and your enthusiasm.

Remember, there is a nearby jobber who can supply you promptly with Edison Phonographs of all styles and Edison Records of every number.

National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

A GLORIFIED YANKEE INVENTOR

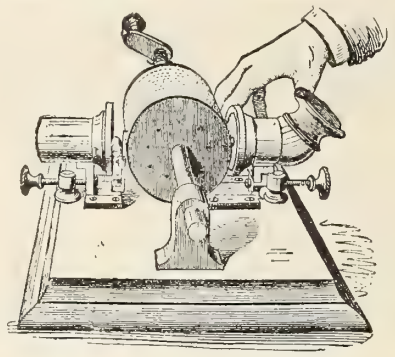
Is Thomas A. Edison, Who, by Real Genius, Patience and Energy Has Raised Himself to an Enviable Position Among the Most Distinguished Scientists of His Time—His Activity Is of Wide Range and Conquests of the Practical Arts Are Extensive and Varied.

As an inventor, Edison's chief characteristic is his pertinacity. "Genius is 2 per cent. inspiration and 98 per cent. perspiration," is an epigram of his, which has been worn threadbare by much newspaper use, but which contains the whole story of his intensely active career. Edison is a utilitarian to his finger tips. He never yet invented a machine that could not be employed in everyday life, observes the Scientific American in the first of a series of articles on "Impressions of American Inventors."

He is a glorified Yankee inventor, a mechanic of real genius who, by dint of rare patience and indomitable energy, has raised himself to an enviable position among the most distinguished scientists of his time. Despite the exceedingly practical bent of his faculties, he is a man of large ideas with a wonderful gift of what may be termed scientific penetration. Few engineers and physicists can grasp with anything like his swiftness of perception the meaning of simple phenomena, often accidental in their origin.

The phonograph, for example, which, although not his greatest invention, is probably the most marvelous in the eyes of the public, was suggested by experiments made with the telephone and automatic recording telegraph. He was working on a machine provided with a disc of paper, similar to the present disc talking machine. On the traveling arm was a magnet which had an embossing point which embossed or indented dots and dashes on the paper, the platen having a grooved volute spiral on its surface. After recording Morse signals a contact point swept over the record, and the indentations gave movement to the make and break and reproduced the signals on another line. When run at high speed, it would give a humming sound.

He knew from the telephone about the movements of the diaphragm, and had caused his voice to work a ratchet wheel and toy figure. Then he conceived the idea of indenting by the voice, and reproducing the sound by means of the indentations. The machine was made, but in cylinder form. Then he decided to make a talking machine—with what success everyone knows. When the first operative machine was produced, he packed up the instrument and came to the office of the Scientific American. Without ceremony he placed the machine on the editor's desk and turned the crank. The machine literally spoke for itself. "Good morning," it said.



EDISON'S FIRST PHONOGRAPH.

"How do you do? How do you like the phonograph?" And thus the editors of that paper claim to have constituted the first public audience that ever listened to the phonograph.

In every one of the hundreds of inventions that Edison has patented, the method of procedure (an object lesson to every inventor) is always the same. He invariably begins his investigations by a thorough course of reading, fully conscious that he is not the first in the field and that he must know where others failed. After a thorough review of the subject he begins actual work—an expert, who carefully avoids covering ground which has already been explored and who begins where others abandoned investigation. Experiments are made by the hundred and thousand. Model after model is built. Failure succeeds failure, until further efforts seem hopeless. For all that more experiments are made, and more models built. At last an experiment is conducted or a model constructed that seems faintly encouraging. A less experienced inventor would be elated. Edison, however, regards the favorable result with suspicion. Not until the partial success has been confirmed by many repetitions of the experiment is he convinced that something has been achieved.

The activities of Mr. Edison have been of such great range, and his conquests in the domains of practical arts so extensive and varied, that it is somewhat difficult to estimate with any satisfactory degree of accuracy the money value of his inventions to the world; but such facts as are available are abstracted from the forthcoming "Life of Edison," by Frank L. Dyer, president of the National Phonograph Co., and private counsel to Mr. Edison, in collaboration with T. Commerford Martin, editor of the Electrical Review. Aside from his phenomenal discoveries in electricity and their practical application, which alone run into many millions of dollars, the calculations that will interest the trade more particularly may be based on the phonograph, as an illustration only. At Orange, N. J., may be found the National Phonograph Co., the Edison Business Phonograph Co., the Edison Phonograph Works, the Edison Manufacturing Co., and a couple of other concerns. The importance of these industries will be apparent when it is stated that there are upward of 3,600 people employed, and an annual payroll of about $2,250,000.

There have been upward of 1,310,000 phonographs sold during the last twenty years, with and for which there have been made and sold no less than 97,845,000 records of a musical or other character. Phonographic records are now being manufactured at Orange at the rate of 75,000 a day, the annual sale of phonographs and records being approximately $7,000,000, including business phonographs. The figures given represent only about one-half of the entire business of the country in phonographs, records, cylinders, and supplies.

Taking next his inventions that pertain to "moving pictures," it is found that from the inception of the moving picture business to the present time Edison has made upward of 13,100 projecting machines and many million feet of film carrying small photographs of moving objects. Although the moving picture business is still in its youth, it calls for the annual production of thousands of machines and many million feet of films in Mr. Edison's shops, having a sale of value of not less than $750,000. The annual product of the Edison Manufacturing Co. in this line is only a fractional part of the total that is absorbed by the 10,000 or so moving picture theaters and exhibitions which are in operation in the United States at the present time, and which represent an investment of some $40,000,000. Licensees under Edison patents in this country alone produce upward of 60,000,000 feet of films, containing more than a billion and a half separate photographs.

To recapitulate these two great fields of industry in the United States only, founded upon or affected by the inventions of Mr. Edison, the following figures are given: Phonographs and moving pictures represent an investment of $10,000,000, producing an annual gross revenue or sales of $15,000,000, employing 5,000, with annual payroll of $6,000,000. Moving picture theaters—$40,000,000 invested, annual sales, $80,000,000; employes, 75,000; payrolls, $37,000,000.

It is reported that a large talking machine factory has been erected in Kawasaki, near Yokohama, Japan, by an American importer of machinery of Yokohama, who believes that as the import duty on machines and records is 50 per cent. ad valorem, a considerable saving can be effected by making the goods in that country.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

An Optimistic Spirit Prevails and People in All Lines of Industry Are Looking Forward to Better Times—High Class Machines and Records Most in Demand—Many Evils to be Remedied—Patriotic Spirit Aflame—Lauder Chats of His Trip—Records of Carrie Nation—Premier Co. in New Quarters—A Visit to Cambridge Heath—The Stroh Violin—Recent Record Lists Contain Many Good Things—Increasing Demand for Amberols—How Advertising in World Brings Results—A Pathe Freres Suit—Anent Price Cutting—New Hornless Disc Machine—Reports from the Provinces do Not Show an Encouraging Condition of Business.

(Special to The Talking Machine World.)

London, E. C., March 5, 1909.

There are indications which point to a revival in general trade circles, and for the first time in many months people speak optimistically of the future. In many trades better times are reported, but unfortunately the talking machine business cannot be included, for since Christmas trade conditions throughout England have been very flat, so much so, that almost every day brings its quota of commercial troubles. Here's the president of the Board of Trade's view, which is somewhat radical, it must be admitted; he says: "I do not look upon a creditor as a public benefactor. The mere fact that he was a creditor showed that he had been guilty of misplaced confidence, and that therefore he was not altogether entitled, as many thought, to claim state protection." Good, isn't it? Only unfortunately we have to purchase state protection, which very often turns out anything but a profitable purchase.

From reports received from various talking machine traders it would seem that a goodly portion of the non-season business is likely to be of good-class stuff, as there is little spare money with the great middle class just now. The Gramophone and other companies say that the expensive outfits are finding a fair demand, which is somewhat of an index of things to come.

There are many crying evils in this industry which need reform, and although an occasional attempt is made to remedy certain matters, for want of support it usually fizzles to nothing. Consequently, the same old unsettled state prevails in the trade throughout all parts of the country—each man for himself—jobbing records, cutting the price of absolutely new issues, overstocking, mainly the result of the two-for-myself, one-for-you exchange schemes, restrictive agreements, and many other things which so disorganize trade. One instance of this is found in the fact that a certain London jobber is advertising "Star" machines at 50 per cent. off list. We sincerely deplore such action—it probably means that others will follow suit.

"An Englishman's Home."

Five of the leading actors in the above stirring play went to the office of the Gramophone Co. and recorded some of the most telling parts of the play. The object of the Gramophone Co. is to help on the cause of the Territorial or volunteer army. A whole page advt. in the Mail was taken to advertise the four records which have been made, and the company offer to send them free of charge, with machine and operator, to any hall, institute or village club within twenty miles of London. Apart from this we understand these patriotic records have obtained a splendid demand, which has resulted in yet another mission of national importance for the gramophone.

Following hard upon this comes the announcement from Ascherberg, Hopwood & Crew, Ltd., that they have issued a new song by Arthur Branscombe and Bowker Andrews entitled "Our Glorious Empire Day." Both words and music are of an inspiriting nature and well calculated to arouse the patriotic enthusiasm of the rising youth.

Quick Service to New York.

The White Star Co. announce their intention of placing their two great steamships, now being built, on the Southampton-New York service.

Music in the Parks.

For the provision of music in the parks this summer the London County Council have voted £12,500, which amount includes £63 for gramophone recitals.

Lower Postage to Newfoundland.

Penny postage between Newfoundland and the United States came into operation on March 1.

Harry Lauder Returns from America.

Harry Lauder, the famous Scottish comedian, reached Liverpool February 23 by the Cunard liner Lusitania, after his five months' tour in the United States, and had a hearty welcome from a large crowd as he left the steamship to enter the express for London. Giving his impressions of his tour, Mr. Lauder said: "Since I left England I have traveled 15,000 miles. I have given 252 shows, performing every day of the week, including Sundays. I didn't like traveling and working on Sundays, but I was in Rome, and I just had to roam. Then I was banqueted no fewer than eighty-two times. I didn't leave it to them to show me how to hustle." Mr. Lauder met President Roosevelt during his tour. "The American journalists," he said, besieged me for my opinion of their President, and I told them that President Roosevelt is a man who does not care what anybody thinks about him. I did not sing before the President, but Mrs. Roosevelt attended a theater where I was appearing, and she told her husband that she had never laughed so much in her life." The comedian described his visit to Ward's Island Asylum, where he taught the inmates to sing the chorus of "I Love a Lassie," until, as he remarked, they rendered it in a way he had never heard it rendered before. When he was in the asylum a woman inmate took him on one side and whispered in his ear, "For heaven's sake, Mr. Lauder, don't pull funny faces here or do anything that will make them think you are 'a bit off the top,' or they will surely keep you in." "And that wasn't after I had sung 'The Saftest of the Family,'" he added with a twinkle in his eye. A "welcome home" dinner to Mr. Lauder will be given at the Café Monico on Sunday, March 14, Sir Thomas R. Dewar presiding.

Carrie Nation Makes Gramophone Records.

Mrs. Carrie Nation has made two gramophone records, one a little speech on the evils of smoking, the other on drink. Two moral purchases for talking machine dealers.

Premier Co.'s New Offices.

The Premier Mfg. Co. write that "in order to deal with the business with more promptitude, we have transferred the general office from 81 City Road to new offices adjoining the works at Wandsworth. Our recording department and test rooms will be continued at 81 City Road, as hitherto." All communications are in future to be addressed The Point, Wandsworth, S. W.

Arab Folk Songs Heard.

A remarkable instance of modern science coming to the rescue of one of the arts of a by-gone civilization, says The School Guardian, is found in the fact that some of the old Arab folk-songs are now for the most part heard at the desert stations by means of the gramophone.

Twenty-Inch Records.

As given in my last report, the new twenty-inch record introduced in the European market is made by Pathés. To give it the necessary stability, the record is about twice the thickness of an average ten-inch, and plays for over five minutes. The greater diameter is responsible for a purer tone in recording and reproducing, and as it is the company's intention to record dance and other instrumental music for the most part, a good summer sale for these records is assured.

New Post Office Ruling.

For an extra twopence inland letters may be sent to London from the provinces by the next available train and then posted. The Postmaster-General states that he is trying to extend the

Favorite Records

Are Going Stronger Than Ever. WHY?

They Are The Ideal Record

For Good and Select Music, Excellent Reproduction, Long Wear, High-Class Finish and

AT A VERY MODERATE PRICE

10-inch, Double-sided, 3/; and 12-inch, Double-sided, 5/

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C. 213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued).

arrangement for foreign and colonial letters as well.

Latest Clarion Records.

This month's "Clarion" records include a dozen good numbers of a popular character, as follows: March, "Light Horse," Premier Military Band; "The Veleta" and "The Lover's Vow," both by the Premier Bijou Orchestra; while the concert orchestra gives us "Overture 1812," and selection of "Old Standard Songs." On the vocal side we have "Father O'Flynn" and "By the Blue Lagoon," by Stanley Kirkby; "I'm Here, If I'm Wanted" and "She Sells Sea Shells," by Percy Wilson; "A Little Bit More," Jordan & Harvey; "I Want to Telephone to Mammy," Harry Fay; and a humorous selection, "The Street Musicians."

A Model Record Plant.

The Russell Hunting Co.'s works at Cambridge Heath are a model in every respect of what a factory should be. That was my impression after a visit through the various departments in company with A. Ogden and C. Stroh. The perfect equipment of the gold molding department was of particular interest, and at my request Mr. Stroh very kindly explained the whole process in gold plating a master record, the finish and appearance of which was nothing short of beautiful, so perfect is the process. From here we passed to the matrixing and on to the molding department, which presented quite a busy appearance. And that reminds me that the Sterling record, as freshly molded by the Russell Hunting Co., has received a hearty welcome on its return to the trade; good orders have been placed, and the company is established with an excellent prospect of success.

Anent These Seditious Records.

The notice published some time ago in the Press about records of an alleged seditious nature is not correct, writes an Indian correspondent. To be sure, the sale of certain records has been prohibited, but not a single one, either Gramophone or Beka, has been "confiscated" by the police or the government. The particular records objected to cannot be regarded as of a seditious tendency, but are simply songs inspired with a patriotic and national sentiment. The only grain of truth in the whole matter appears to be that in view of the present unsettled political situation in Bengal, it has been considered advisable to prohibit the circulation of such patriotic, that is, "Swadeshi" records.

The Stroh Violin.

Geo. Evans draws special attention elsewhere to that remarkable invention, "the Stroh violin." Some idea of its construction may be gathered from the advt. illustration. The vibrations of the strings are conducted by means of an ordinary violin bridge, which rests upon a rocking lever to the aluminum diaphragm and resonator. The body of the instrument is in no way employed for sound purposes; it simply holds the various parts of the violin together, and sustains the pressure of the strings. When the strings are played upon, the bridge and rocking lever vibrate accordingly, and thus every vibration carries to the diaphragm. The resonator increases the volume of sound to equal three ordinary violins. Talking machine manufacturers throughout the world find the Stroh violin the best for recording purposes, and it is also in great demand by the general public. Foreign and colonial musical instrument traders should handle this line, in which there is a good profit. Mr. Evans will be glad to furnish particulars and prices upon request.

Attachment for Standard Machine.

The Premier Mfg. Co. are about to introduce a marvelously simple attachment applicable to the "Standard" machine to play the 200-thread record. It is most ingenious and can be fixed by just the manipulation of one screw only!

Gramophone Records for March.

From the popular nature of the titles of Gramophone records for March, I should say this is one of the best lists issued, both in that respect and in the good recording which predominate throughout all the records. To name a few: "Yeoman of the Guard" (Sullivan) and "Finale 4th Symphony" (Tschaikowsky), by the band of H. M. Coldstream Guards; "Il Bacio Valse" and "Mondaine Valse," by the Black Diamonds Band; "Masaniello" overture, by La Scala Symphony Orchestra; "Of All Septembers," John Harrison; "In Native Worth" (Haydn's "Creation"), Evan Williams; "Molly Brannigan," Plunkett Greene; "Who Is Sylvia?" Horatio Connell; "Serenade" ("Don Juan") by Mons. Renaud; "Life's Gift," Mme. Jones-Hudson; "Ah, Pourquoi suis-je revenue," Mlle. Brolby; Lady Maud Warrender has sung two fine selections, the royalties for which she hands to naval charities. Harry Lauder gives us of his usual witty wit in "Mr. John Mackay," and Mr. Bransby Williams recites "The Old Man's Pipe," which I take is a sort of soliloquy to his pipe; a very interesting record this. There are other good records in the list, but I would particularly mention a banjo record, "Sweep's Intermezzo," which is a really enjoyable piece played in excellent style by Olly Oakley. Signor Timini, the new operatic tenor, also figures in this list with four titles—three sung in German, one in Italian.

The Rena Disc Machines.

The Rena new series of disc machines are characterized by solid construction, beautiful appearance, and at prices which, to say the least, are remarkably moderate. The motors are well made, and built upon a scientific principle which is entirely new to the trade. With the exception of the governor, the whole motor gear is encased in a hermetically sealed metal box, which contains sufficient lubricant for two years—on a guarantee. The matter is really so interesting that I shall take an early opportunity of explaining the Rena motor mechanism more fully.

Henry J. Wood's Address.

Henry J. Wood, in the course of a speech at

"STERLING SPECIAL"

GOLD MOULDED

CYLINDER RECORDS

The record that's half an inch longer than the ordinary Standard size
yet will fit all Standard Makes of Phonographs

GIVES MORE MUSIC AND BETTER

NO OLD STOCK! NO OLD STOCK!

EVERY RECORD FRESHLY MOULDED

Under New and Improved Methods of Manufacture and of SPLENDID QUALITY

POPULAR TITLES BY TALENTED ARTISTES—ALL GOOD SELLERS

HANDSOME PROFITS available to JOBBERS AND DEALERS who are invited to write for New Catalogue, List of New Titles, Terms, Etc.

RUSSELL HUNTING & CO.

SUCCESSORS TO

THE RUSSELL HUNTING RECORD CO., LTD.

Cables (Hunting Code) "OBOES, LONDON"

OFFICE AND FACTORY ADDRESS

17 and 19 Bishop's Road
Cambridge Heath
LONDON, N. E.
ENGLAND

Sheffield last month, addressing 350 members of the Sheffield Festival Chorus, remarked: "Have you all got a gramophone? If not, get one at once, as it is of the utmost educational value to all musicians. In listening to the records of such great artistes as Patti, Melba, Caruso, Plancon, Battistini, etc., you will hear what true, right vocal tone is. As a vocal teacher of twenty-five years' experience, and as a devotee of the great Garcia method, I can assure you of the tremendous value of this invention, and how grateful we vocal teachers are for the aid it gives us in showing our pupils what right and beautiful tone is, especially in the provinces, where it is often impossible to hear the greatest voices. I firmly believe that if all teachers of singing had a gramophone in their studios as well as the finest vocal records, as published by the City Road Gramophone Co., and could let their pupils hear the brightness and ring of good voice production, it would do more to dispel and eradicate our fluty, hooty, breathy, dull, weak English voices than hundreds of pounds spent on useless lessons and in fruitless argument and controversy." In this connection a London firm has had a special series of records made of different voices, which are used in the teaching of correct singing.

Increasing Demand for Amberol Records.

The National Phonograph Co. report a continued good demand for Amberol records, of which the first list of British titles—numbering about fifteen—will be ready in April. The company further announce their intention to omit the title announcement from all future records. The Amberol list of English selections will contain some well-known artistes and leading instrumentalists of the day, a feature which should insure an enhanced sale for these now records.

A Charlesworth Souvenir.

The effects of Miss Charlesworth, of not-over-the-cliff fame, have been auctioned as mementoes. A gramophone was said to have fetched £9, while at the last moment a dozen or so gramophone records were successfully made claim to by the lady's sister. She certainly got the best memento.

The Latest.

A tortoise shell diaphragm is the latest.

Glasgow Beats New York.

Glasgow sandwichmen now carry talking machines wherewith to announce the virtues of their wares.

Noted Artists Heard.

In the Gramophone list (for March) of operatic artistes, Mme. Melba, Saltzman Stevens and Mr. Whitehill will figure with some new selections.

E. B. Samuels in South Africa.

By the time these lines are in print E. B. Samuels will have landed in South Africa. It is his intention to fix up suitable agencies for Odeon and Jumbo records, and at the same time look up the musical instrument trade generally, on behalf of the numerous lines—pianos, organs, and other instruments—which Barnett Samuels manufacture.

Beka Co.'s World Advertising Pays.

In a recent interview with your correspondent the Beka Record Co. paid a tribute to the value of advertising in The Talking Machine World. In response to their advt. they had had replies and inquiries from different parts of the world, and only just previous to my call, an inquiry was received from a prominent trader in Japan. It all goes to prove that there is undoubtedly a large field for European manufacturers—fertile ground which is amply covered by this paper month by month, which furnishes the best medium for the introduction of talking machine goods.

Recent Beka Issues.

Among the recent Beka issues are two very fine banjo selections, "Frivolity" and "Romping Rosie," by J. Pidoux, both very well recorded, as are "Mr. Thomas Cat" and "Dollar Waltz" (from "The Dollar Princess"), by the Beka London Orchestra, "If I Should Plant a Tiny Seed of Love" and "Then We Went to School Together," both sung with perfect enunciation by Harry Trevor, and "The Dear Little Shamrock," by the Lancashire Glee Singers. In this list are also some good comics and sentimental songs, as well as other instrumental pieces.

Sunday-at-Home Service by the Gramophone.

Those who for various reasons cannot attend church have now the benefit of the morning prayer, as prescribed by the Church of England, brought right into the privacy of their home by means of a special series of gramophone records made by the late Canon Fleming. The gramophone "service" is fully choral, in eight sections—each of which occupies four minutes in the delivery—that being the average run of a single record. The whole set may be purchased for £2. There is also a splendid list of anthems, carols and hymns published for use in conjunction with the service.

Danger of Cinematograph Fires.

The danger of cinematograph fires, it is said, can now be entirely obviated by the use of non-inflammable films which have recently been invented. One is a specially prepared gelatine film which has many advantages over celluloid, while the other is a special form of cellulose film which is equally non-inflammable.

Visitors to Leipziger Messe.

The Leipziger Messe, held March 1-15, will be attended by S. W. Dixon (Gramophone Co.), Mr. Fulton and G. Murdock, A. Vischer (Excelsiorwerke), Louis Sterling (Rena Mfg. Co.), Max Samuel and A. Balcombe (Barnett Samuel & Sons, Ltd.), O. Ruhl (Beka Record Co.), F. Heilbron (Willebald Tweer & Co.), and others, whose names are not to hand.

Recent Zonophone Impressions.

The excellence of the monthly Zonophone impressions gives sufficient indication of their popularity and demand at all times. The latest records in point of quality is well up to the Zonophone standard. Here are a few good ones:

ROYAL APPRECIATION

To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

To H. M. the SHAH OF PERSIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

"CLARION"

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY-MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The First List of the New 5-Minute Records Now in course of manufacture

The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Accredited Agents in U. S. A. The Portland Talking Machine Co. JOBBERS PORTLAND, ME., U. S. A.

"Soldiers' Chorus," Faust, sung by the chorus of La Scala Opera House, Milan; "La Paloma," ocarina solo by Mr. Tapiero; overture, "Light Cavalry," by the Black Diamonds Band, which also plays a selection from "The Mikado"; "I Don't Care If There's a Girl There," by Fred Vernon; parody on "I'm Wearing My Heart Away for You," sung by Billy Williams; overture, "Poet and Peasant," and "The Apache Dance," by Black Diamond Band, which also gives march from "Tannhauser"; "She Sells Sea Shells" (Wilkie Bard), sung by Herbert Payne and Fred Cooper; "I'm Afraid to Come Home in the Dark," Fred Vernon; and "Tiny Seed of Love," by Walter Miller.

To Reform Bankruptcy Law.

The Chambers of Commerce Association is seeking to get a bill introduced into Parliament which has for its object the reform of the Bankruptcy law. It is claimed that the law should be so altered as to make all bankruptcy offenses criminal, the same status applying to any person trading other than in his or her own name.

Two Funny Records.

"She Sells Sea Shells" and "Let Me Sing," by the famous Wilkie Bard, are two excruciatingly funny records on the Jumbo list, which are reaching an enormous demand in England. Barnett Samuels will supply full particulars to traders upon request.

Talking Machines, Records and Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices

Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.

For the past 3 years we have sent goods all over the world and in each case continuous repeat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.

OUR SPECIALTIES ARE

MACHINES, MOTORS, GEAR and GEAR WHEELS
NEEDLES, ALBUMS, REPRO and SOUND BOX-SPARES
FAVORITE, BEKA and ZONO RECORDS, Etc.

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

Action by Pathe Freres, Ltd.

Justice Hamilton had before him March 26 an action in which Pathé Frères, Ltd. (London), sought to recover from Cedric Percy Ivatts, formerly a director of the company, £1,479, moneys alleged to be due from the defendant to the company. The defendant denied the alleged liability and made a counter-claim for money which he said he had expended on behalf of the company.

Mr. Young, in opening the case for the company, made the statement that Mr. Ivatts, who appeared to have been the active director of Pathé Frères, Ltd., and the Pathé Cinematograph Co. seemed to have been in the habit of obtaining money from the secretary of the company for his private purposes, the amounts so received being debited against him. In 1906 it appeared that these companies, which had been prosperous for a time, were in less affluent circumstances, and an arrangement was come to by which the Compagnie Générale des Phonographes de Paris—the parent company of these two—should take over the assets of both the English companies. In consideration, therefore, the Paris company was to allow 400 shares in its own company, in order to satisfy French law, 300 to go to the Cinematograph Company and 100 to Pathé Frères. A resolution to that effect was passed at a general meeting, but in it there was no mention of a resolution passed at a meeting of the Board of Directors that Mr. Ivatts should be released from a debit of £866 standing against him on the books of the company up to the 29th of April, 1905, on the ground that the money had been expended by him on expenses incurred on behalf of the company. A reapportionment of the shares to be given by the Paris company was made later on, and under that arrangement Pathé Frères, Ltd., was to receive 275 shares and the Cinematograph company 125 shares. On December 17 the Pathé Fréres company went into voluntary liquidation in order to have these arrangements carried out. Then the liquidator, as a consequence of his examination of the books, made a demand upon Mr. Ivatts for £1,479, the amount standing to his debit. In reply he received a letter from the defendant denying liability on the ground that he had incurred that liability on behalf of the company and had been released from it by the directors. It was true, said counsel, that he had been released from £800 odd of that amount by a meeting of the directors—his friends—but that release had never been assented to by a meeting of the shareholders, and so had no validity. In respect of the balance of the claim made against defendant, amounting to over £600, the defendant advanced a counterclaim for expenses incurred by him in taking a flat which was used in part by the company. Among other things defendant said the company used one of the rooms in the flat, especially well adapted for the purpose, because there was no vibration there, in order to obtain cinematograph records from singers and others. The company paid part of the rent for a time, but it now denied that it was liable for the £332 paid by Mr. Ivatts for surrender of the lease of the flat.

Mr. Lush, K. C., on behalf of the defendant, while admitting that part of the money standing to the debit of Mr. Ivatts in the books was given for his personal purposes, submitted that the bulk of it was really advanced by him for traveling and other expenses incurred on behalf of the company. When defendant found that these traveling and other expenses were being put to his personal debit he remonstrated, and again raised the point when the question of the allocation of the Paris company's shares to the two English companies was raised. The defendant then held in conjunction with his brother a considerable number of the shares in Pathé Frères, Ltd., and they could have prevented the arrangement agreed upon being carried out if they had exerted their full rights, but defendant agreed to resign his directorship in Pathé Frères, Ltd., and give up his shares to a firm so as to allow of the carrying out of the arrangement, on condition that he was released from these obligations. Evidence having been called, the hearing was adjourned.

Anent Price Cutting.

Alexander Ogden, manager of Russell Hunting & Co., this city, writes as follows: "Dear Sir—In your issue dated February 15, New York, I notice a paragraph headed 'Anent Price Cutting.' I have read this through most carefully and beg now to draw your attention to that portion setting out that Sterling records are being sold at 5d. each. This may be so, but I would especially draw your attention to the fact that those records are from a job lot which was sold by the receiver for the late Russell Hunting Record Co., Ltd., of 15-17 City road, London, E. C., and are in no way, nor yet are we connected in any way with those cutting prices. As you are perfectly aware, the business assets of the late Russell Hunting Record

MELOGRAPH DISC RECORDS CO., Ltd.

22 SIR THOMAS ST., LIVERPOOL

The finest double-sided 10-inch Disc Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

Talking Machines
Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.
31 Tabernacle St., London, England

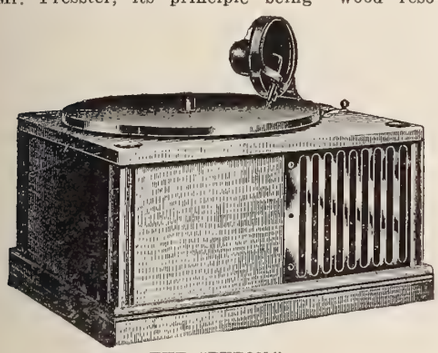
Co., Ltd., were purchased by Mr. Russell Hunting, and the writer and we are now manufacturing Sterling records under an entirely new and improved system, which I may say has so far given every satisfaction to the general public and we are daily receiving letters of congratulation upon the quality of our goods.

"I would ask you to give this letter publication in the next issue of The Talking Machine World, so that the public, dealers and factors may be made aware of the fact that these records which are being sold at cut prices are not of our manufacture, nor yet are we ourselves in any way connected with the vendors of this old accumulated stock that is now on the market.

"We have taken the precaution and we specially advise you that we have affixed to the lid of every box containing our newly molded cylinders a new label and a certificate which clearly defines our goods from this job lot, this being done solely for the purpose of protecting the consumers of the cylinder goods that they may know the genuine Sterling record against the cutting job lines which are now upon the market."

A New Hornless Disc Machine.

A new hornless disc talking machine has been introduced into this country by Richard Bogel, 42 Queen Victoria street, E. C., which is called the Eufon. It is manufactured by the Eufon Co., Ltd., Buda-Pesth, and is the invention of Mr. Presster, its principle being "wood resonance." The chief feature of the Eufon is its compactness. Its shape is oblong, 1 ft. 2 in. long, 10 in. wide, and 7 in. high. On the top is the revolving table (capable of taking 12 in. records), and an aperture in which the soundbox is placed. In the front, occupying about half its width, is a brass grille, through which the sounds emanate. These are carried from the diaphragm through the tone arm (which is only 9 in. long) and aperture and into the portion of the case which is separated from the mechanism by a sound-board tapering from the aperture to the width of the brass grille. There is absolutely no horn whatever, and the whole can be packed into a wooden case 17 in. long and 16 in. high, this leaving room for the special case containing the soundbox. As there is no horn the diaphragm has necessarily to be larger than usual. In this case it is 3⅛ in. in diameter, and special attention has been paid to this very important part of a talking machine. Owing to the extra length of the portion that holds the needle a bridge is placed across the diaphragm which gives the necessary firmness. To suit the convenience of colonial buyers a smaller size has been made, viz., 11 in. long, 6½ in. high, and 8 in. deep. The tone of this instrument is powerful, of good quality, and there is a gratifying absence of scratching. The new instrument is attracting quite some trade attention.



THE "EUFON."

The Patent "Flex" Diaphragm

More Music — Less Scratch The Loudest and Most Natural Reproduction Yet Obtained.

For Edison "C," "H" or Columbia size, with crosshead complete, post free 2/ or 50c.
A LITTLE MARVEL

For "Exhibition" Sound-box, post free, 4/ or $1.00
Together with Needle Tension " " 5/ or $1.25
VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment
For "Exhibition" Box
Makes All Needles Louder
Post free with instructions, 1/6 or 38c.

This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Orders from the World Over.

Particulars free from **DAWS CLARKE** 5 Longford Place, Longsight, MANCHESTER, ENGLAND

TRADE SUPPLIED

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, March 3, 1909.

In Manchester and district it was generally anticipated that trade would open out considerably after the Christmas holidays, but, so far, there has not been very much to warrant this opinion. The business generally, with most of the retail houses, has been of a steady and careful description, not sufficient, however, to make up for the past bad season. It is recognized in many quarters that although the summer season may be a fair one, trade will not resume its normal capacity much before the fall of this year.

At Messrs. Duwe's, High street, trade has been steady, and a large number of small orders have been received, showing careful buying. We understand that it is Mr. Duwe's intention to cross over to the States about April next. He will probably get in touch with some of the largest houses there, and no doubt business will result to mutual advantage.

At Messrs. Burrows', trade has kept up very well, and Mr. Burrows expresses himself as highly pleased with the sales in Apollo machines, for which he is the sole wholesale factor in Manchester. The other goods, such as Zonophone, Twins, Pathé, etc., are also having fairly nice sales.

As mentioned in our last issue, Messrs. Richardson, of Manchester and Liverpool, have opened up very extensively in Blackburn and Burnley. Having purchased the business recently carried on by Mr. A. Greenwood, they will carry complete lines of Edison, Zonophone and Twins, and as their premises are practically next door to the railway station in Blackburn (No. 1 Railway road), it will be most convenient for dealers who cannot spare the time to go to Manchester or Liverpool for their supplies.

At the "Colmore Depot," 261 Deansgate, Manchester, business is reported by Mr. Davies, the manager, as having been exceptionally good until just recently. Like others, they are experiencing a slight falling off, but, generally speaking, they are satisfied with results up to date. Their principal lines are Clarion and Pathé goods. In each case they hold a large and comprehensive stock, factoring also the Apollo disc machines, besides cabinets, etc., of various other makes. This "Colmore Depot" is a branch of the Birmingham house, Birmingham being the headquarters of the company. Mr. Davies is looking forward to the arrival of the first batch of the 200 thread Clarion records, and anticipates good sales. He handles a good range of sundries and accessories for the wholesale trade alone.

LEEDS NOTES.

Leeds, March 4, 1909.

In the Yorkshire district business has kept rather steady, although sales have not been up to expectations.

Messrs. Appleton have now settled down in their new warehouse in Aire street, and their premises are very commodious for the business they have in view, consisting of three well-lighted floors, with plenty of space. They are enabled to departmentalise the various goods. They have recently taken up the agency for the new "Rena" machines and records, and antici-

Our whole organization is directed to enable you to PLEASE YOUR CUSTOMER

WE are better equipped for the prompt execution of your orders than most other factors in the U.K.—particularly

ZONOPHONES and Genuine Edison Goods AMBEROL RECORDS, Etc.

Our long experience in the trade and the huge stocks we carry enable us to give immediate delivery of all the latest types and titles and build for you a reputation for pleasing your customer—the best sales stimulant you can have.

SEND US A TRIAL ORDER TO-DAY

BROWN BROTHERS, Limited
22, 24, 26, 28, 30, 32 and 34 Great Eastern Street
Wires: "Imbrowned," London **LONDON, E. C.** 'Phone: 3700 London Wall (5 lines)
Northern Depot: 271-273 Deansgate, Manchester

FROM OUR LONDON HEADQUARTERS—(Continued.)

pate a good trade in them a little later on. Messrs. Appleton consider that their action in concentrating both the Bradford and Leeds stock in one warehouse, as they have done in Aire street, will be advantageous to the dealers all around the district.

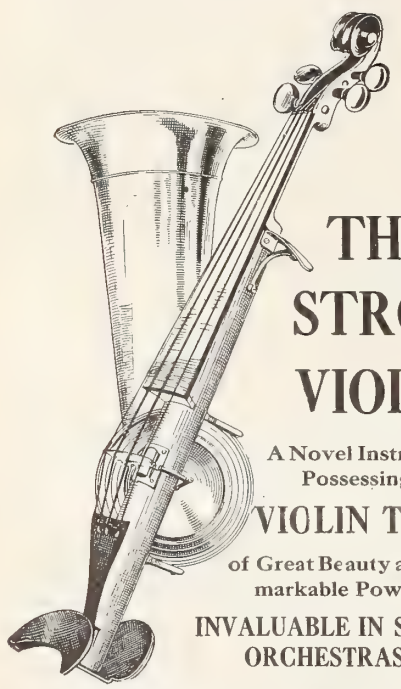
At Messrs. Scott's business was reported as moderate in volume, and although orders were slightly less than last year, in bulk, the numbers of them appear to considerably increase.

Messrs. Hilton & Co. report that they have in view several clever inventions connected with the talking machine industry, and no doubt in our next issue we shall be able to give our readers further particulars.

The Record Phone Co., Thornton Arcade, and Messrs. Jenkins, Queen Victoria street, report business as normal. Mr. Jenkins is apparently doing well in a new line of cabinet machines which he has placed upon the market. They appear to be nicely made, and Mr. Jenkins hopes that now he is manufacturing his own goods, to be more prompt in delivery than hitherto.

The Magazine Holder Co., Cardigan road, report an extraordinary good season in cabinet goods. The demand has been such that, for some considerable time, they have had to work night and day. They are now, however, getting through the bulk of their contracts, and Mr. Bleakley, the manager, is most enthusiastic about future prospects.

Mr. Kaiser (Messrs. Langes, successors) has been hustling round the North very much lately. Several good accounts were opened, and he has great expectations regarding the future. The proprietors of the Grand Central Hotel in Leeds recently purchased a £45 Klingsor. This, after carefully comparing with others, shows that Klingsors will sell. It is a magnificent instrument and gives exceedingly good results. We understand that several of the largest hotels in the North have ordered similar machines, so that Messrs. Langes are to be congratulated upon the headway they are making.



THE STROH VIOLIN

A Novel Instrument Possessing a

VIOLIN TONE

of Great Beauty and Remarkable Power.

INVALUABLE IN SMALL ORCHESTRAS.

These instruments are used by all the leading Talking Machine Companies and we have a special proposition to make to Musical Instrument Dealers.

The *Stroh Violin*, being constructed on scientific lines, will withstand the varied temperature of the tropics, where the ordinary violin is useless.

A Descriptive Booklet free on application to the SOLE MAKER

GEO. EVANS, Successor CHAS. STROH

4 Albaney St., Regents Park, London, Eng.

LIVERPOOL NOTES.

Liverpool, March 3, 1909.

In Liverpool trade is not as busy as was expected by any means. The depression is still hanging over the city to a very considerable extent, and although there are faint signs of a revival of business, at present it is hardly worth mentioning.

In the wholesale trade, Messrs. Johnson report business as steady. Trading principally with the musical instrument dealers, the trade is not quite so precarious as with the bicycle agents, and the consequence is that business continues on much steadier lines with them than if they dealt with the latter class of people. They have also added to their talking machine business several good lines in musical instruments, which are, we understand, likely to be in fairly good demand.

At Messrs. Thompson, Helsby & Co.'s Pathé sales still predominate. Business is reported here as moderate.

At Messrs. Archer & Co.'s sales are uneven—one day perhaps really good and the next day poor. Mr. Archer, however, is very optimistic about the future, and believes that, as there is likely to be a revival in Liverpool of the principal industries, it will no doubt benefit trade in due time.

The Melograph Disc Record Co. have succeeded in obtaining a large order they had in view for export, and this will keep them busy for three or four months to come. Home orders, however, are very slow.

The Reliance Co. have closed up their depot, which they opened a short time ago, in Paradise street.

Messrs. Cramer & Co. report sales as steady. Their class of customers, however, are not affected by the depression, like those of some of the smaller shops, as they do a very high-class trade.

Messrs. Richmond Jones, in Bury street, have on view a nice display of Klingsor and Pathé machines, etc.

We regret to say that Jake Graham, of Renshaw street, has been on the sick list for the past three weeks, suffering from a severe cold internally. He has had to relax his attentions from business somewhat, and it will be some little time before he is at the helm again.

Mr. Cundle, of Lime street and Paradise street, concentrates upon Edisons, Zonophones and Twins. So far business with him has not been so good as in previous years, and at the present time he is experiencing, like so many other dealers, a slight lull.

From reports, generally, in Liverpool and district, we understand Clarion records have been selling very extensively.

There are one or two firms, who shall be unmentioned, in Liverpool, who seem to delight in cutting prices, not only in records, but in other goods also. For example, we saw ticketed in one shop window a reproducer which the usual trade price is £1, at 11½s. retail, and also several other articles in a like manner. We are sorry to say that where this occurs, it is in houses where they make the talking machine business a side line for two or three months only. Having got over the winter, from November to February, they then clear off everything they have in stock, irrespective of what the cost may be, or the detrimental effects caused to others in the business.

One or two houses in the talking machine business have also at the present time clearance sales, and it appears to us that this kind of business does more harm than good to the trade. Where a town like Liverpool should be an example to the trade in other districts for honest and upright dealing, it seems that its normal stability is lacking in many cases to obtain fair prices for business done.

FOR UNIFORM LAWS.

Federation Formed to Bring About Better Understanding.

The desirability of more uniform legislation in the different States has led the National Civic Federation to start a movement toward conformity. A committee, with John Hayes Hammond for chairman, was selected this week to undertake the organization of a council of 100 members to further the object in each State.

The Federation has issued a statement on the subject which quotes extracts from a speech by Prof. Edwin R. A. Seligman, of Columbia University, pointing out the national and international character, which the business of the United States is assuming through the operations of the railroads, the telegraphs and the banks. Quotations from an address by Elihu Root at Albany in 1906 emphasize the fact that an increasing burden is being thrown on the national Government. The statement says:

"The continued existence for eighteen years of the annual conference of Commissioners on Uniform State Laws, created by the different States at the instance of the American Bar Association, shows that the State executives and legislatures are fully alive to the importance of this subject. The last-named organization has been instrumental in securing the passage in thirty-five States of a uniform negotiable instruments law and is promoting other commercial measures, including a uniform food law to conform to the national law.

"This necessity for uniform legislation is further illustrated by the proceedings at the annual meetings of the National Association of the State Attorneys-General and of the State Labor Commissioners, Insurance Commissioners, etc.

"The development of the nation and the changes in conditions brought about by that development have emphasized the harmfulness of the incongruities in the law, adopted as they have been without any attempt at uniformity in regulating the same subject matter."

NOTED VISITORS TO "T. M. ROW."

It has been a long time since Henry J. Hagen, manager of the recording laboratory of the Universal Talking Machine Mfg. Co., Newark, N. J., has been a visitor in "talking machine row," Chambers street, New York. Monday, however, was the occasion for one of these rare calls, and as Henry is one of the most popular men in the trade he received a warm welcome. Another distinguished artist in the row at the same time was Cal. Stewart, the unique philosopher of Punkinville, who is now known everywhere via the records. Last Wednesday Cal. started in a vaudeville sketch, going to the Coast and into the Yukon country, and will not be in New York again until September.

SUIT OVER HORN INFRINGEMENT.

The case of Kaiser against General Phonograph Co., which appeared on the calendar of the United States Circuit Court, equity part, New York, Tuesday, means that Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., of the same place, has commenced suit to sustain the validity of his wooden horn patent, which he claims the defendants are infringing. It is probable the case will not be reached until next week for a hearing, as the calendar is of unusual length.

Hot air will keep things afloat sky high for some time, then it gets chilled, contracts and becomes heavy, and then there's an awful drop.

Our credit is always good when we want to borrow trouble.

The children are your most discerning customers. Every child well treated means a grown-up friend for your store.

TRADE NEWS FROM GERMANY.

Little of an Encouraging Nature to Report—Business Not Over Active—Demand Is Principally for the Better Class of Goods—German Government Refuses to Participate in London Exhibition—Beka Co. Will Maintain Record Prices—Sauerlandt Waxes in Demand—The Condo Needle—Activity With Fritz Puppel—Doing Big Export Business.

(Special to The Talking Machine World.)

Berlin, Germany, March 1, 1909.

Regarding the talking machine trade in this country there is very little of an encouraging nature to report except as relating to the larger concerns. Very few new styles of machines are being produced, as the demand is small, the record business keeping the dealers going.

Just at this time the sale of talking machines and allied lines have suffered considerably through the fact that a number of towns have placed a tax on automatic instruments in an effort to swell the local treasuries. As this tax is heavy, the landlords, etc., have been deterred from purchasing such instruments to an even greater extent than the amount of the tax warrants.

The German government has positively declined to participate officially in the "Imperial International Exhibition of the Choicest Products of the World," to be held in London this summer, and it is stated that the French, Italian, Dutch and Belgian governments have adopted a similar course. As England does not stand very high in the estimation of German manufacturers, for obvious reasons, it is unlikely that there will be many individual exhibits made by them.

The Beka Record Co. emphatically deny the rumor that they contemplate reducing the price of their records and regret exceedingly that such a report got abroad. Their recent great improvements have added to rather than detracted from the value of the records, and the old price is still and will be maintained.

E. Sauerlandt, of Flurstedt, whose master-waxes for both disc and cylinder machines are well known throughout Europe, declares that despite general conditions the demand for his waxes indicates that the recording and record-making goes on uninterrupted and is on the increase.

The Condor needles, the "natural needle" made by Jos. Zimmermann, in Aachen, are meeting with continued success, owing to the excellent reproduction possible with them and the fact that each needle is fully guaranteed by the manufacturer.

Excelsior machines are selling very well, according to the manufacturers, the demand this season being greatly in excess of the past year's record. The aim is to give a first-class machine at a fair price, and it appears as though the Excelsiorwerke had succeeded. The loud-tone sound-box has proven especially popular with proprietors of large halls and outdoor resorts.

Fritz Puppel, G. m. b. H., of 35 Bouché street, this city, are rapidly forging to the front rank of German talking machine manufacturers. They make a specialty of low-priced disc and cylinder machines for export and exploit the line by means of a catalog in four languages, sent gratis upon request. They make a strong line of automatic machines according to American systems, all parts of which are made in their own factory. The Puppel talking machines are well known all over the world, and especially in this country, and the progressiveness of the firm makes their success well deserved.

FROM THE CITY OF CULTURE.

Talking Machine Trade for Spring Has Opened Up Briskly—Columbia Co. Move Into Their New Store on Tremont Street—Enormous Demand for Grand Opera Records—Iver-Johnson Co. and Hallet & Davis Co. Are Featuring Victor Records—Fitzgerald Sells a $1,050 Victor Outfit—New Edison Dealers—Some Recent Visitors.

(Special to The Talking Machine World.)

Boston, Mass., March 9, 1909.

Spring trade in the talking machine stores in Boston is quite brisk, and each week makes things brighter, for money seems easier and trades are being made right along on the higher priced goods among the best grade of people.

Manager A. C. Erisman, of the Columbia Phonograph Co.'s establishment here, who has just come from Detroit, Mich., says: "I have been very greatly surprised at the way the wealthy people here in Boston are buying talking machines. It is an entirely new trade that has been developed within the past three years. There has been a dropping off among the poorer class of people, but this will all come back later."

The Columbia Phonograph Co. have moved into their fine new store further down Tremont street, nearer Boylston, and it is a big improvement in every way, both in the matter of location and space, and accessibility and convenience. The company now occupies two entire floors of the building, and have arranged four fine record rooms and one large room in which nothing but grand opera records are shown.

"I have been amazed at the enormous amount of grand opera records that are being sold here in Boston," says Manager Erisman. "Why, the people seem fairly to eat them up, so large is the sale. Boston must be grand opera crazy. The most remarkable thing about our business, however, is the enormous sale we are having on the Columbia indestructible records. And we have established a number of new agents, too. You may say that business with us is booming."

The Victor line is being boomed here in town this month for the Iver Johnson Co., who have taken it on. The Hallet & Davis Piano Co., who are remodeling their building, will add a Victor department. They are now stocking up.

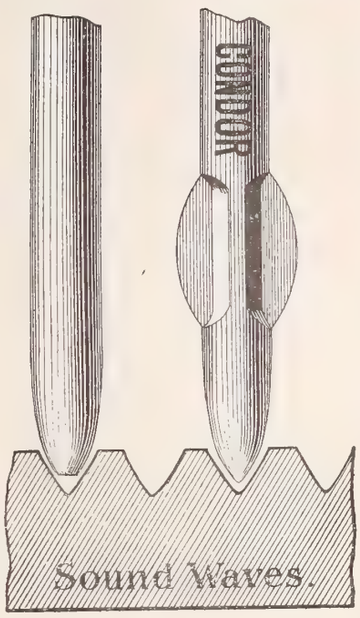
At the Eastern Talking Machine Co. it was reported this week that salesman W. J. Fitzgerald has broken the high-record sale which has been held for 11 years by one other member of the force. This week he sold to President Lucius Tuttle, of the Boston & Maine Railroad, a Victor Victrola and outfit of records that totaled $1,050.

MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph



CONDOR

is the

Only Needle in the World having

Each Point Warranted

therefore

Best Reproduction

No Ruin of Record

Sole Manufacturer

Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY

and expects to sell him many more records. At the last Victor concert held by this firm there was only standing room left. The new style Victor 3 and Victor 4 have arrived and are meeting with good demand.

The International Paper Co., at Manchester, N. H., are now agent for the Eastern Talking Machine Co.

Herbert W. Royer, the Victor traveler, was here this week, and Jack Gately is reported as up in New York State selling Victors like hot cakes.

Marion Dorien, formerly manager of the Columbia's London office, and now assistant general manager, was in Boston last week and was greatly pleased with local conditions.

It was reported here last week that John O'Neil, of Lawrence, Mass., and Mr. Seavey, of Haverhill, Mass., are to take on the Edison business commercial machine.

At the Pike Talking Machine Co. a big business was reported on the Amberol.

L. H. Barbor, of Brattleboro, Vt., was a visitor here this week, coming down to see the automobile show.

HERE AND THERE IN CINCINNATI.

Favorable Trade Reports—Some Clever Publicity in Connection With the "Merry Widow" Opera at Wurlitzer's—Manager Dietrich's Report—Many Victrola Sales—Wurlitzer Become Regina Jobbers—New Disc Record Album Introduced—Other Comments.

(Special to The Talking Machine World.)

Cincinnati, March 9, 1909.

The trade report a good showing for February and early March. Improvement is one of the noticeable things about last month's trade over that of January. This fact is taken to mean that industrial conditions are slowly getting better. The workingman are not yet strong factors in the way of buying machines or of indulging in new records. For this reason the volume of instalment business is not so large by a good deal as when better times were with us. The number of cash sales are in the majority, and this leads to the conclusion that the higher grade goods are selling to the people who have surplus cash for luxuries. While the cash end of the business is satisfactory, yet the dealers are anxious to see the day when the instalment trade gets more lively. The outlook is considered fine for a good spring business in both records and machines.

Manager S. H. Nichols, of the Columbia Phonograph Co., was seen last week just before he left the city for a trip among the dealers in his territory, and speaking of trade conditions said: "The showing made by February over that of the February of 1908 is large, and confirms our opinion expressed before that the good times are now upon us. There was an increased sale in both records and machines. The month also shows slight improvement over January, which month also made a fine increase over the same month of last year. The better grades of goods are in demand, but when the silent factors of trade become strong again I am convinced that we will do an even larger trade than ever before. This month will show an increase like other months. Local retail trade is not as large as desired, but holds promise of improving right along this spring. Wholesale trade on the other hand is splendid and is making a steady headway each month."

E. N. Price, district manager of the Columbia commercial machine, was a caller upon Manager Nichols last week.

The Wurlitzer house was the scene of a romance this past month, and the staging of the plot was in the talking machine department. It all happened when Miss Josephine Ressler, saleslady in the talking machine department, gave ear to the whisperings of Dan Cupid, who was impersonated in the traveling salesman for the department, Irwin Levi. The couple were married February 20, and the following Monday morning, when the Wurlitzer salesmen and employes learned of the event there was a rousing reception in store for the couple when they appeared at the warerooms. The girls of the house have been a-flutter with excitement ever since, wondering who will be the next victim of Dan Cupid, and secretly hoping that it will not be the other girl.

The Wurlitzer house was the favorite stamping-ground of "The Merry Widow" play company while here two weeks ago, filling an engagement at the Grand Opera House. The entire company while on a visit to the Victrola department consented to pose for a photograph, the Victrola being the central feature of the picture. Other pictures of the stars of the company, Miss Rosemary Glosz and George Dameral, were taken while listening to the Victrola. A testimonial from the charming star of this fascinating opera was received by Advertising Manager Page. It reads: "I think your Victor-Victrola simply splendid. What joy for a home circle to be able to listen to the real voices of the great opera artists. And all of our beautiful 'Merry Widow' music, too. Is is not wonderful? I must have a Victrola of my own. Appreciatively yours, Rosemary Glosz."

The smaller dealers report a quiet trade, but look for this month to bring about an improvement in the demand for records and machines. Spring outlook is considered splendid.

Manager Dietrich, of the Wurlitzer talking machine department, had this to say regarding trade conditions: "While the business during the month of February has not showed any sensational developments, the outlook is extremely satisfactory. The features during February were the sale of 'Victrolas' and 'Red Seal' records. The demand for these lines has grown greater. In Edisons the instalment business has shown a wonderful increase. This means a great deal more to the small dealer than it does to the big houses, because the 'Red Seal' and the 'Victrola' trade keeps us busy, while the small dealer naturally must look to instalment sales and medium-priced machines.

"Another feature was the big demand for Taft records during the last few weeks. The President is a Cincinnati man, and the Cincinnati

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in

German	Danish	Tamil
English	Arabian	Malayian
French	Turkish	Burmese
Italian	Chinese:	Hindustanee:
Russian	Swatow	Urdu
Polish	Guakau	Marathi
Spanish	Pekinese	Gujarathi
Portuguese	Shansinese	Hindi
Hungarian	Kiangnanese	Tarsi, and 15
Dutch	Cantonese	other dialects.

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public are loyal to him, and the different schools put on recitals for the 'Honor of the Day.' This activity has resulted in some very good advertising for the Victrola."

A notable change has been made on the first floor of the Wurlitzer establishment. The five rooms which were formerly divided into demonstrating and display rooms for talking machines and music boxes are now Victor record salesrooms. Each room contains a Victrola, a high-class Reginaphone and several of the largest styles of Victor machines.

A number of Victrola sales have been traced to this arrangement during the last several weeks. The owner of a Victor II or Victor III has been known to buy records which are demonstrated in these rooms on the Victrola or a large style Victor machine with a wooden horn. After the salesman demonstrated the good qualities of these more expensive machines the customer is easily approached with a view of getting his order in exchange for his old machine.

The Wurlitzer Co. also have perfected a plan for carrying an additional stock of records on the first floor to facilitate matters, thus giving the talking machine department twelve individual demonstrating rooms. The Cincinnati public are going to appreciate "Red Seal" records more than ever. At a fashionable wedding, which will take place in one of Cincinnati's exclusive clubs on March 17, the Auxetophone will be used to entertain the guests at the banquet accompanied by an orchestra.

The Rudolph Wurlitzer Co. have been appointed by the Regina Co., who make the Regina music boxes and Reginaphones, jobbers of their goods. The Wurlitzers will distribute these goods from both their Cincinnati and Chicago warehouses. They have begun an active advertising campaign, in which they suggest the Regina music box as a profitable side line for talking machine dealers. They also call special attention to the fact that they are the Regina Co.'s only jobbers.

The disc record album which the Rudolph Wurlitzer Co. have placed on the market is meeting with a flattering reception from the trade, who are ordering in large quantities. Their album is in the shape of a book with six leaves, each divided into two envelopes of a very stout and durable green fiber. A circular opening in the center shows the title of the record, etc. The album is very substantially bound in olive-green cloth and presents a highly attractive appearance and will wear well. There is an index on the outside binding on which the records are listed. The idea back of this "New Idea" book is that it insures systematic filing, ready access and protects the records from dust and grit. It is certainly a clever scheme for Red Seal record owners, since it enables them to segregate their records. They can have a Caruso album, a Farrar, a Schumann-Heink, etc., etc. Enlarging on the same thought, others will have their band and orchestra albums, their popular song hits, duets, etc. Another advantage is that the album may be kept in the book case, along with other books, thus carrying out the popular idea of a library of talking machine music. The Wurlitzers have patented their "New Idea" disc record album, and are acting as sole distributers to the trade.

It is better to lounge in the house of a probable customer than in the barroom of your landlord.

AN EARNEST WORKER

Is Roy J. Keith, Who Has Accomplished Much in the Talking Machine Field Since He Joined the Forces of the Talking Machine Co., of Chicago—Has Charge of Sales.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

Roy J. Keith, whose genial countenance is shown in this connection, is a young Chicago talking machine man, who has accomplished much in a short period of time, and is demonstrating the fact that a college education is a valuable asset in business if used in the right way. Mr. Keith went on the road for the Talking Machine Co. two years ago. He had been a fellow student with General Manager A. D. Geissler at Leland Stanford University. The latter not only liked Keith but recognized his ability, and when the opportunity came of renewing the association in a business way he was quick to seize it. Mr. Keith was equally glad to take advantage of the offer and to enter a business which he had investigated and had become vitally interested in. After some little time spent in the stock room and shop he was sent out by Mr. Geissler on a short road trip. He made good from the start, as the result of an unusually pleasing personality and the ability to present his proposition in a concise and forceful manner. When Virginius Moody, who had charge of city sales, resigned to go to the D. & E. Export Co., New York, Mr. Keith took the position and was later given charge of general sales and traveling men. He is an earnest and enthusiastic worker and has earned his rapid promotion.

ROY J. KEITH.

Never get cornered by people who feel smart. In a quiet way corner them if you can, especially if it be a business point for you.

DYER ON NEW COPYRIGHT LAW

Says That Besides Its Obvious Unconstitutionality It Contains Provisions That Are Harsh and Unjust—Horace Pettit Will Not Express an Opinion.

Frank L. Dyer, president and general counsel of the National Phonograph Co., Orange, N. J., expresses himself to The World as follows on the new copyright act:

"On the subject of the new copyright law, entirely aside from its wrong principle and, I believe, its obvious unconstitutionality, it contains provisions that strike me as being harsh and unjust; notably, the requirement that royalties shall be paid on all records manufactured using copyright music, whether those records are sold in the United States or foreign countries, whether they are never sold at all, or whether, if sold, they are returned by jobbers and dealers. Such a provision must strike anyone as being oppressive and unfair, but when we consider the almost indecent haste with which the bill was rushed through Congress, it would not be natural to expect anything different.

"As to what effect the bill will have on the phonograph industry I am not able to predict, but as it does not become effective until July 1, much can happen in the meantime. I am very strongly of the conviction, however, that before the talking machine business is to submit to any hold-up, the courts will first have to say that this legislation is constitutional, and I shall be interested to know in what way it will be maintained that the progress of American musical art is being advanced, as is necessary for any valid law on this subject under our constitution."

Horace Pettit, Philadelphia, Pa., general counsel for the Victor Talking Machine Co., Camden, N. J., writes The World as follows: "I prefer not to express any opinion at this time regarding the new copyright act, as I have not as yet had time to thoroughly consider the same in all its phases."

NEW FRENCH TARIFF ON TALKERS.

It Is Proposed to Increase Duties in a Measure Now Up for Consideration.

The new French tariff bill, about to be introduced in the Chamber of Deputies, places a maximum duty of $18 and a minimum rate of $12 per 200 pounds on talking machines and talking machine supplies. The latter figure will prevail with nations granting trading concessions to France. The measure was prepared by a commission of the Chamber of Commerce after laboring two years.

BUYS OUT ALFRED WEISS.

P. A. Powers, of Buffalo, N. Y., proprietor of the Talking Machine Co., Rochester, N. Y., and the Excelsior Phonograph Co., New York city, and who has been in New York for the greater part of this week, has bought out Alfred Weiss, of this city.

It is the first discredited note that does the damage. If there is never a first protest there can never be any danger, and your credit will always be gilt-edged.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

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Manufacturers of the most preferred and cheapest

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PUPPEL MACHINES INSURE BEST RESULTS

Exported to all Countries of the World

On Automatic Machines, American Systems, ALL Parts are made in our own Factory

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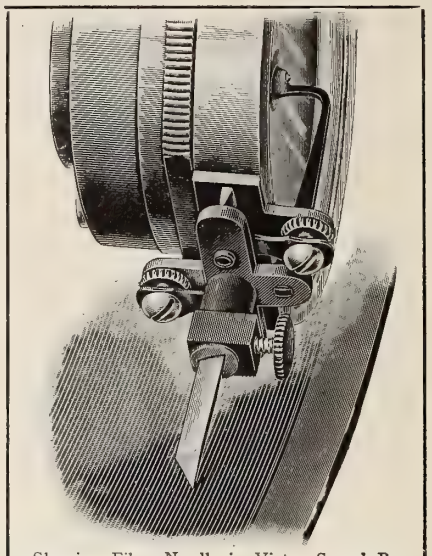
Preserve Your Records FOREVER

NO SCRATCHING—NO RASPING
NO BLASTING



Showing Fibre Needle in Victor Sound Box.

A Revelation in Sound Reproduction

Handled by the largest Jobbers and Dealers in this country.

Responsible for the sale of hundreds of machines.

"B. & H."

Fibre Needles

FOR

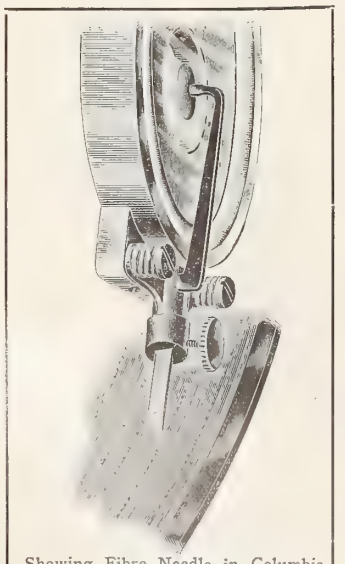
DISC RECORDS

Patented in United States and Foreign Countries

Used exclusively by thousands of enthusiastic customers.

Responsible for the sale of thousands of records.

WE CAN PROVE EVERY CLAIM WE MAKE



Showing Fibre Needle in Columbia Sound Box.

Samples and details on application.

"B. & H." Fibre Manufacturing Co.

208 EAST KINZIE STREET

CHICAGO

TIMELY TALKS ON TIMELY TOPICS

When Sembrich, the famous diva, in her "farewell" appearance in grand opera, bid her goodbye "forever and a day," at the Metropolitan Opera House, New York, recently, with the understanding, of course, she would appear in concert next year, one of the leading critics, in his story of the historic occasion, observing her magnificent voice would not be heard again until then, eloquently remarked, "Now for the talking machine!" These are the only records of her splendid vocal powers, and her many admirers must, perforce, rely upon the records for their pleasure in the interim. Truly, the talking machine record has come into its own!

It was supposed that when the National Phonograph Co. announced their readiness to grant special licenses to Edison jobbers and dealers for the sale of second-hand or discontinued machines, the applications would run into the thousands. The contrary happened. The company were prepared to issue an unlimited number, if required, but instead, the ultimate number did not exceed five hundred. In other words, there are not so many machines of this description in the market as was represented or even anticipated. As one in a position to know described the situation, "The ultimate results were not only surprising but very gratifying. In the first instance, a machine that has been used for some time is really better than a new one, as the parts have been tried out to such an extent that the mechanism runs smoothly, which is true of every piece of machinery. Then, again, knowing the high quality of Edison construction, dealers are perfectly justified in overhauling such goods and reselling them as first-class in every particular. This is really no misrepresentation, and it proves that second-hand Edison machines are a negligible quantity in the market, and that in so far as they may be a hindrance, the charge to the 'profit and loss' account has been somewhat exaggerated. In other words, the so-called clamor for the privilege of selling these machines at less than the contract price is something of a 'mare's nest.'" Of course, there has been no objection on the part of the National Phonograph Co. about granting these licenses, but the unexpected happened. That's all.

In Florence, Italy, one day last month, Matthew Andrews, Cleveland, O., the right-hand man of the late Senator Mark A. Hanna, and of the firm of M. A. Hanna & Co., of that city, in speaking of business conditions in the United States, said: "I think we are beginning the most successful period of American finance," and of the marvels of wireless telegraph he made this comparison: "The wireless is, next to the talking machine, the most marvelous thing in the world." Those who rightly appreciate the wonderful advances made in sound reproduction, as typified in the talking machine record, are of the same opinion.

Here is an observation by Hy. Eilers, the well-known Pacific Coast piano and talking machine dealer, that is of more than passing interest, to wit: "The talking machine trade has kept up wonderfully well, and the fact that this makes for splendid cash returns and very short time paper is the reason why dealers are devoting more and more energy to it all the time. The danger, however, is that establishments get overloaded with records. Too much of the profits go back into dead stock, and it takes mighty keen and watchful management to prevent this." Possibly there are others of the same mind. At least current trade news would seem to bear Mr. Eilers out in his shrewd criticism.

Elsewhere is printed the particulars of a million-dollar order placed with the Columbia Phonograph Co., General, for the China trade. For an American company to sell such a bill of goods, probably in the face of competition on the part of the entire world, is a great compliment to the quality and standing of our product. The machines and records enter a portion of that mysterious empire heretofore closed to open trade, so that the compliment is of double significance.

The conferring of brevet business titles by The World in a complimentary spirit is taken exception to, apparently, by associates. In other words, so carefully—and with intelligence—are its pages read that the slightest slip in the pen as to nomenclature or position or attitude or expression of opinion is critically weighed and judged. The World aims to be accurate in all things, and if an error is made occasionally in this particular respect it is to be credited to the head and not to the heart. The magnificent constituency of The World is never regarded excepting in a spirit of entire friendliness—a sort of "brotherhood of man," as the socialistically inclined are wont to express it; and when a designation is employed that may be flattering to the recipient, but not wholly in consonance with the official title, the "offense," if such it may be termed, is applied in the nature of an uplift and not as an invidious distinction. Sabe?

When the case involving the validity of the Berliner patent (Victor Talking Machine Co. against Leeds & Catlin Co.) was argued in the United States Supreme Court, it was hoped a decision would be handed down on the reassembling of that august tribunal after the usual mid-winter recess on February 23. As yet, however, the court has failed to signify its findings, and possibly as this issue of The World comes off the press word one way or the other may have come from Washington. That the trade is eagerly awaiting this opinion is only too evident from the many inquiries being made, and the anxiety is not confined to this country alone. Foreign manufacturers are very much interested, and it is safe to say the entire trade will be greatly relieved when the Supreme Court has made known its attitude in this litigation long drawn out.

"Dubbing" cannot be considered a fine art by the veriest stretch of the imagination. No matter how the courts may decide the case now before them, it is a practice that should be more honored in the breach than in the observance, morally speaking. The Columbia Phonograph Co., General, have taken up the cudgels in the effort to protect their own property against its wilful appropriation by others in this process of "dubbing." The case, which was given a final hearing on March 4 before Judge Chatfield, in the United States Circuit Court, Brooklyn, N. Y., is of vast moment to everyone who has acquired or may acquire property interest in records of intrinsic worth and value. In this suit the defense frankly admitted they were "dubbing" records, as charged in the bill of complaint, but claimed that the commercial records used for the purpose had been purchased in Canada and in Europe, and therefore they could not be held liable for invading or infringing the rights of the plaintiff. The complainants frankly admit not a few fine points are involved in this case, and on that particular account it would have been much better if the sitting justice had been one who was to some extent, at least, familiar with the history and usages of the trade. As a matter of fact, this is the first "talking machine" case that has ever been brought before Judge Chatfield, and it is to be expected that he will reach a just decision in keeping with the facts and law as presented to him. At any rate, his opinion is one that will doubtless be far-reaching in its effects, both in the present and the future.

Considerable space is devoted in this issue of The World to the copyright act that was passed in the closing days in Congress, and comments thereon by the counsel of the National Phonograph Co. and a prominent officer of the Columbia Phonograph Co., General. Mr. Pettit, of the Victor Talking Machine Co., declined to express an opinion without a careful examination of the new law. The statute is a disappointment in several respects, and its weakness is made clear in the two communications referred to. Just what effect the law will have on the trade remains to be seen after it goes into effect on July 1. Doubtless the number of records on the regular lists will be diminished, and this will be welcomed by the trade as a blessing in disguise, and it is possible a new scale of prices may be formulated. No one is prepared to say just what will happen, and therefore patience must be exercised until the official promulgations are made.

A great deal is heard about the constitutionality of the act. On this point there is a sharp division of opinion. Leading attorneys of national reputation and standing differ radically, and doubtless Congress had this question before them when framing the law. It is not the function of The World to pass on legal matters, and it will be content to quote the official report of the House Committee on Patents, in unanimously recommending the passage of the bill, for the information of those whom it may concern, as follows: "A suggestion has been made that a compulsory license in copyright legislation would be unconstitutional. The great weight of opinion, however, is the other way. It is true that Congress could not legislate a man's existing rights out of existence, for thereby it would impair the obligation of a contract, but in this case Congress is creating a new property right, and in creating new rights Congress has the power to annex to them such conditions as it deems wise and expedient." As the law stands, the copyright owners have decidedly the best of the bargain.

Another distinction has fallen to the lot of Thomas A. Edison, the "most distinguished of ten living Americans," namely, a hotel of modest character and environment at Atlantic City, N. J., has appropriated his cognomen. Whether the famous trade-mark signature is employed as stationery insignia deponent saith not.

C. H. de Zevallos, of the Phillips & Buttorff Mfg. Co., Nashville, Tenn., who was in New York recently for ten days, made several visits to the office of the Columbia Phonograph Co., General, and on last Friday was taken to their laboratory, where he was very keenly interested in the work. He was surprised at the magnitude of and the number of processes incident to making a matrix, to say nothing of what would be further required in the factory. A trip to the factory was arranged for him, but his time was limited and he was unable to go. The Phillips & Buttorff Mfg. Co. have a corps of fifty salesmen covering the entire South from coast to coast, and Mr. de Zevallos expressed himself as highly pleased with conditions throughout his entire territory, stating that business conditions were rapidly improving and that trade was growing as fast as they could expect. E. H. Hickman is the manager of the talking machine department for this concern, and is arranging at the present time to make a trip over the territory in Tennessee, Alabama and Mississippi, which is controlled exclusively by this company. Traveling with each salesman on his regular route and in making the territories with the different salesmen, he expects to educate them as to the talking points on Columbia products. Mr. de Zevallos left New York on March 5 for Nashville, by way of Atlanta.

Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., who was at Atlantic City, N. J., for a couple of weeks, taking a much needed vacation and a respite from pressing business cares, returned to the works Monday, feeling greatly improved for the brief outing.

We Are Creating the D

Not one of your customers who owns a cylinder machi can pick up a leading magazine without having Columbia Ind structible Records offered to him.

Not one of your customers who owns a disc machine c glance through any of the great magazines without havi Columbia Double-Disc Records offered to him at 65 cents.

Not one of your customers who owns an old-type machi (and not one of your prospective customers who has never y bought a machine of any make) can look at a leading magazi without having Columbia Disc and Cylinder machines suggest to him.

Millions of readers getting a strong and unmistaka Columbia message every month!

No wonder we are signing up an average of forty ne agents every day. No wonder our agents are feeling the d mand.

COLUMBIA PHONOG

Tribune Bu

COLU

Double-Disc and Cylinder RECORDS

Played on your own machine, no matt whether it's a Columbia or not,

COLUMBIA Double-Disc Record (65c)

will give you better music, longer servic and a different selection on each side of t disc. We guarantee that the material us in their composition is of better qualit finer surface and more durable texture th that entering into the manufacture of di records of any other make, regardless their cost.

Go to the nearest dealer—and then do take "no" for an answer. Get *Columbi Double-Discs*, or go elsewhere. Write and we will give you the address of a near dealer; or send us 65 cents and we will se you a sample, postage free, with a catalog

If you own a cylinder machine—whet it's a Columbia or the other kind—be su to hear

COLUMBIA Indestructible Records (35c

They won't break they won't wear o On *your* machine, with its ordinary repr ducer, their tone will be better than y ever thought it was capable of producin But with the special Spring Tension Rep ducer which we now provide for attachme to any make of cylinder machine, their to is incomparably fuller, purer, clearer, a more brilliant than that of any other cyli der record made. The Spring Tension R producer follows to the bottom of ea sound-wave, bringing out every detail the record.

Go to the nearest Columbia dealer a insist on hearing for yourself. Or send 35 cents and we will mail you a samp Indestructible Record, postage paid, and catalog with it.

COLUMBIA PHONOGRAPH COM

BRANCHES: [illegible]

New York, Chicago, San Francisco, Boston, Philadelphia, New Orleans, Washing Headquarters for Canada—40 Melinda St, Toronto, Ont.

mand—You Cash It In!

dealer who carries the Columbia line can cash in a good
his demand without doing a stroke for himself except
his windows interesting. But he can concentrate it and
it and make it pay him double by using the complete
ments and separate cuts we furnish him free and ex-
epaid. The complete newspaper advertisements and
cuts are all planned to duplicate the magazine publicity
proving their effectiveness every day in local newspapers,
heads, envelopes, billheads, bulletins and circulars.
intend to be represented wherever Graphophones and
can be sold.
intend to be *well* represented wherever the Columbia
ot now pushed, and pushed hard.
erever we are not properly represented we are prepared
the cleanest trade inducement ever identified with the

te for full particulars of our exclusive agency proposal.

COMPANY, Gen'l

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MBIA

Disc and Cylinder

GRAPHOPHONES

one thing will give so much
re, to so many people, for so
time, at so little cost, as a
bia Graphophone."

successive development of the so-
'talking-machine," from its very first
mental stage, has been made by this
ny. The Columbia Graphophone was
the first practical sound-recording
producing instrument. The first so-
"phonograph" was an entirely differ-
chine and it never became commer-
possible.

COLUMBIA
Disc Graphophones

Columbia Phonograph Company pro-
the first disc machine and the first
ecord. Since that time constant ex-
nt and improvement have developed
olumbia Disc Graphophone as it
to-day—a perfect musical instrument
peerless all-around entertainer. Its
uction is marvelously natural, full,
nd faultless. Ask the nearest Colum-
aler to help you make comparisons.
postal for descriptive catalog.

The Columbia "New Imperial"—$65
Other Disc Graphophones $25 to $200

COLUMBIA
Cylinder Graphophones

mbia Cylinder Graphophones are
compact than similar instruments of
makes. All other cylinder machines
use an awkward horn-crane. The
bia is the only cylinder machine that
e patent Aluminum Tone-Arm, which
ts the tone and allows the horn to
over and above the cabinet in any
on. No end-gate on the mandrel—no
ied records—uses both 4-inch and
cylinder records. All the way from
to enamel the same superiority is evi-
nd unmistakable. Write for catalog.

The Columbia "New Sovereign"—$65
Other Cylinder Graphophones $20 to $100.

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Dealers in all principal cities.

ers Wanted—Exclusive selling rights given where we are not properly represented.
ers Wanted—Exclusive Columbia jobbing rights open in choice territory.

TALKING MACHINE RECITALS

Operas Produced in Part by Heppe & Son at Daily Entertainments.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 9, 1909.

A series of daily talking machine recitals has been inaugurated by C. J. Heppe & Son. Each opera produced by the Metropolitan or Manhattan companies is produced in part by the Heppes, and each day a delighted crowd of music lovers listens to the splendid reproduction of the voices of the world's most famous operatic stars.

Caruso's famous tenor and the voices of such stars as Melba, Sembrich, Tetrazzini, Scotti, Tamango, the dead tenor, and others are reproduced perfectly. The recitals are held in Heppe's Aeolian Hall, 1117 Chestnut street.

STUDYING MUSIC BY PHONOGRAPH.

For four years Marion Garson, who is playing on the Keith vaudeville circuit, has taken two lessons weekly in voice training with a teacher who has always been at least 4,000 miles away from her. When Miss Garson left Dresden to return to America for the stage, four summers ago, she and her German singing teacher hatched up this scheme. Miss Garson was to sing her practice songs in phonograph records twice each week, pack the records carefully and forward them to Dresden.

Miss Garson has followed out the plan faithfully and thus kept in constant touch with the man who "found" her voice. On receiving the records the old German writes a long letter to Miss Garson, telling her how her voice is progressing.

DISCUSSING DOUBLE DISC RECORDS.

In various sections throughout the West the matter of double-sided or single-sided disc records continues to be discussed by talking machine dealers. In one instance, in Southern California, the talking machine dealers have decided to test the feeling of the general public in a careful manner so as to get a definite "line" on the preference of the buying public. So far, the sales would indicate that the double disc is in favor.

HOW TO REPAIR TALKING MACHINES AND PHONOGRAPHS.

Second edition now ready. Every dealer should have a copy. The only work of its kind. Sold to dealers and repair men *only*. Postpaid on receipt of price, $1.50. Frank E. Drake, 4245 Tracy Avenue, Kansas City, Mo.

Reference: Gate City Bank.

BUSINESS FOR SALE.

Good phonograph business already established in large city in California. Record trade will keep business going. Only business of that kind in that part of town. Will cut down stock of goods to suit purchaser, but must have at least $1,000 cash to put in business. Room in store to handle pianos. Rent low. Best climate in California.

Reason for selling: Owner cannot put personal attention to business. Right party can clear $3,000 to $7,000 per year. Answer quick. Address 735 M, care of Talking Machine World, 1 Madison Avenue, New York.

HOW TO BOOM YOUR BUSINESS.

Advertise your phonograph business with my high-class copyrighted sheet music with your ad on last page. Ten samples and plan, 25 cents. M. Falkenstein, Sauk City, Wis.

Competent Manager Wanted

Wanted—A competent, hustling manager for a retail talking machine store in large Canadian city. Only those who are thoroughly acquainted with the Victor line need apply. A good opportunity for a man with brains and ambition. Address, giving age, experience, reference and salary expected. Box 402, care of The Talking Machine World, 1 Madison avenue, New York.

PEERLESS "TWIN" RECORDS.

The List of New Issues Put Out by the Leeds & Catlin Co. for April.

211 Did He Run?.....Quartet
A Good Old Dollar Bill.....Pete Murray
212 I Used to Believe in Fairies.....Albert Campbell
Cross Your Heart..Miss Stevenson and Mr. Stanley
213 The Old Oaken Bucket.....Quartet
Annie Laurie.....Merle T. Mayew
214 The Wedding of Uncle Josh and Aunt Nancy
Cal Stewart and Quartet
They're All My Friends.....Pete Murray
215 Let's Go Into a Picture Show.....Pete Murray
Evening Time at Punkin Center.....
Cal Stewart and Quartet
215 Possum Supper at a Darktown Church.....
Cal Stewart and Quartet
I Want to Be a Popular Millionaire..Pete Murray
217 Frieda .....Quintet
Because You're You..Miss Stevenson and Mr. Stanley
218 Love Me Just Because.....Elizabeth Wheeler
Mandy Lane.....Collins & Harlan
219 Take Plenty of Shoes.....Arthur Collins
Alabam.....Collins & Harlan
220 Go and Get Your Partner for the Barn Dance
Collins and Harlan
I'm Glad I'm Married.....Pete Murray
221 I Want Some One to Call Me Dearie.....
Miss Stevenson and Mr. Stanley
I'm Looking for a Sweetheart and I Think
You'll Do.....Henry Burr
222 Hello People. From "Havana."
Miss Stevenson and Mr. Stanley
Autumn Leaves.....Orchestra
223 Cupid's Telephone. From "Havana."
Miss Stevenson and Mr. Stanley
Forest Whispers.....Band
224 If I Had a Thousand Lives to Live.....
Frank C. Stanley
Dance of the Hours "Giaconda".....Band
225 The Message of the Red, Red Rose.....
Elizabeth and William Wheeler
Triumph of Old Glory.....Band
226 Sweetheart (Lulu Glaser).....Miss Stevenson
A Bunch of Roses.....Band
227 Sometime, Somewhere.....Albert Campbell
The Oriental Girl.....Band
228 Schooners That Pass in the Night..Pete Murray
The Yankee Prince (March).....Band
229 Shine On, Harvest Moon.....Stanley & Burr
The Bill Board (March).....Band
230 Sweetest Girl in Town.....Collins and Harlan
Minerva .....Orchestra
231 Make a Noise Like a Hoop..Collins and Harlan
Battleship Connecticut (March).....Band
232 In the Garden of My Heart....Stanley and Burr
The Vision of Salome.....Band
233 Yip-I-Addy-I-Ay.....Pete Murray
Forest King.....Band
234 I've Lost My Teddy Bear.....Miss Stevenson
Mascot of the Troops.....Band
235 Morning Cy (Kramer).....Arthur Collins
Sir Henry Barn Dance.....Band

NEW ZONOPHONE DOUBLE DISC CATALOG.

About March 20 the Universal Talking Machine Mfg. Co., Newark, N. J., will have ready their new catalog, 500 selections, all double-disc records. Business is quite satisfactory with the company. B. Feinberg, who has been traveling the Middle West, is now in Oklahoma, and expects to establish a couple of representative jobbers. It is a great talking machine field, one jobber in another line simply coining a fortune in a short time.

FILES PETITION IN BANKRUPTCY.

Thomas C. Hough, a dealer in talking machines and supplies at 913 Nicollet avenue, Minneapolis, Minn., has filed a petition in bankruptcy, with liabilities given as $10,498.48, and assets at $19,182.11, of which $795 is exempt.

ARGUMENT HEARD.

On March 3, argument was heard in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., in the United States Court of Appeals, eastern district of Pennsylvania. Decision was reserved.

SCOTTI DECLINED.

The group was composed of Walter L. Eckhardt, of the Leeds & Catlin Co.; Scotti, the great baritone of the Metropolitan Opera House Co.; Frank W. Boyer, president of the Chicago Music Co. and The World, on Washington's birthday in the Knickerbocker Hotel. When Mr. Eckhardt offered Scotti a contract from his company for singing, the great artist expressed his thanks and gravely shaking his head in the negative, said, "Gentlemen, I am under contract to sing for the records for life with another company." That settled it, and Scotti quietly withdrew and walked up Broadway, seemingly content with himself and the world at large.

TALKOPHONE CO. AFFAIRS.

With the appearance of the affairs of the Broadway Savings Bank, Toledo, O., bankrupt, in the courts of that city again, February 27, mention was made of several notes of George C. Metzger, formerly of the defunct Talkophone Co. These notes are secured by bonds of the Peninsular Phonograph Co., which have no market value, and bonds of the Talkophone Co., in which suit has already been instituted to set aside the bond issue. Last week the export department of an eastern talking machine firm bought 1,800 machine cabinets at a price from the receiver of the Talkophone Co.

BEST WISHES FOR SUCCESS.

The moving picture enterprise which P. A. Powers and John Kaiser, of the Excelsior Phonograph Co., and C. V. Henkel, former president and general manager of the Douglas Phonograph Co., dissolved, will exploit in New York, will embrace a circuit of six or seven separate theaters. This will permit a convenient exchange of talent and furnish a more diversified and better entertainment bill throughout. The three gentlemen, who are well known in the trade, have the best wishes of everybody for their success, which seems to be a foregone conclusion.

WORLD TABLOIDS.

For the first time in a number of years Walter Stevens, manager of the National Co.'s export department, will not make his annual trip to Mexico. He generally starts in April, but Mr. Stevens considers the business in the sister republic in such good hands and in so satisfactory a condition that he considers the trip unnecessary. At the present time the recording laboratory has some vocal artists and instrumentalists from Porto Rico, W. I., here making a repertoire of their folk songs and native pieces.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who has been confined to his New York home by illness for a couple of weeks, returned to the office for a while Monday. As president of the American Musical Copyright League, he intends calling a meeting shortly of the various interests concerned with the copyright act.

With the shaving off of his mustache, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., bears a striking resemblance to Thomas A. Edison. If his hair were gray, like the "old man's," his appearance would be still more like him. Mr. Dolbeer is busy on a proposition for the benefit of Edison dealers and jobbers, which may not be ready to announce within a month or two.

The new twin record catalog of the Leeds & Catlin Co., New York, will be off the press this week. It has a handsome cover, corresponding in color to the blue and gold label of the record. The company are making arrangements to move into a new suite of offices in one of the prominent buildings of the city, but retaining their laboratory at 53 East Eleventh street.

The Tosi Music Co., of Boston, Mass., have opened a branch at 303 Arwells avenue, Providence, R. I., where they are carrying a full stock of Victor, Edison and Columbia talking machines and other musical instruments.

Louis Hicks, New York, who has been identified with many talking machine cases in the Federal courts, is now on the legal staff of the National Phonograph Co., Orange, N. J.

SCHMELZER CO.'S NEW BUILDING

Will Have a Splendidly Equipped Talking Machine Department in Premises to be Occupied on June 1—Old Quarters for Wholesale Trade.

(Special to The Talking Machine World.)

Kansas City, Mo., March 8, 1909.

In the magnificent building which the J. F. Schmelzer Arms Co. will move into on June 1st, they will have one of the finest and best equipped talking machine departments in this city. The building, located at Nos. 1214, 1216 and 1218 Grand avenue, will be entirely remodeled and will be seven stories in height. The front will be built so as to render the best lighting facilities possible, and the fittings of the new store are to be in mission. Although the Schmelzer lease in Main street runs for two years longer, they will move as stated, on June 1, but will keep the old location as a wholesale store. They will also erect a three-story warehouse on a site yet to be selected.

MAX LANDAY'S GREAT TRIP.

Max Landay, of the Talking Machine Supply Co., New York, while away on a recent trip went as far west as Denver, Colo., stopping at Chicago, St. Louis, Kansas City, and then through the Northwest, also getting over into Canada. Mr. Landay did a fine business, his orders booked for needles alone running into many millions. Everywhere Max was cordially received, being accorded a personal welcome independent of his firm connections, which was very gratifying.

SOME COLUMBIA NEWS.

Tuesday a substantial shipment of records was made by the export department of the Columbia Phonograph Co., General, to Mexico. On March 25 E. N. Burns, general manager of this department, sails on the "Merida" for the City of Mexico, via Havana, Cuba, and Vera Cruz, Mexico, to look over the new retail store opened there February 15. He will probably be away a month. Enrico Tosi, with his wife and daughter, started on his long trip to Buenos Ayres, Argentine, where he will make headquarters, traveling the entire South American continent for the Columbia Co.'s export department. He goes direct from New York, transhipping at Rio de Janeiro, Brazil. Mr. Tosi will be away indefinitely.

TO DISCONTINUE VICTROLA XX.

Acting upon the advice and comments received from distributers the Victor Talking Machine Co. have decided to discontinue the manufacture and sale of the Victrola XX. Louis XVI design, now catalogued at $250 list. In this connection the Victor Co. state in a letter sent out late in February: "Up to date, we have not been able to supply the demand for our regular mahogany Victrola XVI. at $200, and it is our intention to bend our energies, for the present, to satisfactorily supplying this latter type. We will, therefore, cancel all orders for the type XX. now in our hands."

E. D. EASTON VISITING THE FAR WEST.

Edward D Easton, president of the Columbia Phonograph Co., General, is on a trip of inspection of the company's agencies in the Far West. He was in southern California last week. Mr. Easton, who was accompanied by his wife and daughter, will return east via the northern route. He is scheduled to be in New York in about two weeks. Geo. W. Lyle, general manager of the company, got back Monday from a quick jump from Chicago. Marion Dorian, formerly manager of the Columbia's Co.'s interests in Great Britain, with headquarters in London, Eng., is now supervisor of agencies here, with his office in the New York Tribune building, in the company's suite.

NO DECISION YET.

Ruling of Supreme Court of the United States in the Famous Suit of the Victor vs. Leeds & Catlin Co. Anxiously Awaited by the Talking Machine Trade.

Much to the disappointment of everybody the Supreme Court of the United States failed to hand down a decision in the case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York. The suit involves the validity of the famous Berliner patent, and the inquiries from all sources to the attorneys on both sides came from far and near. Downtown in New York it was the universal topic of conversation, and even business was neglected at times to discuss the probability of the court's action with every newcomer. Monday is decision day again, and wagers have been freely made as to the outcome.

VICTOR-VICTROLA FOR PRESIDENT.

Sol Bloom, of New York, Installed One in the White House on March 10.

Sol Bloom of New York, Philadelphia and Atlantic City, N. J., went to Washington, D. C., March 10 to install in the White House a Victor Victrola specially made for President Taft. The Victrola will be one of the features of the music room.

CASE AT LAST ARGUED.

After a number of postponements, owing to several judges of the United States Circuit Court of Appeals, New York city, being disqualified from sitting, the case of the American Graphophone Co. against the Leeds & Catlin Co., of the same place, was argued Monday. This is an appeal from Judge Hough's decision in the lower court covering the Jones process patent for duplicating disc records, which he held invalid. The International Record Co., Auburn, N. Y., were also defendants in the same suit, but represented by brief only. The arguments lasted all day and part of Tuesday. Decision was reserved.

VICTOR MEN IN SOUTH AMERICA.

Thomas F. Perry, traveling for the Victor Talking Machine Co., Camden, N. J., in South America, has been writing from Arequipa, Peru, to a number of his friends connected with the piano trade whom he met down there. Mr. Perry is spoken of as one of the best men in his line and a representative American in the finest meaning of the word. Charles Ferree Lightner, another star, is also in South America for the Victor Co.

NEW USE FOR PHONOGRAPH.

A plan whereby ante-mortem statements may be taken by the aid of a phonograph has been advanced by County Attorney O'Brien of St. Paul, Minn. His scheme has been discussed by the leading attorneys of this city, and Attorney General George T. Simpson has advanced the opinion that if this was done the courts would not refuse to accept such records. Such records, would in his opinion, constitute the best obtainable form of secondary evidence. A phonographic record, when properly sworn to by competent witnesses, he thinks much superior to a written statement, which is necessarily subject to errors in taking it, due to the condition and feeble voice of the person making it.

GRAPHOPHONE FOR ROOSEVELT.

It is announced that the Columbia Phonograph Co. have made a special graphophone which will form the equipment of Ex-President Roosevelt on his great hunting trip through Africa. It is made of aluminum for the purpose of transportation, and many records of value will be made by Mr. Roosevelt during his great trip.

The order for the apparatus, which is really a combination of the graphophone and the dictaphone, came from the Smithsonian Institute, Washington, D. C., under whose auspices and for whose benefit former President Roosevelt is making his trip to Africa. The instrument was tested in the presence of the distinguished gentleman, who was very much gratified with the results, and therefore concluded he would take it along not only for recording the noises and voices of the jungle, but it will be also used by Mr. Roosevelt for dictation purposes. The machine was delivered last week in care of the ex-President's entourage in New York.

It was reported this week that E. Clarence Jones, of E. Clarence Jones & Co., bankers, has purchased a large block of stock in the Camerophone Co. and Col. W. R. Amory has been elected treasurer and director and will be general manager of the company.

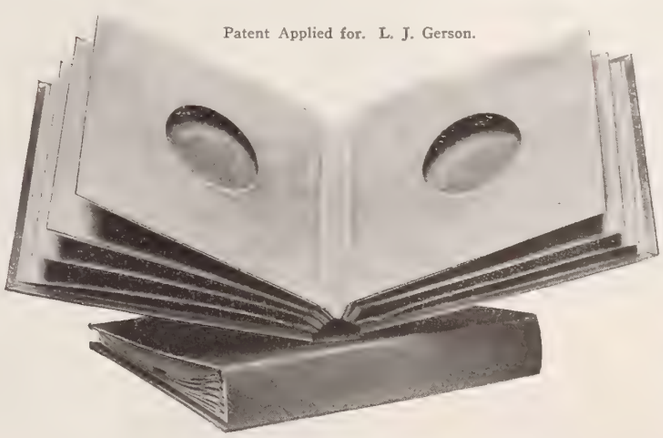
"ECHO" RECORD ALBUMS

"Read the Labels"

FOR HOLDING TALKING MACHINE DISCS

Form a complete system for filing Disc Records, Can be added to, Album by Album, on the Library plan.

Patent Applied for. L. J. Gerson.



Just the thing for

Red Seal Collections

"Echo" Record Albums preserve Disc Records against dust, careless handling, scratching or breakage

Index in every album facilitates instant location of every record.

Every album is finely bound and holds one dozen records in heavy green paper pockets, with cut-out holes for labels to be read.

Protects valuable records from injuryand breakage.

FOR SALE BY ALL VICTOR DEALERS

Retail Prices

TEN-INCH DISC ALBUMS $1.25 EACH TWELVE-INCH DISC ALBUMS $1.50 EACH

Manufactured For MUSICAL ECHO COMPANY

LOUIS JAY GERSON, Manager

1217 Chestnut Street PHILADELPHIA

PEERLESS TWIN RECORDS

TWO IN ONE

10-Inch

65c.

A Hit on Either Side

PEERLESS DEALERS

Will Always Lead in Offering the

NEW HITS

Our Agency Means Increased Sales and Greater Profits.

WRITE TO-DAY FOR COMPLETE LIST AND PRICES

LEEDS & CATLIN CO.

53 East 11th Street, New York

PROGRESS OF JOBBERS' ASSOCIATION

Next Executive Meeting in Columbus, March 28—Arrangements for Convention in July Being Made—Membership Steadily Increasing—Time to Become Interested.

The National Association of Talking Machine Jobbers has been very active, and results of their work are very gratifying, as is shown by the report received from J. Newcomb Blackman, chairman of the press committee, which follows:

"During the dull business period, which has had its effect on the talking machine trade, the Jobbers' Association has felt more than ever the importance of co-operation with the manufacturers, and the latter have extended a helping hand by giving their careful consideration to the recommendations of the association.

"When going up 'the business depression hill' there should be no backward movement, and with the dealer, jobber and manufacturer pulling together the 'goal prosperity' at the top will not seem so far or hard to reach.

"Several months ago I gave a report, with some detail, explaining the many concessions granted jobbers and dealers at the request of the association. Since then other important matters have been handled and favorable action taken by the factories which should interest every dealer and jobber and have their approval.

"The association wants the trade in general to know what it is doing, and that the factories should be supported, as their action in handling association matters certainly shows co-operation.

"The recent decision of the Victor Co., to very shortly ship all their records in envelopes has been agitated by the association for some time, and it is needless to say that their final decision to act accordingly was greatly appreciated.

"At the last executive meeting in Chicago, just before the holidays, the committee realized the importance of something being done to prevent high-priced Victor machines, particularly Victrolas, from being purchased at wholesale prices by people qualifying as dealers for that purpose only. It was pointed out how two or three retail purchasers could qualify a friend as a dealer and the discounts enable them all to save considerable on the purchase, thus absolutely cutting out the dealer's profit.

"The Victor Co. acted immediately on the suggestion of the executive committee by excluding the Victrola and Auxetophone from the initial purchase of three machines to qualify as a dealer, and there are probably many dealers who received a profit on Victrola sales during the holidays, in view of this action, which would have been lost otherwise.

"When the Victor Co. issued their double-face records the importance of giving distributers the usual profit on same was explained by the association, in view of there being a difference in the jobber's cost of the 10-inch double-face record.

"Again the Victor Co. acted promptly by changing the distributer's cost on this style of record. That every Victor distributer will benefit by this must be conceded.

"The disposition of second-hand phonographs has been a serious problem for some time, and while the National Phonograph Co. guard their one-price system most carefully they were quick to apply a remedy when convinced that jobbers and dealers would not abuse the license privilege.

"The request of the association for a license to sell second-hand machines at reduced prices under suitable restrictions was therefore granted, and the National Co. certainly deserve the thanks of the trade for such action.

"Such results prompt me to question why any jobber can feel otherwise than guilty in not supporting the association by his membership when he is getting the benefit of the great number of concessions granted by the manufacturers at the request of the association. Membership costs nothing when compared to the benefits. The action of the factories show, without doubt, that they are supporting the work of the association, but matters presented to them have greater weight as the association increases its members.

"We want every jobber who does a legitimate jobbing business of the Standard make machines and records as a member. The membership committee has written many who are not members, and while a large number have responded with their application there are many who still put off this important matter. As the applications will be acted on at the next executive meeting it is hoped that any jobber who has received a letter on the subject will immediately act by sending in his application.

"Letters have been sent out to members calling attention to the next meeting of the executive committee, which will be held in Columbus, O., on Sunday, March 28, at the salesrooms of the Perry B. Whitsit Co., and a general invitation is extended to members of the association to attend this meeting, and should any member have matters he would like considered for action a letter on the subject should be sent to the secretary or to the member of the executive committee in his territory.

"Postal cards have been sent out requesting members to name their choice for the selection of a city to hold the annual convention in July. This matter will probably be decided at the executive meeting this month, and it is hoped that members will reply promptly giving their choice.

"The officers and executive committee of the association want every member of the trade in general to realize that the object of the association is the promotion of anything that seems for the best interest of the dealer, jobber and manufacturer. We are not working for any special interests, but for the trade as a whole.

"Suggestions from dealers are invited, and if any jobber who contemplates becoming a member requires further information it will be promptly attended to by addressing either the secretary, Perry B. Whitsit, 213 South High street, Columbus, O., or J. Newcomb Blackman, 97 Chambers street, New York City, chairman of the membership committee."

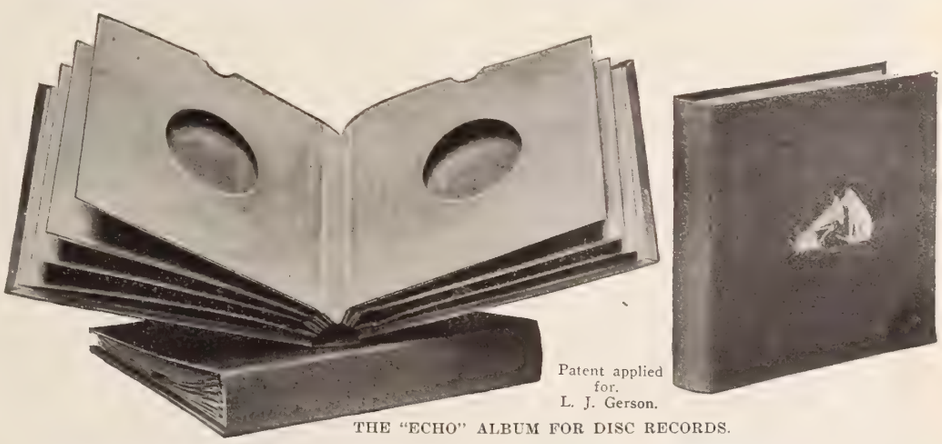
"ECHO" ALBUM POPULARITY.

In Demand by Users of High Priced Records—Some of Its Special Advantages Here Set Forth—Should be in Every Dealer's Stock.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 11, 1909.

A specialty that has proven most popular with the talking machine trade is the "Echo Album" for disc records which is being placed on the market by the Musical Echo Co., 1217 Chestnut street, this city. As can be noted from the illustration herewith this album is attractively gotten up, and especially suitable for Red Seal records. Through its use the lover of the talking machine is enabled to classify his records—in other words, to put all the song numbers by a certain singer together and thus save unnecessary labor in looking through his record cabinet, and the same applies to the instrumental records. They can be classified by the use of the albums into operatic, classic or popular, etc. Through the indexes the user is enabled to secure any selection instantly. In fact the use of these volumes grow on one, and have become absolutely necessary to the stock of dealers where high class records are sold. Of course, for that matter, they can be used for any record, but naturally people who pay from $3 to $5 for records have a greater desire to preserve them than those who pay 60 cents for popular numbers. Whether for the popular priced or expensive records the "Echo Album" is admirably suited, because it precerves the records against dust, careless handling and scratching. Louis Jay Gerson, of the Musical Echo Co., has a patent pending on these albums which form a complete system of unit filing for disc users.



Patent applied for.
L. J. Gerson.

THE "ECHO" ALBUM FOR DISC RECORDS.

A MUSICAL REVOLUTION

Is What Henry T. Finck Terms the Increasing Demand for Talking Machines and Player Devices for Pianos—Their Educational Value Descanted on Most Interestingly—Rupert Hughes and Other Noted Critics Pay Tribute to These Mediums of Musical Interpretation.

Henry T. Finck, the eminent critic and author of a number of musical works, has contributed a very interesting and lengthy article to a recent issue of The Circle, which is entitled "A Musical Revolution." It treats of the tremendous growth of mechanical means of interpreting music, and notes that its influence, in the broadest sense, is helpful rather than detrimental. He says in part:

"Not, perhaps, since music became an art has such a remarkable revolution occurred in it as that which is going on at this moment. Up to about a decade ago nearly all the music one could hear was made by singers, pianists, violinists, and players of other instruments requiring for their mastery years of patient practice. To-day there are in use hundreds of thousands of instruments which necessitate little or no practice on the part of those who use them, and which are at the same time marvels of modern mechanical ingenuity, marking a tremendous advance over the music boxes, hurdy-gurdys, barrel organs, orchestrions, and other mechanical instruments of the past. The wide demand for them is indicated by the large and steadily increasing number of companies manufacturing them (there are over seventy manufacturers of piano players!), whose prosperity is further indicated by the large scale of their advertising in the newspapers and magazines. The musical periodicals have special editorial departments devoted to these piano players and talking machines, and altogether this new departure in music presents one of the most curious and interesting aspects of modern civilization.

"What effect is the wide popular use of these instruments having and likely to have on the musical tastes and habits of the people at large, on the musical profession and trade, and on the development of musical art in this country?"

In marked contrast to the usual editorial onslaught on piano players and talking machines there appeared in Good Housekeeping an article by another musical expert, Rupert Hughes, author of 'The Musical Guide,' 'American Composers,' and other valuable books on musical topics, who takes the view that these devices are helpful. Far from discovering any decline in this country, he declares that the whole nation is feeling a musical uplift like a sea that swells above a sil-

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

marine earthquake. Heretofore we have been too busy hacking down trees and making bricks without straw to go to music school; but now we not only engage the greatest artists in the world and pay them bigger prices than they get anywhere else, but we are more and more learning to appreciate the higher things in music. Most of us are still too busy to devote years to learning to play an instrument; but a rescue has been recently devised and placed within the reach of every house. The rescuing device was, as usual, greeted with ridicule, but it is now established beyond criticism. To-day, the most eminent writers, composers and performers compete for adjectives of praise, and declare themselves beholden to mechanical piano players for both pleasure and profit."

Mr. Hughes then proceeds to pay a well-deserved compliment to the especial functions of the piano player which opens to those musically inclined the mines of classical and modern music. He also has a good word for the talking machine, which he likens to musical cold storage. It reminds him of the famous frozen horns which when thawed out play an old tune—if we may credit Rabelais, Munchausen and other reliable historians. It enables him in Texas to hear the famous artists of the Metropolitan Opera House in New York. It gave him and far off people the privilege of hearing the master singers interpret master songs. It made possible the frequent rehearing, comparison and analysis of important musical works. The fact is to extend their audience to an unlimited degree, while the market for books about music has also been broadened by it.

Mr. Finck then proceeds to quote from leading musicians and conservatories throughout the country, showing that the study of music has been increased rather than diminished through the growth of automatic musical instruments.

The question whether royalties should be paid by the makers of perforated rolls and phonograph records to composers comes up in a communication from Arthur Farwell, who says. "The manufacturers should have absolutely no right to reproduce a copyrighted work without a special contract with the composer. Anything less than this is piracy, whether it helps the sale of the same composition in sheet music or not. It is an immoral economic condition to get something for nothing, the more so when it is got from the composer of music, who has an especial difficulty in making a living."

Commenting upon this, Mr. Finck says: "It is undoubtedly true, as claimed on the other side, that the talking machine aids publishers and composers in some cases by creating a demand for certain pieces. A prominent publisher remarked in private conversation that he often gets letters from persons who want to buy a song or a piece which they have heard rendered by a phonograph. In such cases a talking machine might be likened to the space rented in a Broadway show window for advertising purposes. In England, composers and publishers often pay big sums to the popular artists who bring their songs before the public and thus create a demand for them. In the United States there are singers who get from $10 to $50 a week for 'boosting' a new song. Nevertheless, publishers and composers will no doubt continue the fight for their share of the profits in the perforated rolls of the piano players and the records of the talking machines. Italy, where the sale of mechanical music makers amounts to about a million dollars a year, the courts are deciding against their manufacturers on the copyright question.

"The most serious aspect of the question is that the time may come when the manufacturers of piano players and phonographs, inflated by wealth, will attempt to buy up popular composers, making them write for their instruments alone (apart from the stage). In that case, however, why should not the publishers help themselves to these goods freely? The law, surely, would not allow piracy to one party and forbid it to the other? For the rest, the music publishing business has no occasion for alarm. It has never been in a more prosperous condition. New firms are constantly springing up, and old ones have difficulty in keeping up with their orders.

"Are professional singers and players injuriously affected by the vogue of mechanical instruments? The singers whose popularity not only is indefinitely increased by their talking machine records, but whose pocketbooks are swelled to the bursting point by the money they get therefor, will chuckle at the question. Caruso has received as much as $3,000 for singing a song into a talking machine. The pianists, too—that is, the good ones—receive enormous sums for allowing the manufacturers of 'players' to 'can' their interpretations of the great masters' works of the past and present. Nor have they lost their concert monopoly; there are no piano player concerts except for advertising purposes, and no admission fee is charged. There is no indication, so far, that the agencies, and the women's clubs which do so much to encourage artists, are engaging machines instead of famous pianists and violinists. In some cities the singers and players are holding high revels as never before in the history of music. Evidently, there are no signs of the rout and demoralization of the regular musical army!"

After a splendid tribute to the so-called automatic pianos, in which Mr. Finck points out their great educational powers and brings to light a number of incidents in this connection, he closes by paying a tribute to the talking machine, as follows:

"The musical phonograph surely has its uses too—even for teachers. I was informed at a large music store that teachers often come and ask permission to hear a certain song as sung into a talking machine by Caruso or some other famous singer, to make sure of some detail of phrasing. Other teachers buy a machine so as to have it always on hand for their pupils. They can thus illustrate at any moment how Emma Eames phrases Micaela's air from 'Carmen,' or the 'Ave Maria' from 'Otello'; how Sembrich sings Chopin's 'Maiden's Wish' or Verdi's 'Caro Plancon, Schumann's 'Two Grenadiers'; Knote, the prize song from Wagner's 'Meistersinger'; and so on. Teachers also find that the talking machine is useful for letting the pupils sing into them and then study what they have done, with all the faults clearly revealed.

"The good music so liberally catalogued by the leading makers is doing missionary work and surely crowding out the trash from their catalogues. A salesman said to me: 'We get orders for Nordica, Caruso, and other records from the most remote corners of the country. In not a few cases the recipients do not at first like these songs, which they only ordered because they were associated with the name of a famous singer; but after hearing them a few times they like them and there is a new convert to good music.' The Salvation Army also finds the talking machine an aid in making converts to religion.'

"Let us be fair. A talking machine in the neighborhood is often a great nuisance, but so is a piano or a cornet or a singer. Besides, there are talking machines and talking machines. Some are much softer and more agreeable than others. I must say that I would rather hear Sousa's band in one of these superior "talkers" than in the concert hall, because the record makes it less noisy while at the same time preserving the peculiar quality or tone color of every instrument and soloist as well as every detail of expression. Herein lies the marvel of phonography—a marvel not only as great as ordinary photography, but as great as that of perfected color photography. Schiller's 'Dem Mimen flicht die Nachwelt keine Kränze" is no longer true. Actors, singers and players can now have their words and songs, with the individual quality of their voices and instruments, recorded for all time and admired thousands of years hence.

"What is more important still, they can have them heard and admired now by millions instead of by thousands only. An incalculable amount of innocent pleasure is given by them to children and adults in town and country. They turn farmhouses into concert halls; they will help to check the undesirable crowding of farmers to the cities. Personally, I have no need of them, for I happen to be a musical critic who hears all the best in music at first hand. But I feel in regard to piano players and talking machines as I do in regard to mountain railways in Switzerland. Being able to climb mountains easily, I have little use for them; but I am glad that they make the glories of the Alps accessible to thousands who could never know them without the aid of these railways. And the highest peaks still remain sacred to the professional climbers."

FALSE ECONOMY IN BUSINESS.

Where, in an Effort to Save, Old Fashioned Methods Are Put Up With the Efficiency of the Working Force Is Considerably Impaired Says a Writer in Collier's Weekly.

"Every business institution is continually creating its own atmosphere, and is in turn affected by the atmosphere it generates about itself. This fact is too often lost sight of in the efforts for economy in administrative expenses. The man who studies the balance sheet, or who dictates or executes the expense policy, may gain that invaluable viewpoint which only statistics can give, and yet by looking too long in that direction he may lose sight of other matters of equal importance. The man who keeps his finger on the pulse of the expense account needs very much to be a philosopher as well as a financier —indeed, it is impossible to be a true financier without being something of a philosopher. Every asset does not appear on the ledger. The tree that is cut and dried has stopped growing.

"When the expense man gets into the rut of thinking that his function is merely to save money, and that economy means buying whatever is cheapest, he is prone to forget the effect of the equipment on the working efficiency of an organization. It is hard to reduce to statistics the loss entailed by a man who does not do his best, and still keeps up appearances. But the loss is there—and it represents a big percentage of his value.

"The normally minded man responds to his surroundings in a greater degree than almost any one realizes. When he is provided with such equipment as ministers to his self-respect, he has an actual addition to his mental force, an added interest in his work, and a constant desire to attain higher standards with every new undertaking. But when this man is forced, by a close-fisted expense policy, to put up with out-of-date equipment and medieval furniture, he would be more than human if he did not come to express in his work some degree of the 'anything-will-do' spirit. This is especially so when he knows that his antique surroundings are not due to business necessity, but to lack of appreciation of the finer points of progressive business."

SOUTHERN CALIFORNIA NEWS.

Exton Co. Administrators to Sell Business—Fitzgerald's New Building—Wiley B. Allen Co. in Their Old Store—Hern Co. Feature Edison and Zonophone Goods—Columbia Window Publicity—The Music Master Wood Horns in Demand—Many Sales of Victor Victrolas by Birkel Co—Some News from San Diego and Santa Barbara.

(Special to The Talking Machine World.)

Los Angeles, Cal., March 1, 1909.

The unsettled weather of the season is almost past and trade in all lines is very firm.

The Exton Music Co. administrators have decided to sell out the business left by Geo. T. Exton on his death, including a stock of talking machines, small goods and sheet music. A special sale is now in progress which will shortly end the career of one of the city's oldest establishments.

The Fitzgerald Music Co. will open in their new building a talking machine department which is to occupy an entire floor. In the old location they at one time had a good talking machine trade, but lately have done little with it. The new location is a much better one, especially for talking machine trade, and directly opposite the Columbia Phonograph Co.'s store on Broadway.

Early in the month the Wiley B. Allen Co. moved back into their old store, which has been refinished and remodeled. The talking machine department has resumed its old quarters, and it would hardly be noticed that any change had taken place except for the new coat of paint. Business is very good.

Charles Ruggles, manager of Sherman, Clay & Co.'s local wholesale branch, has been very busy with the double-faced record question, which is puzzling the Victor trade in general. Andrew G. McCarthy has been spending a few days in this city visiting his firm's branch as well as the dealers.

The Fifth Street Store has been holding a special sale of the Busy Bee machine and records, and have advertised these goods in the local papers considerably.

O. A. Lovejoy, wholesale manager for the Southern California Music Co., has just returned from a trip to Ventura, where he sold to Nick Hern a complete line of Edison and Zonophone goods. Mr. Hern will hereafter conduct a first-class talking machine store and is credited with being an enthusiastic dealer.

The Columbia Phonograph Co.'s show window has attracted a large crowd by an ingenious mechanical device which demonstrates the durability of the Indestructible record in a very strenuous manner. They are having some splendid results with these new articles, as also with the double-sided records.

The retail trade of the Southern California Music Co. has been very good in both Edison and Victor machines. The wholesale department has received samples of the new Music Master wood horn, which are being displayed to the trade. E. H. Philbrook, manager of the Edison business phonograph department, reports a steady increase in the sales of commercial machines, and has recently installed a number of machines for the use of local court stenographers.

The J. B. Brown Music Co. have contracted for space in the leading theater programs for the benefit of their talking machine department.

The Geo. J. Birkel Music Co. have sold a number of Victor Victrolas as a result of their advertising these instruments. The Victrola has been almost at a premium with the dealers in this city. The Birkel Co., however, have been fortunate in being able to supply their trade.

The Kleine Optical Co., of 467 Pacific Electric building, have created a good demand for talking machines for use in connection with moving pictures. They have a number of customers in outlying towns which they supply with new song slides and records of songs which are used for illustrated song work. This venture is not a new one with them, as they have long since discovered the possibility of the talker in the smaller towns where singers are scarce.

K. I. Okada, proprietor of The Bunkwado, is one of the foremost dealers in the Japanese colony of this city. He is doing a splendid business in Edison and Zonophone goods.

Several changes have been made in the trade in San Diego. Thearle & Co. are in their new store, which is one of the best equipped in southern California. Mr. Thearle has been very dangerously ill for some time and much anxiety is felt in trade circles as to his condition. The Southern California Music Co.'s branch is having a good trade and have started an amateur record-making contest, which is the first venture of the kind attempted in the city. The Wiley B. Allen Co.'s branch has had more trade than they could care for in their present department, and have decided to add more space for records and another demonstrating room.

Santa Barbara is undergoing some changes in the talking machine trade. Garnsey S. Brown has taken the stock of the Bates Co. and has made additions to accommodate the stock purchased. The Southern California Music Co.'s branch has been almost crowded out by pianos, and more space is to be added so that the two departments will be entirely separate.

T. H. Sentell has patented a new system for record cabinets of the disc type which he is contemplating manufacturing for the trade. His new cabinet, which is of rotary design, is so constructed that it will hold 2,000 records in a space four feet high and three feet square.

J. J. MacGregor, of Ventura, is doing a fine business with Edison Amberol goods, and has added a new rack for Amberol records.

A move is under way to regulate the character of the pictures shown in moving picture theaters in this city.

A CHAT WITH HORACE SHEBLE.

Optimistic Regarding Future of Talking Machine Trade—Strong Demand for "Star" Line—Starola Machines Well Received—Establishing Foreign and Domestic Agencies—A New Tone Arm Being Featured.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 3, 1909.

When Horace Sheble, of the Hawthorne & Sheble Mfg. Co., was seen at the factory a few days ago he was in a most optimistic frame of mind regarding the future of the talking machine industry, and especially of the Star machines and records. "Orders for the past two months," said Mr. Sheble, "have exceeded in volume those for the entire six months previous, indicating a decided improvement in conditions. While the volume of business is not equal to that of a year or so ago, we are getting our share and are satisfied. Our Starola and Starola Grand cabinet machines have met with a very flattering reception from the trade and we will shortly put several new models on the market."

The Hawthorne & Sheble Mfg. Co. have an agent traveling in India at present and meeting with great success. He will shortly go to Australia and introduce the Star line in that country.

Gimbel Bros., in this city, and Ehrich Bros., in New York, have both taken on the company's line, put in extensive stocks, and are pushing it energetically. A new Canadian connection has also been made recently. The company are featuring a new tone arm that is highly spoken of by trade experts.

MORE FAVORABLE CONDITIONS

Prevail in Talking Machine Circles in Baltimore and Vicinity—Interesting Chat With Mr. Boden, of the Sanders & Stayman Co.—Reports Excellent Sales of Victor and Columbia Goods—New Quarters for the Victor in Cohen & Hughes' Handsome New Store—Will be Specially Fitted Up.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1909.

Unlike the piano trade, the talking machine dealers seem not to have suffered any inconvenience to business in consequence of the pre-inauguration days. The business reports have been very favorable, and show that the talking machine is becoming more and more popular with the masses. A good idea of the conditions for the past month in regard to the local talking machine situation is given by Mr. Boden, who has charge of this section of the business for Sanders & Stayman, who handle both the Victor and Columbia machines, in addition to the Weber pianos and Estey organs. "With the exception of the few days preceding the day of the inauguration of President Taft," said Mr. Boden, "we had a particularly brisk demand for the various styles of the two makes of the machines we handle. High-price machines continue to be greatly in the limelight these days, the requests for the $200 and $60 Victors and the best grades of Columbias being the most noticeable. This briskness in business prevailed all through the month of February, and we have every reason to believe that with the induction of the President in office the same desirable conditions will continue uninterrupted.

"The double disc Columbia records have increased right along in popularity, and the demand for similar Victor records has also been heavy."

Manager Arthur Ansell, who has charge of the talking machine department of Cohen & Hughes, announces that the firm has had so much success with the victor that the firm is to take up new

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

quarters, where two entire floors will be devoted to the sale and display of these machines. The two stores now occupied by the firm at 121 East Baltimore street and 304 North Howard street, will be abandoned this month and a more spacious establishment will be occupied, into which the two stores will be combined. The new quarters are at 315 North Howard street, a handsome five-story structure. This building has a frontage of 35 feet and a depth of 175 feet. Two of the floors will be fitted up in modern style for the exclusive handling of the Victor machines. The firm contemplates having a sound-proof apartment for giving concerts for the benefit of prospective buyers and a separate room where the machines and records can be displayed to the best advantage.

GEO. W. LYLE ENJOYS EUROPEAN TRIP

Gives Impressions of Conditions in Europe—Smaller Concerns Being Weeded Out on the Continent, Leaving Business in a Healthier State—Pleased at Finding Steadily Improving Conditions in the Home Market—Enjoyed His Trip Abroad Immensely.

Tuesday, February 16, George W. Lyle, general manager of the Columbia Phonograph Co., General, arrived from Europe on board of the crack liner "Amerika," coming direct from England, and being listed as among the distinguished passengers. Later, in speaking to The Review, he said:

"My trip to Europe was greatly enjoyed. Besides visiting London, I was on the continent also, stopping at Berlin, Paris, and other places. General business I found extremely quiet, but the talking machine trade is no greater sufferer than other lines. As a matter of fact, the smaller manufacturers are dropping out, leaving affairs in larger and better hands, where ample capital is in sight. The speculative small fry, so to speak, who have disturbed the trade for years, are going the way of all such people when a financial crisis comes. For this relief, many thanks are due the trade. In other words, I am of the opinion that the talking machine trade is really on a firmer footing now than ever before.

"As for business here, I am more than pleased. The Columbia Co. were never in a stronger position than they are at the present time. Our selling policy to jobbers and dealers in exclusive territory is a great winning card, and I am delighted with the great success we have achieved on the double-face disc records. If you recall, we are the pioneers in this particular line and the others are trailers. The Columbia Indestructible cylinder record is also enjoying really a tremendous trade, and the Columbia Co. have therefore little, if anything, to complain about. Yes, my trip has done me a world of good."

SEEING IS NOT BELIEVING.

You May "See the Point" but You Should "Hear It" Before Believing.

It is a common saying that "seeing is believing," but in referring to needles for disc records J. Newcomb Blackman claims that you cannot rely on this rule. Needles are very much like the race referred to when the song, "All Coons Look Alike to Me," was written. In the case of needles there are many kinds under various names, and in most cases they look alike. The test is in hearing a record played with the needle and in noting whether the record is damaged. The Blackman Talking Machine Co., 97 Chambers street, New York city, on page 59, call the trade's attention to needles which they want tested before the purchase is made. It is evident they have confidence in the result, and such advertising is to be encouraged.

IMPORTANT BILL PASSED.

(Special to The Talking Machine World.)

Albany, N. Y., March 2, 1909.

The Senate passed last night Senator Davis' bill providing that a receiver for a corporation may be appointed in an action brought by stockholders owning 40 per cent. of the stock when the directors or other officers are jeopardizing the rights of stockholders or creditors, or in case of gross mismanagement.

HIGHER PRICED GOODS IN DEMAND.

While the Staple Lines Are Steady There Is a Big Call for Victor Victrolas and Other High Priced Machines—Business Is Improving More Rapidly in the West Than in the East.

Business with the talking machine jobber and dealer still remains uneventful. On staple lines sales are steady, but by no means startling, with the western people far in advance of their eastern confreres. The spirit in the Middle West, especially, is decidedly optimistic, and the great volume of business is transacted there at the present time.

One peculiar feature is the great and remarkable sale of Victor Victrolas. The demand has not lessened materially since the holidays, and more than one jobber and dealer was compelled to return "cash money paid in" because they were unable to fill their orders for these popular instruments, despite their so-called high price. Conditions have not changed in this respect, for Victrolas are not in "full supply," as is remarked in the live stock market occasionally—more's the pity, it seems, for a lot of good money is lost all around.

Last week H. A. Yerkes, manager of the Columbia Phonograph Co.'s wholesale department, went to Boston, Mass., Buffalo, N. Y., and other points, securing a number of good orders. He spoke enthusiastically of trade with Columbia jobbers and dealers.

A small fire in the five-story brick building, 21 Kingston street, Boston, Mass., damaged the second floor, occupied by the Columbia Phonograph Co., to the extent of $500.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

SPECIALTIES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY

400 FIFTH AVENUE, NEW YORK, N. Y.

THE TALKING MACHINE IN MEXICO.

No Country Where the Talker Is Better Appreciated Than in Mexico—People Are Intensely Musical—Columbia Co.'s New Store in Mexico City—A Chat With Mr. Tosi.

Returning from Mexico a few weeks ago, Ernesto Tosi will, on March 20, sail for South America, where he will be the traveling representative of the Columbia Phonograph Co., General, making his headquarters in Buenos Ayres, Argentina. He will visit every country in the southern continent, and possibly be away indefinitely. Mr. Tosi will be accompanied by his family, a wife and daughter, going direct from New York to Rio Janerio, Brazil, then down the coast to his point of destination. As he is proficient in Spanish and Italian, besides English, and is thoroughly familiar with the Columbia line, he is one of the best equipped men this company ever sent into that territory of vast possibilities, and in which they already have a large trade.

MEXICAN ORCHESTRA WHICH MADE COLUMBIA RECORDS.

The training of Mr. Tosi for his new and responsible position has covered several years. An Italian by birth, he was in the service of the Columbia Phonograph Co. some time, being attached to the headquarters staff of the export department in New York. About a year ago he was despatched to Mexico to learn the Spanish language and familiarize himself with the methods of doing business in the republic below the Rio Grande. In furtherance of this aim he traveled the country from coast to coast, visiting every state, from the northern line to the Central Americas on the south, his experience being varied and interesting, and not altogether free from personal danger in the semi-civilized or rougher sections. He carried a complete sample line of Columbia goods, and in the mountainous regions these were packed on mule back, while he was also mounted in like fashion, being fully armed for any emergency that might arise. Items in his expense account covered charges for an arsenal of no mean size and of formidable character. At times so hazardous were some of his trips that the local government furnished him with a military escort of the Guarde Rurales for safety. Mr. Tosi scored a great success as a salesman, his record of sales in Mexico being excellent.

There are no more enthusiastic admirers of the talking machine the world over than the Mexicans. In fact, their love of music carries them to extremes in this respect. In the distant mining camps, and in the most isolated sections of that wonderful country, the poorest peon will in some way manage to buy a machine and some records, and then his cup of happiness seems filled to overflowing. Next to the talking machine comes the sewing machine, and these two articles of American manufacture go side by side in the esteem of the natives. Not infrequently Mr. Tosi found, in his journeyings throughout Mexico, that where a native shack was found, possibly of the total value of $50, there a talking and a sewing machine were installed in the place of honor, costing several times more than the house. In fact, the Mexicans are "perfectly crazy on the subject of talking machines," as Mr. Tosi expressed it. "Further," he added, "in one city of 40,000 inhabitants in one year there were sold 250 of our BC, or Twentieth Century machines, for $350 Mex. ($75 gold). A curious sight is to see a barefoot Mexican come into town carrying a $200 machine, which he has brought in to be repaired. Ragged Indians buy the highest price operatic records, and this spirit animates the entire population, rich and poor alike."

The Columbia Co. on February 15 opened their first retail store in the City of Mexico on the Avenida Juarez 20, opposite the new opera house, and which has been handsomely fitted up and stocked with the very latest lines of the Columbia product. J. Hoffey, in charge of the wholesale department, a distinct and separate establishment, on another street, will supervise the new place until a permanent manager is appointed.

COLUMBIA STORE IN MEXICO CITY.

NUGGETS OF WISDOM

For the Salesman, Dealer, Jobber and Manufacturer—Little Acorns of Thought Which May Make Oaks of Success.

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employer.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employes. What a prize combination for repelling trade!

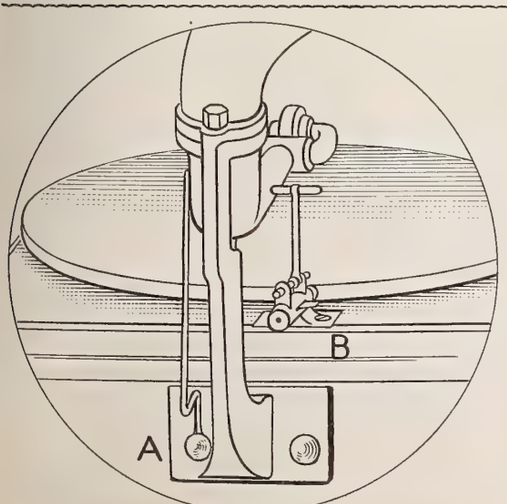
If you expect your clerks to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

Cultivate the idea of faith in your own ability to sell. Have quiet confidence, but no cheek of the brassy kind.

It is better to be an active, well-paid canvasser on the road than a poorly paid, inactive salesman in the wareroom.

A glossy silk hat and an old-gold necktie won't sell anything unless there are brains between them.

Most everybody in creation is open to influence by common sense talk.



Cook's Automatic Stop FOR Talking Machines

Machine Stops Itself As Record Is Finished

HOUSE TO HOUSE CANVAS A GREAT SUCCESS

Many dealers are selling large numbers of these Automatic Stops by sending a man to call upon persons to whom they have sold machines and demonstrate the actual value of the stop. In almost every case a sale has resulted.

YOU CAN DO THE SAME THING

Fits Victor, Zonophone, Star and all other Disc Machines

Price $3.00, subject to regular trade discount

***Samples sent to dealers upon receipt of price*—Distributed only by**

COOK SALES CO., 29-31 Liberty St., = NEW YORK

The Needle Situation in a Nut Shell

¶ The machine buyer wants one of three tones—Soft, Medium or Brilliant. He himself doesn't know which he likes best.

¶ The inability of dealers to demonstrate each of these tones has often lost a sale.

¶ The regular Victor needle gives you the Brilliant tone and is an excellent needle.

¶ The Victor Victrola needle at the reduced price, highly polished, with uniform points of special tempered steel, is probably the best needle made.

¶ The B. & H. Fibre Needle, in the original length, gives you a soft tone. As you cut it with our Improved Fibre Needle Cutter, it develops a medium tone. This needle has many excellent talking points.

¶ Our Exhibition line of needles is made in five styles —Brilliant, Musical, Medium, Loud and Soft. Your cost on these needles guarantees you actually 250% profit.

¶ Send for our needle circular at once. The prices will be a revelation to you.

¶ Improved Fibre Needle Cutter retails at $1.50, the regular Victor discounts apply. Endorsed and supplied by the B. & H. Fibre Needle Co.

Improved Fibre Needle Cutter
Price $1.50.

The Talking Machine Co.
72–74 WABASH AVE.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade of Fairly Satisfactory Volume—Geo. W. Lyle on Western Trip—The Fibre Needles Attaining Fame Throughout the World—The Annual Business Show and the Exhibitors—Voltz With Lyon & Healy—Henry Representing Hawthorne & Sheble Mfg. Co.—Siegel-Cooper Changes—Edison Mfg. Co. in New Quarters—E. H. Uhl on Trip to Pacific Coast—"Uncle Josh" Stewart a Visitor—B. G. Royal Looking Over Trade—A. D. Geissler's Report—W. W. Parsons Resigns—G. L. Scofield Succeeds Him—Photographing Admiral Evans—Edison Business Phonograph at Business Show—Other News.

(Special to The Talking Machine World)

Chicago, Ill., March 8, 1909.

Jobbers here and through the West generally so far as can be learned report that trade during February has been of fairly satisfactory volume, fully equal to January as far as the number of days was concerned, and in a few instances a comfortable increase for the month. The month showed an increase as compared with the same period last year varying in volume with different houses. The virility of the business is shown by the fact that all the local jobbers report quite a number of good new dealers opened up since the first of the year. Response to the Victor exchange proposition has been very general, but there is considerable complaint because of the delay in shipment of the double faced records. The new Victor II and III have been received with the greatest of approval, the new III being the subject of special commendation.

George W. Lyle, general manager of the Columbia Phonograph Co., General, arrived in the city last Friday, and after a very busy two days returned to the East on Sunday. The principal object of Mr. Lyle's visit was to consider the matter of a new location for the Chicago headquarters, as the big store, at 88 Wabash, so long occupied by the company, is to be given up on May 1. No definite decision was reached, but negotiations are in progress and the matter will undoubtedly be determined within a week or so. The desirability of a more central location was the determining factor in the refusal to renew the lease on the present quarters, and in all probability the Columbia will be found after May 1, somewhere between Adams and Van Buren streets, on Wabash. Mr. Lyle was very much pleased with the volume of their business, and said that February showed a marked increase over January all through the service.

The B. & H. Fibre needle is a Chicago product which has already won a world-wide reputation. Numerous items are beginning to crop out in foreign journals concerning the wooden needle. For instance L. E. Wright, in a communication in the February of "Sound Waves," of London, pays a high tribute to the fibre needle, especially for use on high class records. "My idea of perfection," he says, "is the use of fibre needles and the wooden horn in connection with a good machine and sound-box. Thus equipped the machine is a revelation." February was the biggest month in the history of the B. & H. Co., and witnessed larger orders from the coast than ever before and the opening up of the Canadian trade in a most satisfactory manner.

A rumor is extant that one of the New York talking machine dealers is considering the matter of opening up in the down town district of Chicago. The reports are very vague, however, and nothing may come out of the matter.

E. B. Bostwick, Western traveling representative for the Edison Business Phonograph Co., was in the city last week attending the business show and left on Sunday for a trip through the Central West which will be of at least two months' duration. "Not only are we securing representatives for the business phonograph in all the principal cities, but in a large number of towns of less than 10,000, we have agents who are doing a profitable business. Some of our strongest agents are among the regular talking machine dealers. Their knowledge of Edison phonographs is, of course, valuable and an enterprising man, with the aid we can furnish him, soon becomes proficient in presenting the proposition to business men."

Lyon & Healy have just installed a complete new system of record bins in their wholesale talking machine department. There are sixteen cases, eight feet high by ten feet long, and the compartments are horizontal, so that the records are laid flat. All of the records are carried in stock in envelopes and this arrangement aids materially in handling. The cases are nicely finished and present an extremely ship-shape appearance.

W. A. Voltz has returned to Lyon & Healy after a year's absence in other lines and will represent the talking machine department on the road. He is now on a Michigan trip. He is an experienced wholesale "talker" salesman.

The Salter Manufacturing Co. are having an excellent demand on their new improved disc record cabinet in which the discs are laid flat, one record to a compartment, and each shelf is lined with soft green felt, preventing the discs either single or double, from being scratched. The handsome double cabinet, No. 784, has had a prominent place in Chicago window displays the last month and has attracted admiring attention. Several attractive new cabinets, embodying the same principle, will soon be offered the trade by the company.

Malcolm B. Henry is now representing the Hawthorne & Sheble Manufacturing Co. in Chicago and the West, vice Harry K. Tilt, resigned. Mr. Henry has established an office at room 610, 40 Dearborn street. Although a young man, he has been continuously in the trade since 1893 and has a wide acquaintance among dealers and jobbers. He traveled in western territory for Hawthorne & Sheble for some time, leaving them to take charge of the Columbia branch in Denver. He has just returned from a successful trip to St. Paul and Minneapolis.

Siegel, Cooper & Co. contemplate changes in their building which will enable them to give greatly increased space to the talking machine department, which now occupies small quarters on the corner of the third floor. The open space above the shipping court will be enclosed from the third floor up and this additional floorage on the third floor, 60 feet wide by 20 feet deep, flanked on either side by elevators will be fitted up in first class shape for the talking machine and small goods departments. At one end of the new department there will be two Victor booths and at the other end two Edison rooms. The general salesroom will be located in a large space between the booths and here daily talking machine concerts will be given. The small goods counters will extend along the east end of the room. The house expects to greatly increase their talking machine department in their new quarters.

Number 304 Wabash Ave., which has so long been the headquarters for various branches of the Edison Co.'s activities in Chicago, will be entirely deserted by the representatives of the "Wizard" this week. George Hardin, Western representative of the Edison Manufacturing Co., and looks after both their moving picture and battery interests here, and A. V. Chandler, Illinois representative for the National Phonograph Co., will move to 90 Wabash avenue, northeast corner of Washington street, where they will occupy commodious quarters on the fourth floor. Mr. Chandler leaves this week for a trip through the state, which will extend as far south as Cairo, and will take him about a month.

George Ornstein, manager of traveling salesmen for the Victor Co., arrived in the city on Saturday last on one of his ever-welcome visits to the local jobbers.

Edwin H. Uhl, Western manager of the Rudolph Wurlitzer Co., left on Wednesday last on a trip to the coast by way of Salt Lake City and Denver. He was accompanied by Mrs. Uhl and they will be gone about six weeks. While the journey is undertaken primarily for pleasure, Mr. Uhl remarked to F. H. Siemon as he left the store, that he had a catalog and order book with him and that they would probably hear from him at various points in the trip.

Cal Stewart, the inimitable Uncle Josh of talking machine record and theatrical fame, was in Chicago on Friday last on his way westward to the coast. He is monologueing on the Orpheum circuit. The last time he was here he stayed for a couple of weeks, playing a "rube"

The Economy Racks

A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, $3.50; 12-inch, $3.75; Rack for insertion in cabinet, $1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, $1.50 for 10-inch records; $1.75 for 12-inch.

The Ideal Negative Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—*The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.*

R. H. JONES, Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**

We'll Build Up Your Business

The ***quickest*** way to build up your business is by giving ***prompt service*** and furnishing ***reliable goods.***

You don't necessarily have to carry a ***large stock,*** but when a customer wants a thing he wants it ***quick.***

And you simply ***can't afford*** to take any chances of losing a profitable sale by delay on the part of the firm from which the article is ordered.

It behooves you to deal with an ***established house,*** where ***improved methods*** and a large and capable sales force can fill your orders ***promptly*** and ***efficiently.***

It is just such ***dependable service,*** supported by ***forty-five years*** in the music business, that ***we*** offer ***you.***

If you are not already on our list of

Victor and Edison Dealers

write us ***to-d. y.*** We will be glad to keep you posted from time to time on all kinds of ***money making goods,*** just as soon as they come out.

Victor and ***Edison*** goods of all kinds, in vast quantities, are constantly on hand. No order too large for our facilities, and ***none too small*** to merit our best attention.

We sell "Everything known in Music."

Lyon & Healy

CHICAGO

character in a melodrama. This time, however, his public performances were all at Lyon & Healy's. He showed up at C. E. Goodwin's office about noon and was immediately taken in charge and shot down the elevator to Victor Hall, which was filled with its usual noonday capacity audience. Mr. Goodwin introduced Uncle Josh in his usual facile and polished manner, and Stewart told stories and incidentally demonstrated the trueness to life of the talking machine reproductions of his verbal characterizations for fully half an hour. Later in the afternoon he again appeared on the fifth floor and made records for anybody and everybody who wanted them.

The branch store of the Columbia Phonograph Co., at Joliet, Ill., has been discontinued, the accounts being turned over to the local Columbia dealer. Oscar Radix, the former manager, comes back to Chicago and will assume a position in the retail department of the local headquarters.

L. C. Wiswell, assistant manager of the talking machine department of Lyon & Healy's, has returned from a two week's trip through portions of Michigan and Iowa. He found business as fairly active all along the line, and in some cases more so. Rumor hath it that the establishment of several good new deals resulted.

B. G. Royal, president of the Universal Talking Machine Co., spent Saturday, Sunday and Monday, Feb. 27, 28, and March 1 in Chicago. He was accompanied by Mrs. Royal. From here they returned East.

A gentleman went into the Wurlitzer store the week before Christmas and told John Otto, retail manager, that he wanted a talking machine, the cheapest he had in the house. "The children say that it won't be a Christmas unless they get a machine," said he, "and I have got to get it, although I don't want it." Otto sized the customer up as a man of means and figured that he had not been properly introduced to the talking machine proposition. He showed him a Victor Jr., "That's all right," he said. "Give me half a dozen records and end the agony. No! don't play it." The salesman remarked that he wanted to see if the machine was in perfect order (although, of course, he would not have given him the sample machine) and put on a melodious instrumental record. He watched the man and saw that he was not greatly shocked, and quickly tried a Red Seal record, "Bartlett's Dream," on a Victor III. The customer showing appreciation and a desire to linger, a Caruso record was then rendered on a Victrola. The man admitted that he had never dreamed that such music could be produced by a talking machine. Before he left he had bought a Victrola and is to-day one of the best Red Seal customers they have.

E. A. Phillips, manager of the sporting goods, toy and talking machine department of M. Rothschild & Co., is in the East on his regular spring buying trip and will return in about a week. His assistant W. M. Baach, who, by the way, joined the noble army of benedicts a month ago, and is still laboring under a load of congratulations, reports business as very fair for the season and that they are getting more and more of the better class of business owing perhaps to their own persistent efforts in that direction. They still keep up their afternoon illustrated song recital with satisfactory effects on records sales.

Arthur D. Geissler, general manager of the Talking Machine Co., says that February broke even with January, in spite of the short month and holiday. The March list sold in great shape and the present month has opened up in a brisk manner both as regards machines and records. Generally speaking, stocks in the hands of dealers are not at all burdensome and the prospects for a good brisk trade are excellent. Some very enthusiastic letters have been received lately regarding the "cabinet that matches," which has created a remarkable demand for itself in the remarkably short time it has been on the market. The company has been compelled to increase its shop force on account of the increased demand for the Wade fiber needle cutter, which they manufacture.

The Columbia Phonograph Co. have one of their attractive feature window displays in this week. It exploits the three "Rose Hits," "Meet Me in Rose Time, Rosie," "That's What the Rose Said to Me," and "Roses Bring Dreams of You." The title pages of the sheet music of the taree are reproduced in colors on a large card and one of the records is kept revolving on a graphophone which also supports a vertical rod at the top of which is affixed another record which is also kept in motion. A solid window display of the indestructible records is also made.

Harry Berger, representing the Talking Machine Co., has just returned from a trip through Iowa and Illinois. He is proving a successful road salesman as he has in the other positions he has occupied.

W. W. Parsons, who after twelve years' service with the Columbia Phonograph Co., as manager of the commercial graphophone department, became identified with the Dictaphone Co. of America as district manager, when they took over the Columbia commercial interests a few months ago, has tendered his resignation and will take a much-needed vacation for a month or so, before re-entering business. He has several flattering offers but has not definitely decided as yet. Mr. Parson's experience in the dictation machine business extends over a period of over fifteen years. He started with the North American Phonograph Co. in 1893, later with the Talking Machine Co., for two years, and went with the Columbia Co. when they opened their Chicago business. Not only is he known as a thoroughly equipped talking machine man, but he has a reputation among office appliance men as a salesman and executive of unusual accomplishments.

General Manager J. W. Binder of the Dictaphone Co., was in the city last week and completed arrangements with G. L. Scofield to assume the district management of the company, vice Mr. Parsons resigned. Mr. Scofield has been a prominent figure in the automobile business in Chicago for several years past, managing the affairs of the Acme Co., in this section and also having charge of the used car department for the White Co., of the West. Prior to that, however, he was in business in Dallas, Tex., handling a general line of office appliances and specialties. The Dictaphone offices will be removed this week from the Columbia store at 88 Wabash avenue, to Suite 1704, Heyworth building.

Three of the Victor Co.'s salesmen were in the city Saturday to meet George Armstrong. They were Mr. Ebeline, who is now working Indiana, Mr. Sues, Michigan, and Mr. Phillips, who recently returned from California and is now traveling in Illinois.

L. A. Olmstead, proprietor of the Vim Co., talking machines, sporting goods, etc., 68 Lake street, has leased the three-story building at 166 Clark street, and will occupy it as a branch store after May 1. Mr. Olmsted recently opened a store at Minneapolis.

When Robley D. Evans came to Chicago to lecture last month he found L. K. Cameron of the Wurlitzer house waiting at the hotel with a Victrola and a camera, intent on securing a photograph of the famous admiral, listening to the Victor record of his farewell speech on retiring from the navy. It took some persuasion but he finally capitulated and settled himself with an expression of grim determination which was not what was wanted. The "Forza del Destino" duet, by Caruso and Scotti was put on and the ex-commander's face assumed an expression of rapture which was faithfully caught by the camera.

Jobbers state that they are at last able to obtain adequate stocks of the Economy and Perfection disc record racks, made by R. H. Jones, of 117 Bryan place, Chicago. These inexpensive, but very sightly and convenient racks, not only hold but one record to a compartment, thus making them equally suitable for double-faced or single records, but the record is held firmly at three different points, thus giving them additional protection. The number of styles has been increased, making a particularly fine assortment of rack meeting every requirement that the dealer is likely to encounter. The same principle is utilized in the ideal Negative, which Mr. Jones also makes.

The Edison Business Phonograph has been as usual represented at the annual business show at the Coliseum, which closed Saturday night. The exhibit this year is made under the auspices of the Business Phonograph Co., of Chicago, a local dealer, Edwin C. Barnes, manager. Mr. Barnes was assisted by his sales manager, J. D. Pahlman and E. B. Bostwick, Western traveling representative for the Edison Business Phonograph Co., manufacturers, of Camden, N. J., was in attendance and was kept busy exploiting the merits of the

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

THE MISSING LINK

Which?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts

To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

machines. The booth was a large one near the center of the building and was attractively decorated, florally and otherwise. The various types of business phonographs were shown, including the spring motor, the direct current, and the Universal motor machines, and the electric shaving machine.

A vast amount of interest was of course created by the Universal motor, the company's latest production, and which will adjust to any electric light current, alternating or direct. Other late improvements such as the cylinder ejector, recorder guard, etc., were duly expatiated upon. Mr. Barnes stated that the show was a success so far as they were concerned and particularly so as they had learned from the experience of previous years to pick and centralize their efforts on the genuinely interested, treating the curiosity seeker with courtesy, but without waste of valuable time.

Nelson C. Durand, general manager of the Edison Business Phonograph Co., was in Chicago on Saturday, the 27th, and was therefore able to visit the booth, as the show opened that afternoon. He returned East on Sunday.

WATCH YOUR VIBRATIONS.

If You Like Music in C You Are Domestic, Mrs. Greeley Says.

Useful hints in regard to temperaments as indicated by the tuning of the personal vibrations were given by Mrs. Miriam Mason Greeley at the Tuesday Causerie at the Waldorf-Astoria last week. According to the personal vibration theory, the man who hankers after the ingenue type clad in white muslin with a blue sash has instinctively hit upon elements of vast psychic importance. The white has the vibration of ethereal perfection, the blue sash showing a shrinking, conservative, and thoughtful nature. If perhaps the girl prefers music written in the key of C the man has made an excellent choice for matrimony, because the vibrations of that key tone in with a domestic nature.

The color guide is the least satisfactory, for a woman who wears grays and blues for fashion's sake may have really the green feeling, which is a very uncongenial one, being pugnacious and partisan. In that case the woman should cultivate the blue feeling, for a plaid disposition in those shades would combine the combative and conservative in due proportions.

A genuine and instructive preference for red denotes an intense and passionate nature. In this instance the emanations from the color are effective. Mrs. Greeley quoted the case of a writer who, when she wished to produce a fervid passage, hung up a red shawl and let the intense emanations bring her to the proper state of mind.

The matter of numbers is more complex, but this much is sure, that any man who marries a woman whose natural number is nine will surely regret it, for "the combination of three times three means that when she gets through talking there isn't much left worth saying." Eleven, said the lecturer, denotes incompleteness, hence a scatter-brained individual. Twelve shows the ecclesiastical bent and the desire to convert the heathen.

Music is another guide for the wary. Any person liking the key of E, particularly if she also has a fondness for red, will be intense to the point of spontaneous combustion.

The difficulty of this matter is for anyone to distinguish from casual matters of fashion or custom by her true esoteric sense her favorite color number and musical pitch. Then one should apply it practically, for it should be, Mrs. Greeley explained, "the personal vibration, both esoteric and exoteric." When some one told the lecturer that no one knew what that meant she replied that she congratulated herself on finding something absolutely new.

"MERRY WIDOW" CO. ENJOY "MERRY WIDOW" RECORDS.

During the recent visit of the Henry W. Savage "Merry Widow" company to Cincinnati, O., where they played to large audiences at the Grand Opera House, they were frequent visitors to the handsome talking machine department of the Rudolph Wurlitzer Co., in that city, and so delighted were they with the "Merry Widow" records that the pictures of the entire cast were taken listening to the Victor Victrola machine which we are privileged to reproduce.

Indeed it would be difficult to find any body of singers so enthusiastic as were the ladies and gentlemen who make up the "Merry Widow" company, over their cordial reception at the Wurlitzer talking machine headquarters.

We may say, by the way, that during the stay of the company in Cincinnati the Rudolph Wurlitzer Co. made splendid use in their advertising copy of the repertoire of talking machine selections from the "Merry Widow" which they carry. It was up-to-the-minute work that merits praise for those who conceived and worked out the idea. It is publicity that is well worth emulating by the trade.

PHONOGRAPH IS HIS DOCTOR.

A wealthy bachelor of Fallon, Neb., who can neither read nor write, has solved the problem of taking his physician's instructions during his illness by having them dictated into a phonograph, which is taken to his home and placed in the bedroom. There he is reminded just when and how to take his medicines, what he can eat, and what other things he must do to regain his health. He was sorely troubled when he first became ill, as he was not able to remember his doctor's instructions, and refused to have a nurse. The mistake nearly cost him his life, and the phonograph was secured to solve the problem.—Edison Phonogram.

INCREASE YOUR RECORD SALES.

A System of Carrying Records Which Increases Sales.

The day of the dealer with a dusty stock of machines and records, making a success, is past. Customers will not patronize dealers whost stock is not well kept and in a clean condition, indicating that the goods are new.

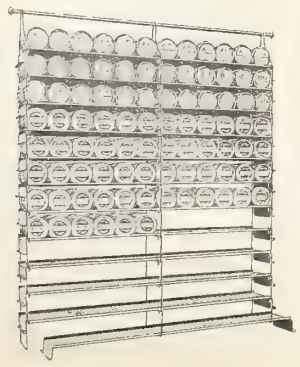
What is more aggravating to a customer than to wait five minutes for a dealer to tell him whether he has a certain record in stock and then in many cases find that the record is out? Up-to-date dealers realizing this are adopting the best system of carrying records, and according to the Blackman Talking Machine Co., of 97 Chambers street, New York City, their tray system used in connection with the Rapke label, as illustrated on page 33, fills the bill. Dealers will do well to investigate same.

ORDER WORTH $2,000.

L. W. C. Martense, a new Columbia dealer in Albany, N. Y., placed an initial order for $2,000 worth of machines and double-face records. Mr. Gaines said he had a splendid field and was working its possibilities to the limit.

Elbert Hubbard says: "To establish and maintain order, harmony and excellence in the territory under one's own hat, will keep one fairly well occupied."

There is the same distinction between buying goods and ordering them as between selling goods and taking an order.



Mr. Dealer: "Serves You Right!"

If you let the other fellow supply your customers with The Schubert Extensible Rack.

Made of metal interchangeable shelves, nicely black enameled, which can be formed into any size rack a customer has records to fill and then added to as more are gotten. Each shelf holds 12 records and as many shelves subsequently added to suit the occasion, ranging from 1 to 20 or more. Put together and taken apart at will. Records cannot fall out. Good profit to dealer and cheap enough for every phonograph owner. Small lot starts your whole trade, creating an endless chain of sales, both in shelves and records. Send for terms and prices, also jobber's name from whom you buy.

G. H. SCHUBERT, 199 W. Madison St., Chicago, Ill.

OHIO "TALKER" MEN MEET

In Cincinnati and Hold Quarterly Meeting—Many Notable Addresses Made—Next Meeting to be Held in Cleveland in May.

(Special to The Talking Machine World.)

Cincinnati, O., March 4, 1909.

The first quarterly meeting of the Ohio State Association of Talking Machine Dealers, which was organized in Columbus last November, was seld at the Sinton February 21. Routine business was transacted at the morning session, and in the afternoon Charles J. Williams, Zanesville, spoke on "Past, Present and Future of the Talking Machine Business," and W. H. Snyder, Columbus, delivered an address on "Competition." Mr. Doerzbach gave a talk on "Selling Our Line."

The members of the association, of whom 35 were present, were entertained at dinner at the Sinton that night by the jobbers of Cincinnati and other cities. Addresses were delivered by J. F. Bowers, president of the National Association,

PRESIDENT C. A. CAJACOB.

Chicago, on "Trade Organizations"; P. B. Whitsit, Columbus, on "The Relations of the Manufacturer, the Jobber and the Dealer"; Joseph Dittrich, Cincinnati, on "The Successful Dealer."

The officers of the association are: A. C. Cajacob, of Wapakoneta, president; Geo. J. Doerzbach, of Sandusky, vice-president; Charles Williams, of Waynesville, treasurer, and Martin Chandler, of Chillicothe, secretary.

The next meeting will be held in Cleveland on May 5.

Among the papers read at the convention was the following interesting paper on "Advertising the Talking Machine Line," by C. W. Page, of the Rudolph Wurlitzer Co.:

"A popular English writer has this to say about a certain class of people: 'They put us to sleep,' says she, 'because they tell us the reason of things.'

"I do not recall the circumstances that occasioned this remark, but I would not give 'thank you' for advice to do thus and so in business, unless the admonition carried a liberal accompaniment of 'reasons why.'

"Now, I have made what I call a very nervy start on my subject for this occasion. I have voluntarily put myself in a position where every piece of good advice I serve up has got to be reinforced with a carefully selected, quarter-sawed, hand-polished 'reason because' or I cannot expect much consideration at your hands.

"The subject of advertising is too broad, too deep, and our time is far too limited to attempt to treat it at length. I have just one thought to give you to-day, but it is a good, big thought, and if you will take it home with you and work it out in your business you should find it highly profitable. The thought is timely advertising.

"Take full advantage of current events that the public is interested in by advertising Victor and Edison in this connection in your local newspapers.

"To illustrate: The play, 'The Merry Widow,' comes to the theater. The newspapers are full of it; the billboards on every side appeal to passers-by with gorgeous lithographs of the seductive waltz 'that steals away men's souls.' The newsboys and school boys whistle, the school girls hum it on the streets; orchestras play it at dances; pianos take it up in parlors—in a word, the whole town is 'Merry Widow' crazy.

"Now for a series of good strong newspaper ads., headed 'The Merry Widow' in big bold capital letters, and a happy reminder that all the charming 'Merry Widow' music can be enjoyed in the home with a Victor or Edison.

"Mention the favorite songs and instrumental numbers and the artists who made the records. The Victor has 'The Merry Widow Waltz,' sung by Mme. Sembrich; the Edison has the Vilia Song, sung by the foremost European prima donna in the rôle of the widow, etc. 'Think of perpetuating the pleasure of the theatrical performance,' your ad will say, 'of renewing acquaintance with your favorite selections in your home, where they are most enjoyed.' Then conclude with a broad cordial invitation to everybody to come in to-morrow and hear 'The Merry Widow' music at the free all-day concert—everybody welcome.

"Don't you think such advertising must sell records to Edison and Victor owners and machines and records to non-owners?

"Next week perhaps another show comes to town; you look up its music in your record catalog and your public is again reminded that the music can be made a permanent feature of their homes, if only they invest in a Victor or an Edison.

"Keep this up consistently, and sooner or later everybody must get the thought that a talking machine is in truth a 'home theater.'

"Dress your windows up to harmonize with the newspaper advertising. Show managers are always glad to part with photographs of leading actors and scenes for this purpose, as well as colored posters that can be hung up or cut out and backed on pasteboard for standing up.

"This week 'The Merry Widow' is in Cincinnati. The advertising manager of the company came to our firm and gave us enough advertising matter to fit out a county fair exhibit. We even secured electrotype cuts of 'The Merry Widow Waltz' for illustrating our newspaper ads.

"A week ago Nat M. Wills was on the bill of a local vaudeville theater. We featured his Victor records and the newspaper furnished us with an excellent cut of this actor in his costume as 'The Happy Tramp.' It brought the people in. Your newspapers can help you out the same way and will gladly do it.

"Sometime since Admiral 'Fighting Bob' Evans lectured here. We made a strong feature of his record, 'Farewell Address to the Navy,' and the newspapers furnished us cuts of the Admiral for illustrating the ads.

"Another fruitful subject for newspaper ads is popular song hits of the day, such as 'Rainbow,' 'School Days,' 'Sunbonnet Sue,' 'Taffy,' etc.

"There is always something special to talk about. Keep your eyes open for the unusual things of wide public interest and press them into your advertising service. Make them pull for you.

"The thoughtful miller utilizes the strength of the stream for turning the wheel of his grist mill. Over the hill is his home. A lofty windmill stands close by. The vagrant currents of the air cause it to revolve and pump water for his household requirements. Neither the wind nor the water costs him anything, but both are made to pull.

"Such incidents as I have mentioned cost a dealer nothing; nevertheless, than can be made to pull."

After several "airship" trips to the West, Walter L. Eckhardt, president of the Manufacturers Outlet Co., and a director of the Leeds & Catlin Co., New York, is back East again. Walter is one of the busiest men in the business at the present time, and so is his friend, Frank W. Boyer, president of the Chicago Music Co., who distributes solid silver pencils to his allies and sells about all the mica diaphragms that are bought in this country. Mr. Boyer's home is in Valparaiso, Ind., but most of his time is divided between Chicago and New York. As Mr. Eckhardt described him, "Mr. Boyer is the mica king of this country."

You've been caught like this:

Customer comes into your store and asks for some Victor, or Victor Record, or some accessory that you haven't got.

You telegraph or 'phone your jobber at once.

He promises to ship by express same day *sure*.

You wait and wait, and then wait some more—and still wait.

Your customer comes again and again to get the goods.

You make a whole lot of explanations.

And finally your customer gets disgusted, and you lose the sale.

Don't let it happen again!

What's the use of losing business on account of a slow jobber? You don't have to do it.

Try us. We don't know what "slow" means. "Hustle" is our motto. And there's one thing we guarantee—YOUR ORDER WILL BE SHIPPED THE DAY WE GET IT.

Again! You'll never catch *us* short of stock. Send for any Victor, or Victrola, or Victor record; or horns, record cabinets, fibre cases, English needles, accessories or parts—we've got them, and plenty of each. You get just what you want, when you want it. We're "minute-men."

Another point! We don't handle anything but Victor goods, and we don't mix up orders.

Try us! Don't take your jobber's promise to "be good." He probably did his best before. Our best is *the* best. Send us your next rush order, and we'll show you how quick we can handle it.

We've got a mighty interesting booklet that we want to send you, called "The Cabinet that Matches." It tells about our record cabinets that exactly match every style of Victor in design and finish.

Drop us a postal to-day for this booklet and our catalogues. They're worth money to you.

New York Talking Machine Co.

Successors to
The Victor Distributing and
Export Company

83 Chambers St., New York

TWO CENT ROYALTY COPYRIGHT BILL A LAW.

After a Three Years' Fight the Copyright Bill Was Unexpectedly Pushed Through House and Senate at Last Moment—The Much-Discussed Music Section—Comments of Members of the Trade on the Passage of Copyright Legislation—Goes Into Effect July 1, 1909.

(Special to The Talking Machine World.)

Washington, D. C., March 4, 1909.

What seemed impossible has been accomplished, namely, the passage of the revised copyright statutes by the Senate and House yesterday, the law being signed by President Roosevelt to-day among the very last measures enacted by the Sixtieth Congress, which expired by limitation at noon. The new copyright act, which goes into effect July 1, 1909, is the one prepared by the Hon. Frank D. Currier, of New Hampshire, chairman of the House Committee on Patents, and was called by his name. It was reported to the House and unanimously recommended for passage on February 17. Considering the few legislative days remaining of the short session, grave doubt was expressed that the bill would be placed on passage. Nevertheless, miracles will occur, and the enactment of an elaborate measure of this nature, dealing with so many interests of a more or less complex character, and which had been passionately discussed pro and con for four years, in the last day but one, when both the Senate and House are in the throes of the closing hours of an unusually turbulent session, must be so classified.

Early yesterday Mr. Currier called up the bill in the House under a suspension of the rules and it was passed as reported. In the evening the same procedure was followed by Senator Smoot, of Utah, chairman of the Patents Committee, and with like result. The chief hindrance in the passage of a copyright bill before this has been the musical section, and as enacted it reads as follows:

"Section 1. Any person entitled thereto, upon complying with the provisions of this act, shall have the exclusive right—(e) To perform the copyrighted work publicly for profit if it be a musical composition; and for the purposes set forth in subsection (a) hereof; to make any arrangement or setting of it, or of the melody of it in any system of notation, or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced:

"Provided, That the provisions of this act, so far as they secure copyright controlling the parts of instruments serving to reproduce mechanically the musical work shall include only compositions published and copyrighted after this act goes into effect; and shall not include the works of a foreign author or copyright proprietor unless the foreign nation of which such author or composer is a citizen or subject grants, either by treaty, convention, agreement or law to citizens of the United States similar rights.

"And provided further, and as a condition of extending the copyright control to such mechanical reproductions, That whenever the owner of a musical copyright has used or permitted, or knowingly acquiesced in the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of two cents on each such part manufactured, to be paid by the manufacturer thereof; and the composer may require and if so the manufacturer shall furnish a report under oath on the twentieth day of each month on the number of parts of instruments manufactured during the previous month serving to reproduce mechanically said musical work, and royalties shall be due on the parts manufactured during any month upon the twentieth of the next succeeding month.

"The payment of the royalty provided for by this section shall free the articles or devices for which such royalty has been paid from further contribution to the copyright except in case of public performance for profit: And provided further, That it shall be the duty of the copyright owner, if he uses the musical composition himself for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the Copyright Office, and any failure to file such notice shall be a complete defense to any suit, action, or proceeding for any infringement of such coypright.

"In case of the failure of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found to be due as royalty in accordance with the terms of this act, not exceeding three times such amount.

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Regarding the duration or "life" of copyright the following applies:

"Section 23. That the copyright secured by this act shall endure for 28 years from the date of first publication, whether the copyrighted work bear the author's true name, or is published anonymously, or under an assumed name; Provided, that in the case of any posthumous work or any periodical, cyclopedic or other composite work upon which the copyright was originally secured by the proprietor thereof, or of any work copyrighted by a corporate body (otherwise than as assignee or licensee of the individual author or authors) or by an employer for whom such work is made for hire. The proprietor of such copyright shall be entitled to a renewal and extension for a further term of 28 years when application for such renewal and extension shall have been made in the Copyright Office and duly registered therein within one year prior to the expiration of the original term of copyright: And provided further, That in the case of any other copyrighted work including a contribution by an individual author, when the contribution has been separately registered the author if living, or his widow, widower or children, if he is dead, or his executors if there are neither widow, widower or children, or in the absence of a will, his next of kin are to be entitled to a renewal or extension for a further period of 28 years after registration."

In default of registration the copyright would expire at the end of the first 28 years from publication.

In the prosecution of infringements the act provides as follows:

"Section 25. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

"Fourth—(c) To deliver up on oath, to be impounded during the pendency of the action, upon such terms and conditions as the court may prescribe, all articles alleged to infringe a copyright; (d) To deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices, or other means for making such infringing copies as the court may order; (e) Whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of musical instruments serving to reproduce mechanically the musical work, then in case of infringement of such copyright by the unauthorized manufacture, use, or sale of interchangeable parts, such as discs, rolls, bands, or cylinders for use in mechanical music-producing machines adapted to reproduce the copyrighted music, no criminal action shall be brought, but in a civil action an injunction may be granted upon such terms as the court may impose, and the plaintiff shall be entitled to recover in lieu of profits and damages a royalty as provided in section 1, subsection (e), of this act: Provided also, That whenever any person, in the absence of a license agreement, intends to use a copyrighted musical composition upon the parts of instruments serving to reproduce mechanically the musical work, relying upon the compulsory license provision of this act, he shall serve notice of such intention, by registered mail, upon the copyright proprietor at his last address disclosed by the records of the copyright office; and in case of his failure so to do the court may, in its discretion, in addition to sums hereinabove mentioned, award the complainant a further sum, not to exceed three times the amount provided by section 1, subsection (e), by way of damages, and not as a penalty, and also a temporary injunction until the full award is paid."

Paragraph Relating to Moving Pictures.

The clause relating to motion pictures, etc., in the copyright act is subdivision (d) of section 1, as follows:

"(d) To perform or represent the copyrighted work publicly if it be a drama, or, if it be a dramatic work and not reproduced in copies for sale, to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, performed, represented, produced, or reproduced, and to exhibit, perform, represent, produce or reproduce it in any manner or by any method whatsoever."

PASTOR'S VOICE AT OWN FUNERAL.

Dying Clergyman Makes Phonograph Records for Use at His Grave.

(Special to The Talking Machine World.)

Fairfield, Ill., Feb. 28, 1909.

The Rev. Daniel Bassett Leach, an aged clergyman of Bone Gap, near here, was told yesterday that he was going to die. He asked that his graphophone be brought to his bedside. Into the machine the venerable pastor talked. Besides an address he spoke some prayers and a benediction.

When Mr. Leach had finished he had the records repeated. Then he asked that they be used at his funeral. His relatives assented, and thus his relatives, congregation and friends will hear his own voice as they stand beside his grave. Mr. Leach was born in Chenango County, N. Y.

DECREASE IN BUSINESS FAILURES.

Dun's preliminary report of commercial failures in the United States in February shows 1,105 in number and $16,734,813 in amount of liabilities, which compare with 1,621 similar suspensions for $27,064,571 in February, 1908. Manufacturing failures numbered 231 and involved $8,161,384, while in February, 1908, there were 393, with liabilities of $12,011,375. In the trading class 841 failures this year compare with 1,170 and the amount of defaulted indebtedness was $6,410,597 against $8,672,143 last year. There were thirty-three other commercial failures, including real estate, brokerage, etc., involving $2,162,832, which contrast sharply with the fifty-eight similar defaults for $6,381,053 reported in the same month a year ago. This month's returns, the report says, indicate a wholesome growth toward more normal conditions in the business world.

Brodbeck & Co., piano dealers, who represent the Victor talking machine and Edison phonograph in Mount Vernon, N. Y., have built up a splendid demand for these machines and records in that rapidly growing city. The firm consists of Emil Brodbeck and Frank Brodbeck, both experienced piano men.

Don't be too loud, but let people know that you are alive. Then they will come in to see how healthy you are.

INJUSTICE TO MANUFACTURERS OF RECORDS.

Paul H. Cromelin, President of the American Musical Copyright League, Brings the Weak Points of the Copyright Bill to the Attention of Representative Currier—Manufacturers Compelled to Pay Royalty on Rolls and Discs Manufactured, Whereas Publishers Pay Royalty Only on Sheets of Music Actually Sold—Mr. Currier in His Reply States if Any Hardship is Worked in Bill, Which Has Now Become a Law, It Can Easily be Cured by Amendment.

The following correspondence which passed between Paul H. Cromelin, president of the American Musical Copyright League, and the Hon. F. D. Currier, in regard to the new copyright act, is interesting, in view of the injustice which the new law works to manufacturers of perforated music rolls and talking machine discs. To compel manufacturers to pay royalties on the number of rolls and discs manufactured and not actually sold is a most unusual procedure and must be remedied in due course by amendment, as it has a distinct bearing on the rolls and discs exported. Under date of February 27 Mr. Cromelin wrote:

"Dear Mr. Currier—Mr. Barney has sent me a copy of your new copyright bill, H. R. 28192, and I want to congratulate you and your co-workers on the committee for having framed up a measure which so admirably meets the complex situation you have had confronting you.

"There never was a compromise that was satisfactory to everyone, and your bill is no exception in this respect. Some features in it will cause American manufacturers, especially those doing a large export trade, great concern, but, we have been given such consideration by all of you, and there has been such a manifest intention to protect every interest deserving of consideration and to give everyone a 'square deal,' that we can only express our appreciation for what you have done.

"There are a few points which I feel it my duty to bring to your notice.

"First—In so far as cylinder records for talking machines and the cheap little plates used on some forms of music boxes are concerned, two cents a record, *unless added to the selling price and collected from the public*, is confiscatory. Cylinder records for talking machines are listed as low as 25 cents. From this price a discount is given to jobbers of 50 and 10 per cent. They are sold for export in some countries where the competition with foreign factories is keen as low as 10 cents each. There is not as much as 2 cents profit in them. The provision in Section E, Paragraph 1 of your bill, H. R. 22183, of 1 cent on small-size cylinders and discs, and 2 cents on those of greater size is therefore naturally more agreeable. Such a criticism, however, is of no importance if the royalty must be added to the price.

"Second—We believe that there is not a music publisher who pays royalty *on the sheet music printed*. Royalties are always based on sales, *not on manufacture*. In the case of the Columbia Phonograph Co., for example, they will be compelled to pay royalty, should the bill pass in its present form, on thousands and thousands of records which will never be sold and on which, in addition to never receiving one cent, they will have a 2-cent royalty added to their present manufacturing cost. In explanation, they have about 100 retail stores in this and foreign countries. Their factory is in Bridgeport, Conn. They manufacture goods and stock their stores. The return for their investment is received *only when the goods are sold*. In the natural course there are thousands and thousands of records which are never sold. A piece is popular to-day; they manufacture to meet an anticipated demand; its popularity suddenly ceases and the records go back into the pot at the value of raw material.

"We believe that royalties should be based on record sales, not manufacture, each manufacturer being compelled to report under oath the number sold, and in this connection the royalties should be due and payable only on records *sold within the United States*.

"Congress should not attempt to legislate for goods sold in foreign countries. The reasons for this will be more apparent when you consider the following:

"First—Until laws similar to that which you are about to enact are passed in various foreign countries, the manufacturers in those countries will not be compelled to pay any royalty whatsoever, but will be free to use the new copyrighted selection the same as heretofore. I do not believe that it was yours or the committee's intention to deliberately handicap the export trade of our American manufacturers, but you can readily see, with the competition with foreign manufacturers as keen as it is to-day, that if we had to pay a royalty and they not, we would be 'out of the running.' The American manufacturers are shipping to-day large quantities of goods into Mexico and South America in competition with German, French and British firms. The additional royalty cost which the American would have to pay as provided for in your bill would make it impossible for them to compete.

"Second—The countries of the Berne convention will before June, 1910, revise their copyright laws in accordance with the spirit of the recent Berlin Conference. It is left to the legislature in each country to impose such conditions and restrictions as it may deem best to the new rights granted to composers of music as respects mechanical reproducers. Such conditions and restrictions are limited strictly, however, to each particular country which imposes them, and shall have no force and affect in other countries. It is to be expected that each country will fix the amount of royalty to be paid to composers, and in some instances the amount will be greater, in others less than that fixed in the United States. All attempts in Berlin to bring about an international arrangement in this respect were futile. As soon as laws are passed in these various countries fixing the amount of royalty the persons who attempt to sell records of copyrighted music in any of these countries will be immediately enjoined unless he pays to the owner *in that* country of the particular copyrights the royalty provided by the laws of that country, and this quite regardless of the fact that the record may have already paid the American royalty which you are providing on manufacture. Thus there would be *double royalties*, as it usually happens that foreign copyrights are disposed of to third persons, and the fact that the record has once paid a royalty to the owner of the American copyright *when manufactured* will be of no interest to the owner of the foreign copyright, who will require payment according to the laws of the particular foreign country where the case arises. The provision in your bill which frees the record after it has paid the 2-cent royalty from any further contribution to the copyright except in case of public performance for profit, would not meet the situation. No such provision in an American statute could have an effect as respects any other country. As a matter of fact the payment of a royalty in the United States would not entitle the American manufacturer to bring the record into Italy at all, without the consent of the owner of the Italian copyright, and he might refuse absolutely to give such consent, having given the exclusive right to some other. Under the agreement at Berlin, it is expressly provided that each government shall have the right to seize records which are attempted to be brought into the respective countries until such records have in every way complied with the requirements of the domestic legislation. Germany has become a great exporter of these musical devices, and many countries get their supplies from Germany. From the Hanover factory of the Deutsche Grammophon-Aktiengesellschaft records are shipped to all parts of the world, and there are at least twenty manufacturers of discs alone in Germany whose product is principally sold outside the German Empire. All the records for the Fonotipia Co., of Milan, Italy, and London, Eng., are made by the International Talking Machine Co., of Berlin, Germany. I happen to personally know from conversation with important persons who attended the Berlin Conference on behalf of Germany, and by direct information since received from Berlin, that Germany will jealously guard this point in regard to export and not pass a bill which will interfere with or retard the growth of its increasingly important export trade in these devices. I believe that when these facts are placed before you, you will see more clearly the necessity for basing royalties on sales and not on manufacture.

"I bring the above matter to your attention not with a view to adding to your difficulties or placing any barriers in the way of the speedy passage of the bill. We have said all along that we had no fight on the composers, and that while we were opposed to any laws bringing these devices under the domain of copyright, that if we failed to convince you and the members of the committee of the correctness of our position, and if you prepared a bill in which all the interests would be protected, you would find us co-operating and not opposing. Nothing which has happened since the fight began has changed our viewpoint as to the inexpediency of the proposed legislation, but you certainly have done your part and you will find us assisting and co-operating to the best of our ability as promised."

Hon. F. D. Currier's Reply.

In reply to the foregoing communication, the Hon. F. D. Currier wrote as follows to Mr. Cromelin, dated Washington, D. C., March 2:

"Dear Mr. Cromelin—I thank you for your favor of recent date regarding the copyright bill. Of course, you know how long and troublesome this contest has been, and that to ever end it there must be some compromise. I am not sure that you are not right in the criticisms you make as to the basis of royalty. I expect that any bill that we may pass will speedily develop some defects, and that should this bill go through we will be amending it at every session for some years to come. We passed what we thought was a most careful revision of the trademark laws a few years ago, and I think I have reported out and had passed bills amending that act every single session of Congress since. The bill now receives the unanimous support of both the House and Senate committees. If it should be passed and work hardship in any respect, I have no doubt that it would be easy to cure the trouble by amendment."

CORPORATION LAWS.

Restrictive Bills Introduced in Legislature at Albany Last Week.

(Special to The Talking Machine World.)

Albany, N. Y., March 8, 1909.

Assemblyman Andrew F. Murray introduced several corporation laws to-day at the request of the Corporation Department of the Secretary of State's office. If these bills should pass, stockholders of corporations organized here cannot meet outside of the State for the purpose of changing the number of directors. Where the capital stock of a corporation is changed by the unanimous consent of stockholders without a meeting, a certificate showing such unanimous consent must be filed with the Secretary of State.

The advertising agencies argue strongly on the law of average, and claim that it is the only thing that is absolutely certain in advertising. The point they lay stress on is: "What one man likes or wants forms no criterion. When a thousand, at a certain expense, are led to spend a certain amount, you have an absolute certainty. The millions will do what the thousands have done." This appeals to reason. It is merely the application of the statistical laws which make all insurance ventures possible. There is a constancy about large numbers.

"TALKER" TRADE IN THE ORIENT.

A Most Interesting Review of the Talking Machine Situation in China Furnished by the U. S. Consul at Shanghai—Talking Machine a Most Popular Instrument With the Chinese—How American Countries Are Catering to the Eccentricities of These People—Some Import Figures.

(Special to The Talking Machine World.)

Washington, D. C., March 8, 1909.

In the very interesting report on musical conditions in China sent to the Department of Commerce and Labor by the United States Consul at Shanghai there appeared the following reference to talking machine affairs in that country:

When the American talking-machine manufacturers began to turn their attention to markets in foreign countries, it appears that the China field was by no means overlooked, for of the total imports American manufacturers control 80 per cent.

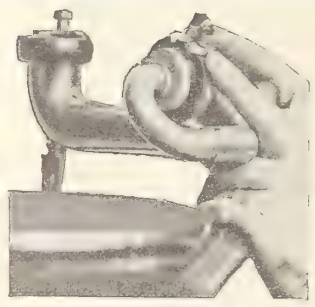
The imports of talking machines and accessories into China during the years 1904, 1905, 1906, and 1907 were $50,295, $64,622, $94,460, and $94,059, respectively. The imports credited to the United States in 1907 amounted to $32,080, while the imports from Canada were valued at $38,930 by the Chinese customs. These figures, however, need explanation. There are no Canadian talking machines on this market. The value of the importation credited to Canada should be added to the American total, the shipments of American machines and accessories having been made over the steamship lines of the Canadian Pacific Railway Company from the Canadian port of Vancouver, and thus credited to the Dominion. In competition with American machines there is a German machine, and also one introduced by a French company. The German machines have been in this market for some time; the French machines are later arrivals. These machines do not seem to be meeting with great success.

The talking machine is rapidly becoming a most popular instrument with the Chinese, who purchase by far the greater percentage of the imports. It is said that the business done with the foreigners in China does not amount to more than perhaps $2,000 a month. It is for the Chinese trade that the companies are in this market, and it would appear that this is a business which may eventually develop into much larger proportions. The percentage of the increase for 1907 over previous years is very encouraging. The Chinese do not purchase the higher-priced instruments, but demand cheap machines. They are not as particular as the foreigners, and do not mind the scratching so long as the machine is loud enough. The scratch in playing is also, to some extent, lost in the Chinese music. In northern China one of the American companies supply what are known as straight-armed machines, while in southern China the taper armed are supplied. The latter give less scratch in playing.

One of the American machine companies is catering carefully to the trade in China, even to its eccentricities. An energetic and experienced representative of this company came to the Orient in the summer of 1907. His machines had already been placed under the agency of the largest musical goods house in China, who had done excellent work in introducing them and building up an American trade. With the assistance of this firm he set about enlarging the field. There are now agencies in almost every treaty port in China. The head agency at Shanghai has eight or ten Chinese salesmen continually in the field, and every detail of the trade is being carefully watched For instance, it was found that the black horn, which was suitable for the home trade, did not appeal to the Chinese eye. The company has now placed bright red and yellow horns on their machines, and they are very popular. This company has 2,000 Chinese records and the other American company about 1,000.

There have been four expert record makers from talking-machine companies in this field during the past year—two American, one French, and one German. The French and German companies have about 1,000 records. There is at present an expert in China who is engaged in making another 1,000 records for one of the American companies. This record making is most expensive and is very carefully undertaken. The most famous Chinese bands and palace singers are being engaged to make records. They are being brought from all parts of the Empire to the three record-making centers—Peking, Shanghai, and Hong Kong. Here the apparatus for making the master records is set up and the recording done under the direction of the expert. The master records, however, are never sent home for duplication until they have been approved by the Chinese. It has been found that certain classes of records must be made especially for the northern, the central, and the southern trade. A record popular in the north seldom finds a sale in the South, and vice versa.

The Chinese do not care for foreign records, except for laughing songs and selections, with the bugle and snare drum. The talking-machine trade is not one which will be quickly swelled into great proportions, but the active and energetic work which is being done by the American companies in this line, is producing most satisfactory results and is certain to make an increased demand. The reports of graphophones and accessories, by ports, were as follows in 1907: Tientsin, $27,590; Shanghai, $43,551; Hankow, $6,352; Canton, $4,085; Newchwang, $2,116; Kiaochow, $1,781; Foochow, $999; other ports, $7,585.



Attaching the Sweeper

ATTENTION!
Jobbers and Dealers

If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment,** for **Victor Talking Machines.** ¶ **Cleans while playing.** ¶ It not only polishes the surface of the record, but digs the dirt out of the grooves. ¶ Every record customer will buy one.

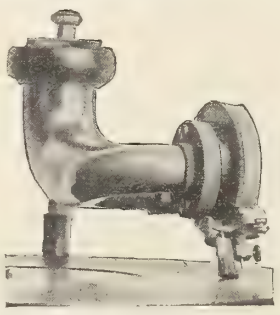
A popular priced Sweeper and Attachment

TWENTY-FIVE CENTS *Regular Trade Discount*

Manufactured by

RECORD SWEEPER COMPANY

Highland Park ILLINOIS, U. S. A.



Record Sweeper in Action

IMPORTANT FREIGHT DECISION.

Spokane Wins Its Fight Against the Railroads—Rates from St. Paul to Spokane Reduced by 16 2-3 Per Cent.—Nearly the Same Reduction Applies from Chicago to Spokane—Pacific Coast Cities Benefit by Decision.

(Special to The Talking Machine World.)

Washington, D. C., March 3, 1909.

The Interstate Commerce Commission to-day made an important decision in a case brought by the city of Spokane against transcontinental carriers involving rates on long and short hauls. The commission decided against the railroads, holding certain rates to be too high and ordering reductions. The decisions will affect other cities in the Northwest where the conditions are the same as at Spokane and also the general question of rates on long and short hauls throughout the country.

The city of Spokane in the case complained against the Northern Pacific, the Great Northern and the Union Pacific lines on the ground that rates from Eastern destinations to Spokane were higher than those to Seattle, a more distant point, and that the rates to Spokane were inherently unreasonable.

The commission's decision reduces class rates from St. Paul to Spokane 16 2-3 per cent. and makes substantially the same reduction from Chicago to Spokane. Rates east of Chicago are not dealt with in this case, but the principles will probably be applied in cases pending affecting Eastern territory where conditions are similar.

NO LET-UP FOR PRICE CUTTERS.

The National Phonograph Co. are most assiduous in prosecuting price-cutting firms, no matter where located. Among recent restraining orders issued in their favor was one against Geo. J. Raymond, conducting business under the name of the Raymond Syndicate, throughout Massachusetts. A temporary restraining order was also obtained against Woodward, Clark & Co., Portland, Ore., for selling goods below price, and a final decree has been granted in a suit of the National Phonograph Co. against Wright, Metzler Co., of Connellsville, Pa.

GREAT LIST OF HEBREW RECORDS.

The Hebrew record list of the Universal Talking Machine Mfg. Co., Newark, N. J., is reported as being the largest and best selected in the country, and on which their sales almost equal those of the American numbers. The special bulletin, issued last week, has 14 numbers, the five duets being reproduced from the voices of the greatest Jewish artists in New York City, and that is saying a great deal. Their soprano solos are also equally high class. The duets were sung by Mme, Prager and Mr. K. Jurelier, and the solos by Mme. Prager. Other magnificent voices, the possession of these peculiarly gifted musical people—talents usually inaccessible—will be placed on the Zonophone records at an early date. Their regular Hebrew catalog contains 50 other numbers. Manager Macnabb is earning well deserved praise for his tireless efforts to have his record catalog equal to the best in the market in point of quality, finish and selling value.

George Porch is a new talking machine dealer in Johnstown, Pa.

NEWS FROM THE GOLDEN GATE.

Trade Quiet—Early Summer Trade Expected—Alaska-Yukon Exhibition Will Help—Clark Wise & Co.'s New Store—Pacific Phonograph Co. Take Over Kohler & Chase "Talker" Business—Victrolas in Demand at Sherman, Clay's—Bacigalupi Delighted With New Store—Ambassador Gray Touring the South.

(Special to The Talking Machine World.)

San Francisco, Cal., March 5, 1909.

The talking machine business has been undeniably quiet on the Coast for the last month. Things have been picking up a little for the last week, but there is still less demand than there should be at this time of year. The wholesale business settled down to the ordinary run about the end of last month, and both wholesalers and retailers are carrying good-sized stocks, as the movement during February was greatly interfered with by the continued rain. City people are not taking their usual interest, and dealers in the country towns say that people are too busy getting their crops started to pay any attention to talking machines.

Regardless of the present quotations, the San Francisco wholesale dealers believe that next summer will be the best in years with the outside trade. In most of the agricultural districts the outlook was never better. The northern grain country is especially prosperous, and business in Seattle, Wash., is sure to be helped by the Alaska-Yukon-Pacific Exposition, which will be held there early in the summer. Southern California is also coming ahead, as there is more money moving in Los Angeles than for several years past, and the surrounding country has received enough rain to assure unusually bountiful crops.

Prospects in San Francisco, while hardly as bright as in some other parts of the Coast, are still very encouraging. The scattered condition of business will doubtless hold things back during the spring, but by next fall most of the dealers will be settled so as to receive the full benefit of the downtown movement, and will be able to make more attractive displays than ever before.

In a few months Clark Wise & Co. will be in a position to do a much larger high-class talking machine business than for the last few years. Their new location on Grant avenue, in the heart of the best shopping district, will give them a hold on the finest trade in the city. Mr. Wise has always regarded his talking machine department as one of the best paying features of his business, and he expects to have a big sale of Victrolas and high-class records. He will devote an entire floor to this department, probably the second, and will have a complete equipment along the most approved lines.

Benj. Curtaz & Son plan to put the talking machine department on the mezzanine floor of their new store, which they will occupy in about six weeks. With a larger store they will be able to give more attention to this side of the business, and expect to make much more of it than they have done since the fire.

Further changes have been made in the talking machine organization of Kohler & Chase, and it may now be said that the company is entirely out of the wholesale trade. The Pacific Phonograph Co. was incorporated about a week ago, and has taken over this end of the business, though it will still be conducted at Kohler & Chase's store, and that house is the principal stockholder. The capital of the new company is $100,000, and the incorporators are Q. A., E. M. and Geo. Q. Chase, R. H. Blake and C. M. Jones. This change is expected to aid greatly in the conduct of the business, as it places accounts and collections, as well as sales, under entirely distinct management. C. M. Jones, who has been manager of both wholesale and retail departments, will continue in charge of the business, holding the office of secretary in the new corporation. The company's territory covers California, half of Oregon, and part of Nevada. Mr. Jones states that little has been done so far in the latter State, but an active campaign is to be started there in the near future. The company will handle Edison goods exclusively as soon as the stock of other lines now carried can be disposed of. The local retail business will remain with Kohler & Chase. Mr. Jones says that the business is now thoroughly systematized, and this month's business locally shows some increase over January, though greater things are looked for in the next six months.

Only the wholesale business of Kohler & Chase in Seattle was bought out last month by Messrs. Brown and Bruce, the retail department remaining with J. C. Walling & Co. The latter concern has now been taken over by Kohler & Chase.

Andrew G. McCarthy, manager of the talking machine department of Sherman, Clay & Co., made a visit to Los Angeles about a week ago, and has just returned. He considers the outlook there the best in years. Locally he finds a continued demand for Victrolas and high-class records, with a rather better record of sales than last month. Mr. McCarthy has been chosen publicity manager for a big celebration which will be held next fall over the re-establishment of business in the downtown district.

Peter Bacigalupi & Sons are more than delighted with their new location. They find already that more people pass their store every day—and more come in, too—than when they were out on Golden Gate avenue, and their retail talking machine sales show a great gain. By next fall, when conditions become more settled, the retail business should be nearly double what it is now.

W. S. Gray, Coast manager for the Columbia Phonograph Co., spent the greater part of the month in southern California visiting the various agents in that territory, and has just returned. O. W. Cyrus, the traveling representative, has also returned from a trip through the San Joaquin valley, and will leave next week for the South. His last trip was highly successful, as a number of first-class agencies were started and several good-sized stocks sold. The San Francisco headquarters of the company has

THERE'S A TIME TO LET GO—

Let go of old methods, if you want to be up among the leaders in your line of business. You must watch every spot where there is a chance for profits to leak and stop the leak.

"The Heise System" of

Wire Record Racks

save space, keep records from injury, aid you in stock-keeping and help you in selling. Besides, they save enough of the time of the salesman to pay for themselves.

For all Sorts of Records, Disc or Cylinder,
Take It Up With Your Jobber To-day.

SYRACUSE WIRE WORKS,

SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.

We Want Your Business

¶ Our message is specifically to the dealers of Northern Ohio, and Indiana, and all Michigan. We want your business because we are in shape to care for your orders promptly, immediately. This does not mean that we will fill them to-morrow, or the day after, or next week, but on the day received. Within the hour your order is received, we will begin work, getting it ready for shipment.

¶ Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance 'phone, you will not be disappointed.

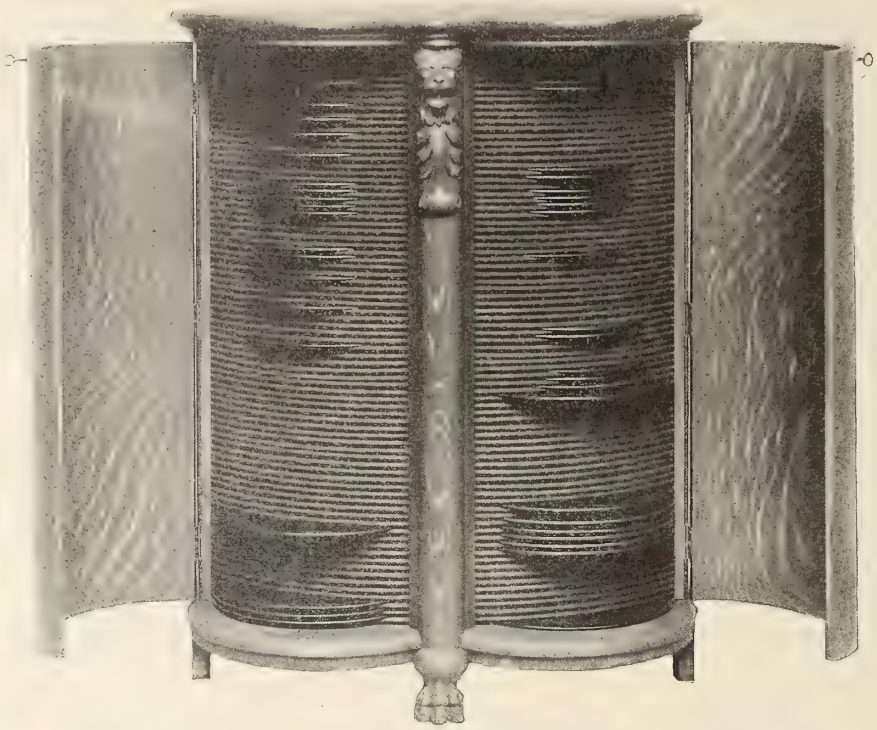
¶ Our lines in every department are most complete. Stocks are full, running over. We have everything and anything you want. We make it a point to keep forearmed at all times so that our customers shall not suffer through detail. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

¶ We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

American Phonograph Co.

160 Woodward Avenue, Detroit, Mich.

Salter's Improved Cabinets



Salter's New Goods

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

SALTER'S IMPROVED CABINETS

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

SALTER MFG. CO., 102 to 108 N. Oakley Avenue CHICAGO, ILL.

just received a large shipment of records, and is now able to fill all orders for anything on the list. The retail branch in the Byron Mauzy building is being strongly advertised, and business is beginning to open up there very nicely, though it can hardly catch up with the main store for several months. No downtown location has yet been taken for the main headquarters of the business.

Byron Mauzy now has his wholesale talking machine department in good running order, and is able to conduct the business with much greater convenience than formerly. He is well satisfied with the wholesale trade in Zonophones, and the increased attention he is now able to give this line has been productive of considerable new business.

THE HON. CHARLES PARSONS.

Whilst it must be admitted that his greatest invention was the steam turbine engine, his name will be ever cherished by music-lovers for having invented the "Auxetophone" (or, as it is now styled, "The Auxeto-Gramophone"). This marvelous instrument arrived in Belfast in September, 1906, since when it has been well known to the habitués of the Ulster Hall, where it was so warmly appreciated at the Saturday evening organ recitals during winters of 1906 and 1907, also during early months of present winter, when it was heard by thousands of our citizens every Saturday evening (8 till 10 p.m.), from fourth story of the Scottish Provident Buildings, facing the city hall. The price of this "world's wonder" is £110, and is the property of Mr. T. Edens Osborne, 4 Donegall Square West, who introduced the Edison phonograph in autumn, 1893; the gramaphone in October, 1898; the auxetophone in September, 1906; and who probably holds a stock of gramophones, phonographes and other talking machines and records larger than the aggregate stocks of all other dealers in Ulster.—Belfast, Ireland, Evening Telegram, Feb. 16, 1909.

EXPRESS CHARGES UNFAIR

Says New York Merchants' Association Which Asks Chambers of Commerce to Aid Inquiry —Facts Collected by These Bodies Throughout the State Will be Laid Before the Public Service Commission—Earnings Divided With the Railroads.

The Merchants' Association of New York has issued a circular to chambers of commerce in the State asking for statements from merchants and shippers who have reasonable grounds for complaint against express companies, to be submitted to the public service commission in connection with the petition of the association for an investigation of express rates and methods.

This petition asks that inquiry be made into rates and charges based upon the cost of the service given, such charges to be so adjusted as to provide no more than a liberal profit upon capital actually invested for the efficient operation of the service, and in addition such further sums as may reasonably be set aside as a surplus for contingencies. Quoting from a special report of the United States census, attention is called to the fact that express companies pay to railroads a fixed per cent. of gross earnings for the service performed by the carriers. In 1907 something more than 46 per cent. of the aggregate charges collected upon express parcels was thus paid. The remaining 54 per cent. represents the terminal charges of the express companies.

It is contended as self-evident that the cost of transportation increases in proportion to the distance, and that the element of distance does not figure in the cost of terminal service. Yet it is the practice to increase such charges in proportion to distance, so that a much higher charge is made at one point than is imposed at another for identically the same service.

Assuming that 54 per cent. is received, it is shown by a tabular array of figures that on a package weighing 100 pounds, from New York to Yonkers, the railroad receives 23 cents for transportation and the express company 27 cents for collection and delivery. From New York to Albany the division is respectively 27½ cents to the railroad and 32½ cents for the express company; to Utica, 46 cents and 54 cents; to Buffalo, 57½ and 67½ cents; to San Francisco, $5.71 and $7.79. In this connection the petition admits that in some of these cases rehandling en route imposes additional cost upon the companies and a fair charge for it should be allowed in addition to the terminal charge, but in the cases of Yonkers and Buffalo the service is identical, while the difference in the charges for terminal service is 150 per cent.

THE OLD BROKEN RECORD.

How dear to this heart is the phonograph's singing!
What fond recollections my memory stir!
Sweet Jane does the winding and turns on the music
While I sit and tell her the tunes I prefer.
But oh, how it tears my nerve system to tatters,
Oh, how it deranges my comfort and bliss,
When Jane idly slips on an old broken record
Which reels off a song that sounds something like this:
"The old oaka-ka-ka-bucka-bucka-bucka—
ir r-r-r-r bou-wow-wow (crick ucket)
"—„„—"" (crick, crick, crick—ooooo)
That—hunk-k-k-k (b—r) w-e-l-l."
My stock of canned music I hail as a treasure;
For often when callers appear on the scene
And topics are scarce, it is truly a pleasure
To bring out our dear little talking machine.
The time passes quickly and every one's happy;
The phonograph pleases till Jane, so remiss,
Forgets about winding the works of the treasure,
Which drawls out a tune that goes something like this:
"B—eee i-i-i-t eeeeeee—ver s-o
Ha-ha—hum—b-b-b-b-bl—e
T—h—e—rererere—s n——o
Pl—pl—place l—l—k—e ho." —Puck.

TRADE NOTES FROM ST. LOUIS.

Trade Good and Steadily Improving—Manager Gressing's Encouraging Report—Harrison to Open Talking Machine Store at Louisville, Ill.—Death of Thomas Pelton—What the Columbia People Report—The Thiebes-Stierlin Co. to Occupy New Quarters Next Week—Other Items of General Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., March 5, 1909.

The talking machine business in every department has been good for the last month, and is improving daily. February made a much improved showing over the same month last year.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports business very good, and increasing right along. Mr. Gressing has just returned from a business trip of several days to Evansville, Ind. L. A. Cummins, traveler for this concern, is home from a several weeks' trip through southern Illinois, and had a nice business. H. F. Harrison, traveler for this concern, resigned on March 1 to open a talking machine store at Louisville, Ill.

Theo. Pelton, the auxetophone expert of the St. Louis Talking Machine Co., died February 17 from an attack of cerebro spinal meningitis. He is succeeded by Jno. M. Ryan.

E. B. Walthall, manager of the Columbia Phonograph Co., reports their February business better than that of January, and that February was much better than for the same month a year ago. He considers the outlook very favorable for an improving trade. W. S. Byrd, the company's traveler, is on a three weeks' trip through Central Illinois. R. F. Phillips, formerly with the St. Louis Talking Machine Co. and the Finn Talking Machine Co., is now with this company as salesman.

The Koerber-Brenner Music Co. reports that their talking machine trade is picking up right along, showing a nice improvement in the last month.

D. K. Myers, the well-known Zonophone jobber, reports his trade in all departments to be excellent.

The Conroy Piano Co. report their talking machine business is improving right along.

The Silverstone Talking Machine Co. report a pronounced betterment of trade conditions, with a bright outlook.

The Thiebes-Stierlin Music Co. are enjoying a nice trade in their talking machine department. They will be in their elegant new quarters about March 15.

The Knight Mercantile Co. have had a nice month's trade. They have had an especially good trade on the double records.

EVIDENTLY A MISUNDERSTANDING.

About a year ago the National Phonograph Co. made a slight change in the construction of the governor for spring-motor machines by attaching an additional collar to the governor shaft. This new collar is connected to the regular collar by a wire spring, but the old collar is still tapped for the set-screw. In this connection the National company says: "This small hole is purely for the convenience of the factory assembly department. Apparently jobbers and dealers seem to be under the impression that the set-screw is missing, and proceed to place one in the hole in the collar. To do this defeats the object for which the improvement was introduced. From the numerous requests received recently from the trade for set-screws, it appears that the detail is generally misunderstood. It is hoped that this notice will clear up the misunderstanding."

THE ENTERPRISING EDISONIA CO.

(Special to The Talking Machine World.)

Newark, N. J., March 5, 1909.

When the Edisonia Co. bought out the Douglas Phonograph Co.'s Newark branch the members of the company arranged with the National Phonograph Co. to be the sole jobbers of talking machines in Newark. Newark, therefore, now has one of the largest phonograph jobbing houses in the State, handling exclusively the Edison and Victor machines.

At the headquarters of the company, 57 Halsey street, the Edisonia Co. have a large supply of the various size machines on hand. The building is two doors north of New street. It also has a branch at 12 New street. The Douglas Co., which the Edisonia Co. absorbed, occupied the spacious and well equipped store at New and Halsey streets.

J. NEWCOMB BLACKMAN GREETED

In a Hearty Fashion by His Associates and Friends on His Return to His Desk After a Four Weeks' Absence—Underwent Successful Operation for Appendicitis.

There was a happy time on Monday, March 1, in the private office of J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., 97 Chambers street, New York, when, after an absence of less than four weeks, due to an operation for appendicitis, Mr. Blackman returned to business, much to the surprise and gratification of his many friends and his immediate company associates. Mrs. Blackman accompanied her husband over from their home in Orange, N. J., and the lady was as pleased as the large number of people on "talking machine row" who called to congratulate both of them. Mr. Blackman's recovery from an unusually severe—if not wholly dangerous—ordeal has been indeed remarkable. In a week's time after getting out of the hands of the surgeon he was looking after his business affairs in a moderate way, and within two weeks' time he was taken home from the hospital. Of course, the gentle and assiduous attentions of his wife were of material assistance in his convalescence. To demonstrate he was getting along finely, Feb. 27 Mr. Blackman went to the theater, and on Feb. 28 took a thirty-two-mile automobile ride. The following day found him at his desk, answering congratulatory wires and letters and exchanging felicitations with callers.

TALKING MACHINE IN JAPAN.

Exceedingly Popular in the Japanese Army—Used for Instruction, Entertainment and for Church Services.

One of the most potent attractions in the Japanese army is the talking machine. It is used not only in the soldiers' quarters, but in the auditorium in the barracks it is employed as a medium to hear the voices of famous men

JAPANESE ARMY LISTENING TO THE "TALKER."

in lectures, readings and songs—not merely of noted Japanese orators and singers, but of artists known the world over. Among the most popular numbers at the present time in Japan are the selections from the American light comic operas. The illustration herewith shows a gathering of Japanese soldiers listening to a sermon in their own language. Their reverent attitude shows the esteem in which they hold the talking machine.

Reg. U. S. Pat. Off.

¶ It requires Service of a peculiar excellence and quality to enable YOU to reap EVERY benefit the Victor line offers.

¶ The kind of Service we have to offer will increase your Victor business; and you won't have to disappoint your customer when he wants what he wants.

¶ YOU strive to have the distinction of being the best Victor Dealer in your vicinity. Why not become a little "better" by availing yourself of the most complete jobbers' stock in the middle West.

¶ Our Perfect Service is indispensable to YOU.

¶ With pleasure at your service.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

RECORD BULLETINS FOR APRIL, 1909

VICTOR 10-INCH RECORDS FOR APRIL.

NO. SIZE.

ARTHUR PRYOR'S BAND.
31729 Maximilian Robespierre Overture (Finale) Litolff 12

CORNET SOLO BY HERBERT L. CLARKE, WITH ORCH.
5674 Sounds from the Hudson (Valse Brilliante) Clarke 10

WHISTLING SOLO BY GUIDO GIALDINI, WITH ORCH.
52012 Sorella March.....Gallini 10

A DRAMATIC RECITATION BY ROSE COGHLAN. INCIDENTAL MUSIC BY VICTOR ORCH.
31728 The Charge of the Light Brigade..Tennyson 12

TWO RECORDS BY MAUDE RAYMOND, THE FAMOUS COMEDY STAR, WITH ORCH.
5671 The Dusky Salome.....Jerome 10
5678 Bye, Bye, My Caroline.....Dave Reed 10

A NEW RECORD BY CLARICE VANCE, COMEDIENNE, WITH ORCH.
5675 Love Me Like I Like to Be Loved..... 10

HUMOROUS DIALOGUE BY MRS. HARDIN BURNLEY.
5679 A Small Boy and His Mother at the Circus.. 10

BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
5676 Meet Me in Rose Time, Rosie..... Jerome-Schwartz 10

MISS JONES AND MR. MURRAY, WITH ORCH.
5673 Oh, You Kid.....Seldon-Gideon 10

VICTOR DOUBLE-FACED RECORDS.

NO. SIZE.
35066 (a) "Morning, Cy." (Barn Dance) (Peters) Pryor's Band..... 12
(b) Harlequin's Serenade (Drigo). Pryor's Band 12
16277 (a) "Big Night To-Night" (Medley). Pryor's Band 10
(b) When You First Kiss the Last Girl You Love (Hough-Howard). Macdonough. 10
16262 (a) The Sweetest Gal in Town. Collins and Harlan 10
(b) In the Light of the Same Old Moon (Pierce-Grant). Peerless Quartet..... 10
16261 (a) Rest for the Weary (McDonald). Haydn Quartet 10
(b) Shall We Gather at the River. Haydn Quartet 10
16260 (a) Autobiography of a Chicken. Edgar L. Davenport 10
(b) Jennie (Montgomery). Billy Murray.. 10
16115 (a) Violette Waltz (Waldteufel). Victor Dance Orchestra..... 10
(b) The Garden of Dreams (Kummer). Miss Stevenson and Mr. Macdonough..... 10
16259 (a) Shine on Harvest Moon. From "Follies of 1908" (Bayes-Norworth)..Miss Walton and Mr. Macdonough..... 10
(b) In Those Good Old Country Days. Harry Tally 10
16263 (a) Victor Minstrels No. 14. Victor Minstrel Company 10
(b) Mr. Schneider. From "Girls of Gottenberg" (Grossmith-Monckton). Ada Jones 10
35061 (a) Anchored (Cowan-Watson). Alan Turner 12
(b) Aida—Celeste Aida (Heavenly Aida). (Verdi) John A. Finnegan..... 12

NEW RED SEAL RECORDS (12-INCH) WITH ORCH.

LUISA TETRAZZINI, SOPRANO.
92060 Traviata—Ah! fors' e lui—Part II, "E strano" (How Wondrous His Words).Verdi
92061 Romeo et Juliette—Valse (Juliet's Waltz Song). .....Gounod

MARIE MICHAILOWA, SOPRANO, ACCOMP. BY THE BALALAIKA (A RUSSIAN STRINGED INSTRUMENT).
Ten-inch—In Russian.
61181 "Let Joy Abide" (Russian Folk Song). Trojansky

EMILIO DE GOGORZA, BARITONE.
Twelve-inch, with orch.
88153 Herodiade—Vision fugitive (Fleeting Vision) In French .....Massenet
88154 Tannhauser—O du mein holder Abendstern (Evening Star). In German.....Wagner

EVAN WILLIAMS, TENOR.
Twelve-inch, with orch. In English.
74130 Lohengrin—Lohengrin's Narrative.....Wagner
74131 Judas Maccabæus—Sound an Alarm.....Handel

MISCHA ELMAN, VIOLINIST.
Ten-inch.
61182 Faust—Fantasia from Garden Scene..Gounod

EDISON STANDARD (TWO-MINUTE) RECORDS.

10097 Happy Days March..Maurice Levi and His Band
10098 What Might Have Been.....Manuel Romain
10099 Christ, the Lord, is Risen To-day..... Edison Concert Band
10100 Solitude of the Shepherdess..... American String Quartet
10101 Uncle Josh's Second Visit to New York.... Cal Stewart
10102 Hello There, McIntyre.....Jack Lorimer
10103 I Remember You.....Ada Jones
10104 Turkey Trot.....American Symphony Orchestra
10105 If You Must Love Someone, Won't You Please Love Me.....Byron G. Harlan
10106 A Meeting of the Hen Roost Club..... Peerless Quartet
10107 Jennie .....Billy Murray
10108 The Directorate March.New York Military Band
10109 Playmates.....Ada Jones
10110 Down Among the Sugar Cane.Collins and Harlan
10111 Uncle Josh's Letter from Home....Cal Stewart
10112 Moon Winks.....Vess L. Ossman
10113 Jesus, Thy Name I Love..... Miss Weber and Mrs. Waterous
10114 I'm Looking for a Sweetheart and I Think You'll Do.....Ada Jones and Billy Murray
10115 She's No Friend of Danny's.....Steve Porter
10116 Ginger Two-Step.National London Military Band

EDISON AMBEROL (FOUR-MINUTE) RECORDS.

95 Selection from Rigoletto....Edison Concert Band
96 If With All Your Hearts.....Reed Miller
97 Selection from "The Prima Donna"..... American Symphony Orchestra
98 If You've Won the Only One in All the World You Want to Win.....Manuel Romain
99 My Bambazoo.....Collins and Harlan
100 Dance of the Hours.....New York Military Band
101 A String of Laughs (Original)....Murry K. Hill
102 Bedtime at the Zoo.....Ada Jones
103 Wedding of the Winds.....Frosini
104 Once in a While.....James F. Harrison
105 Christ Has Won the Victory..Edison Concert Band
106 The Butterfly..Eugene C. Rose and George Rubel
107 There Is No Love Like Mine.....Will Oakland
108 Little Arrow and Big Chief Greasepaint.... Ada Jones and Len Spencer
109 Three Dances from "Henry VIII."..... Edison Concert Band
110 Choruses of Six Popular Songs....Peerless Quartet
111 My Uncle's Farm.....Golden and Hughes
112 Rubenstein's Melody in F..... American Symphony Orchestra
113 How Algy Didn't Propose..Empire Vaudeville Co.
114 American Patrol.....New York Military Band

NEW ZONOPHONE DOUBLE RECORD DISCS—10-INCH.

ZONOPHONE CONCERT BAND.
5459 A—Indian Reveille (Christen).
B—Hungarian Romance (Bendix).
5460 A—Nibelungen March (Claus).
B—Gustave March (Stredicke).

ZONOPHONE ORCHESTRA.
5461 A—Tout Paris—Waltz (Waldteufel).
B—Love's New Spring—Valse (Cremieux).
5462 A—Blue Ribbon—Two-Step Patrol (Curti).
B—Jiggy Jigs.

BAGPIPE SOLOS PLAYED BY WILLIAM CAMERON.
5463 A—March—Cock of the North—Unaccompanied.
B—The 79th Farewell to Gibraltar—Drum Accompaniment.

MISCELLANEOUS INSTRUMENTAL SELECTIONS WITH ORCH. ACCOMP.
5464 A—Love's Confession (Gruenwald). Violin and Flute Duet Played by Messrs. Biedermann and Mazziotta.
B—Aubade Fleurie (Ganne). Flute Solo Played by Frank Mazziotta.

VOCAL SELECTIONS WITH ORCHESTRA ACCOMP. Thomas Chalmers.
5465 A—The Harp That Once Thro' Tara's Hall (Moore).
B—Last Night (Kjerulf). Pete Murray.
5466 A—Let's Go Into a Picture Show (Von Tilzer).
B—I'm Crazy When the Band Begins to Play (Jerome-Schwartz). Steve Potter and Frank Kennedy.
5467 A—An Irish-Dutch Argument—Vaudeville Sketch.
B—Flanagan's Ocean Voyage—Descriptive. Frank C. Stanley.
5468 A—Everybody Else's Girl Looks Better to Me Than Mine—From "The Prima Donna."
B—From Your Dear Heart to Mine (Barron). Alice C. Stevenson.
5469 A—Don't Be Anybody's Moon But Mine. From "A Stubborn Cinderella."
B—Sweetheart. From "Mlle. Mischief."

MISCELLANEOUS VOCAL SELECTIONS.
5470 A—A Splinter From My Father's Wooden Leg. Mendelssohn Mixed Quartet (Unaccomp.).
B—Did He Run (Von Tilzer).—Peerless Male Quartet (Orch. accomp.)

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A642 Golden Land of My Dreams (Burgey), Tenor solo with quartet refrain, by Henry Burr and Columbia Quartet, orch. accomp.
I Wish I Had a Girl (Le Boy). Tenor solo, by Harry Tally, orch. accomp.
A643 Oh! That Yankiana Rag (Gideon). Tenor solo, with chorus, by Billy Murray and Chorus, orch. accomp.
Make a Noise Like a Hoop and Roll Away (Helf). Baritone solo, by Fred Duprez, orch. accomp.
A644 Some Day, Melinda (Fitzgibbon). Tenor solo, by Carroll Clark, orch. accomp.
My Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
A645 Pizzicato from the Ballet "Sylvia" (Delibes). Played by Columbia Band.
Valse Lente, from the Ballet "Sylvia" (Delibes). Played by Columbia Band.
A646 Won't You Be My Playmate? (Herbert) From "Little Nemo." Sung by Metropolitan Trio, mixed voices, orch. accomp.
When I Marry You (Gumbie). Baritone solo, by Frank C. Stanley, orch. accomp.
A648 Sleep, Little Baby of Mine (Dennee). Mezzo-soprano solo by Mrs. R. B. Hard. Violin obligato.
To the End of the World With You (Ball). Tenor solo by Henry Burr, orch. accomp.
A650 In Happy Slumberland. Medley Waltz. Introducing "Won't You Be My Valentine," from "Little Nemo in Slumberland" (Herbert). Played by Prince's Orchestra.
Orchids—Three-step (Blake). Orchestra-bells solo by Thomas Mills, orch. accomp.
A651 Inverary (Patter) (Lauder). Humorous song, in Scotch dialect, by Donald Mackay, orch. accomp.
She Is My Daisy. (Patter) (Lauder). Humorous song, in Scotch dialect, by Donald Mackay, orch. accomp.
A653 Vitezly Pochod Sokolu (Sokol's Triumphal March) (Dvorak). Played by Prince's Military Band.
Jako Na Mariance Tak I U Xvonu—Polka (Arr. by Frank Tryner). Played by Prince's Military Band.
A652 Royal Belfast Hornpipe. Accordion solo, by Daniel Wyper.
Starlit March. Accordion duet, by Daniel and Peter Wyper.
A649 A Picture of Long Ago (Spencer). Descriptive talking record by Ada Jones and Len Spencer.
First Day of April at Pumpkin Center (Stewart). Talking record, by Cal Stewart ("Uncle Josh").
A654 Un Ballo in Maschera (Verdi). "Eri tu che macchiavi." Baritone solo in Italian, by Taurino Parvis, orch. accomp.
La Gioconda (Ponchielli. Barcarolle, "Pescator, affonda l'esca." Baritone solo in Italian, by Taurino Parvis, orch. accomp.
A647 Say No! That's All (Snyder). Baritone solo, by Arthur Collins, orch. accomp.
Now I Have To Call Him Father (Godfrey). Soprano solo by Stella Tobin, orch. accomp.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5091 Selections from "La Boheme" (Puccini). Played by Prince's Military Band.
Titl's Serenade (Titl). Flute and alto horn duet, by Marshall Lufsky and G. Wagner, orch. accomp.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1022 March Lorraine (Ganne). Military Band.
1023 If You've Won the Only One in the World You Want to Win (Helf). Tenor solo by Charles F. Orr, orch. accomp.
1024 I'm Looking for a Sweetheart, and I Think You'll Do (Klein). Soprano and tenor duet, by Ada Jones and Billy Murray.
1025 Only Lonely Little Me (Snyder). Tenor solo by Byron G. Harlan, orch. accomp.
1026 Buck and Reel Dance. Violin solo, by C. D'Almaine, orch. accomp.
1027 Make a Noise Like a Hoop and Roll Away (Helf). Baritone solo, by Fred Duprez, orch. accomp.
1028 Won't You Be My Playmate? From "Little Nemo in Slumberland" (Herbert). Sung by Metropolitan Trio.
1029 O, Promise Me (DeKoven). Baritone solo by Alan Turner, orch. accomp.
1030 Amina—Serenade (Lincke). Symphony Orchestra.

You

know that we know that a GOOD CABINET, like anything else, is its best advertisement.

WE know and WE are anxious to show YOU what good cabinets WE make.

YOU buy like WE buy, i. e., where you can get the best at the closest price. The answer is buy

UDELL CABINETS

because they are the best at the closest price. WE can prove it. LET US.

Please write for booklet and prices.

No. 436, Disc Record Cabinet. Mahogany top, front and back. Golden Quartered Oak. Holds 190 12-inch Disc Records.

THE UDELL WORKS, - Indianapolis, Ind.

MUSIC-MASTER Wood Horns (NOT VENEERED)

LISTEN to music reproduced by the **MUSIC MASTER WOOD HORN** on a talking machine and compare the resonant tone with any other horn, metal or veneered wood, and you will be convinced of the musical possibilities only found in a ***Solid Wood Horn.***

The Music Master Wood Horn

brings out the full tonal values of vocal and instrumental reproductions, acting precisely like a soundboard of a piano. **Have one sent on approval**—choice of Oak, Mahogany or Spruce, for any make or style machine. If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Pa.**

1031 By Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
1032 That's Why I'm a Happy Married Man (Morse). Baritone solo, by Bob Roberts, orch. accomp.
1033 Medley of Popular Songs. Vocal Quartet, orch. accomp.
1034 Lonely Lou (Morse). Soprano solo by Ada Jones, orch. accomp.
1035 Rakoczy March, (Berlioz). Military Band.
1036 Jennie (Montgomery). Tenor solo, by Billy Murray, orch. accomp.
1037 The Whole Year 'Round (Klein). Baritone solo, by Frank C. Stanley, orch. accomp.
1038 Say No! That's All (Snyder). Baritone solo, by Arthur Collins, orch. accomp.
1039 Nobody Loves Me (Herbert). Soprano solo, by Jane Elwot, orch. accomp.
1040 An Irish-Dutch Argument. Original sketch, by Steve Porter and Frank Kennedy.
1041 The First Heart Throbs (Eilenberg). Symphony Orchestra.
1042 Don't Be Cross With Me (Howard). Soprano solo by Elise Stevenson. orch accomp.
1043 Cy Perkins' Barn Dance. Original sketch, by Ada Jones and Len Spencer.
1044 Uncle Josh and the Fire Department. Original sketch, by Cal Stewart.
1045 To Our Glorious Country—March (Front). Military Band.

COLUMBIA GOLD-MOLDED "BC" (HALF-FOOT) CYLINDER RECORDS.

85183 The Widow Dooley (Spencer). Talking record, by Ada Jones and Len Spencer.
85187 In Those Good Old Country Days (Meyer). Tenor solo, by Harry Tally, orch. accomp.
85188 First Day of April at Pumpkin Center. Original sketch by Cal Stewart ("Uncle Josh").
85189 My Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.

WHAT BARZINI WISHES TO DO.

It was Luigi Barzini, a young man whose Italian hand penned the bulletins of the first Pekin to Paris auto race he rode in Prince Borghese's car—rode in it, that is to say, when they weren't dumped bodily out at some break-neck hurdle of skipped railroad ties and Siberian bridges—it was Barzini more recently, here in New York, who gave an inkling of the dusk of the gods of musical Europe to-day. As he put it in a dinner speech: "I hope that when you Americans have all our artists over here, you will send us back your moving picture machines and your vocal machines, so that we may still see and hear our operas in the nearest possible imitation of what they used to be."

Taken as his words were meant, half jestingly, the remark affords a mild and healing balm for any persons who may be wounded by the last loving remarks of a Milian *Correire della Sera* widely quoted here this morning. According to the writer there, "The conquest of the masses can never be possible in a country where musical taste is still in its embryonic stage."

HEARD THROUGH THE TALKER.

Dean Hitchcock and Congressman Rainey Entertained Amherst College Men at Dinner.

The grand ballroom at the Waldorf-Astoria belonged to Amherst men the other evening and from early in the evening until nearly midnight "old grads" and young fellows who nevertheless insist upon the title of alumnus hobnobbed together and listened to postprandial oratory, first hand and canned. One of the features of the dinner, which was the largest affair of the kind ever held by a college alumni association in this city, was the delivery of speeches from a big phonograph in the gallery.

"Old Doc" Hitchcock, the senior professor and dean of the Faculty at Amherst; Congressman Rainey, of Illinois, and Judge Samuel Sears, of Chicago, addressed the gathering through this medium. It was possible to make out all that these speakers said, and the crowd enjoyed the innovation.

CABLE CO.'S FINE DEPARTMENT.

(Special to The Talking Machine World.)

Ishpeming, Mich., March 3, 1909.

W. J. Locher, manager of the Cable Piano Co. in this city, has rearranged the interior of the store in the Mortley block. His office and talking machine department has been removed from the front to the rear room and the former has been given up entirely to pianos. A number of new instruments were recently received and the display room is now filled. Mr. Locher has also worked up a big trade in Victor and Edison talking machines and records, also in sheet music.

EARLY DAYS OF THE INDUSTRY.

Theo. F. Bentel Tells Some "Enormous" Orders in the Olden Days When He Started in the "Talker" Business in Pittsburg.

Theo. F. Bentel, treasurer of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., was a guest at the Hoffman House, New York, recently. He was in the city on matters pertaining to important mining interests in the West, the sale of one property alone, which he negotiated while here, netted him the cool sum of $100,000. Mr. Bentel says he was the first man to place what was at the time considered an enormous order, namely, $2,500, with the Victor Talking Machine Co., of Camden, N. J., which, he further remarked, was a "life saver" at the time. The order was given Leon F. Douglas, the retired vice-president of the Victor Co., who is now living on his ranch in southern California, where Mr. Bentel is always a guest when he goes to the Coast.

Mr. Bentel also related how he ordered a hundred or so machines from the Columbia Co. in the early days, and when the goods were delivered it was a carload! Then he went up in the air, telephoned Mr. Edison in New York, who persuaded him to keep the goods and pay for them at his leisure. "The credit and confidence given me by the Columbia Co. then, despite the fact that I was scared to death by the quantity of goods, touched my pride, and I felt happy that such a concern had that strong belief in my business integrity. To make a long story short, that carload was the foundation of my business in Pittsburg. Would you believe that many a Saturday night I was obliged to have a policeman at the door, and on signal from me he would close the place against newcomers, as the store was so crowded the people could hardly move, and it was no uncommon thing to take in $3,500 cash for Saturday alone. I couldn't get goods fast enough. The great days are coming back again in the trade, and of this I feel assured."

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., March 8, 1909.

TALKING MACHINE MECHANISM. Horace Sheble, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 912,425.

This invention relates to talking machines and has reference more particularly to machines of this character employing a record-tablet of cylindrical form. The invention is directed to the improvement of the construction of such machines, with respect especially to the mechanism for transmitting rotary motion from the driving shaft to the shaft on which the record-tablet is mounted, to the end that a structure is provided which may be manufactured at small cost, which is simple and compact, and with which reliable and efficient operation are obtained.

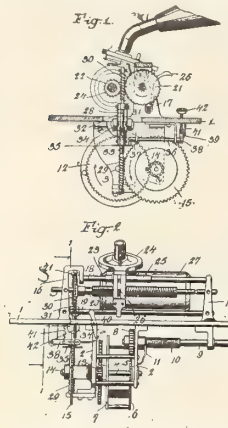
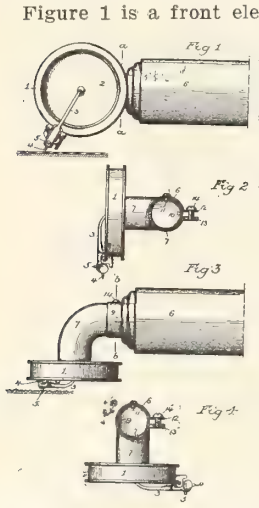


Figure 1 is a sectional elevation of the machine, the section being on line 1—1 of Fig. 2, and Fig. 2 is an elevation.

SOUND-BOX FOR TALKING MACHINES. Thomas Kreamer, Philadelphia, Pa., assignor to the Hawthorne & Sheble Mfg. Co., same place. Patent No. 912,857.

The object of this invention is to so construct a sound-box for talking machines that it can be used in connection with records either of the lateral-wave or hill-and-valley type.

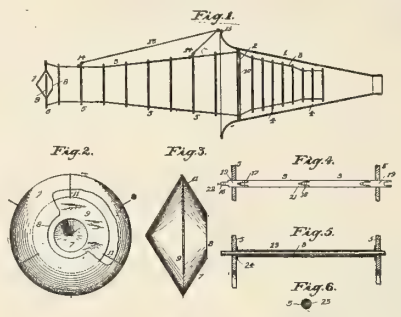
Figure 1 is a front elevation of a talking machine sound-box and a part of the hollow arm carrying the same, the sound-box being adjusted for use in connection with a record of the lateral-wave type; Fig. 2 is a view, partly in elevation and partly in transverse vertical section, on the line *a*—*a*, Fig. 1; Fig. 3 is a similar view to Fig. 1, but showing the sound-box adjusted for use in connection with a record of the hill-and-valley type, and Fig. 4 is a view, partly in elevation and partly in transverse section, on the line *b*—*b*, Fig. 3.



ATTACHMENT FOR THE HORNS OF SOUND-REPRODUCING INSTRUMENTS. Overend G. Rose, Camp Meeker, Cal. Patent No. 912,735.

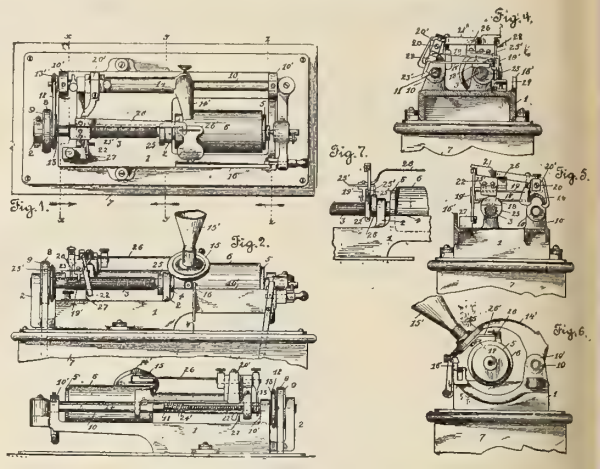
This invention relates to attachments for the horns of sound-reproducing instruments, and in general character, construction and purpose resembles the device described in Letters Patent No. 842,707, granted on January 29, 1907. In that patent is described a structure composed of a number of connected diaphragms, discs or rings, supported entirely within the horn and adapted to act both as sound projectors and as sound analyzers; the latter term being used to express such a separation or individualizing of the tones of different instruments, or of the voice and accompaniment, or of the solo and chorus whether vocal or instrumental as may be perceived in any original musical rendition. This kind of tone-analysis does not take place in the ordinary unobstructed horns; and so, while such horns are necessary for amplifying and giving volume to the tones reproduced, those advantages are obtained at a considerable sacrifice of clearness and delicacy, owing to the production of what might be called "horn-tones" arising in the horn itself. The device described in the said patent was adopted to prevent the formation of such horn-tones and to give the clearness and delicacy of original tones to those reproduced as well as their harmonious shading and blending; it has been found that the devices which are the subject of the present application are still better adapted and still more effective for those purposes. It must not be understood from the use of the term "analysis" or "separation" that the sounds of different instruments are individualized to the detriment of harmony. The inventor claims that just as in the original rendition each kind of instrument has its own appreciable value, at least to a musician, and can be distinguished from the others without at all detracting from the combined harmonious effect, so when the attachment is employed the same instrumental value can be appreciated in the reproduction.

Figure 1 is a longitudinal section of an amplifying horn with the attachment in position. Fig. 2 is a rear elevation, partly broken away, of one of the suspended sound-chambers. Fig. 3 is a vertical section of the same. Fig. 4 is a detailed view to show the joints by means of which the attachment can be made collapsible. Fig. 5 is a section to show a spacing sleeve between the discs or rings of the kind used when the frame of the attachment is not collapsible. Fig. 6 is a cross section through one of the rods of the frame and a surrounding spacing sleeve.



REPEATING MECHANISM FOR PHONOGRAPHS. Elam Gilbert, Portland, Oregon; Mattie E. Gilbert, assignors by Mesne assignments, to Albert A. Klingman, New York, N. Y. Patent No. 911,491.

This invention relates to improvements in repeating mechanism for phonographs. Figure 1 is a top plan view of a phonograph with the diaphragm or reproducer head removed, the question of the reproducing stylus being illustrated and likewise the means for raising the same clear of the record; Fig. 2 is a front view in elevation of the mechanism disclosed by Fig. 1 of the drawings, in said view the diaphragm or reproduced head being illustrated in position with a portion of the horn applied thereto; Fig. 3 is a rear view in elevation of the parts disclosed by Fig. 2 of the drawings, the sleeve on which the traveler works being partly broken and an arm connecting the reproducer head or diaphragm to the traveler being also broken. Fig. 4 is an irregular cross sectional end view in elevation, taken on the line *x*—*x* Fig. 1 of the drawings, and viewed in the direction of the arrow on the dotted line thereof. Fig. 5 is a similar view taken on the line *y*—*y* and viewed in the direction of the arrow, crossing said line, the parts being illustrated in the position assumed thereby when raised to lift the reproducing stylus clear of the record, in said view the position of the diaphragm or reproducer head is understood to be on the end of its outward movement; Fig. 6 is a similar view to that of Figs. 4 and 5 taken on the cross sectional line *z*—*z* Fig. 1 of the drawings, the reproducer head or diaphragm being illustrated in its returned position and the reproducing stylus thereof raised clear of the record, said view illustrating the parts just prior to the lowering of the needle to place same onto the record; and Fig. 7 is a detail broken front view in elevation disclosing the position of the oscillator when raised its full upward distance and the position of the catch lever when swung inwardly to lock the arm which carries the spring lever to actuate the reproducing stylus for holding same clear of the record during the return movement of the diaphragm or reproducer head.



"A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect."

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

We want to sell you our cabinets and offer you a splendid line at very low prices. Exclusive designs, large variety, substantially made, made unusually good. Need we say more? Write for prices.

Record Cabinet
No 6.97

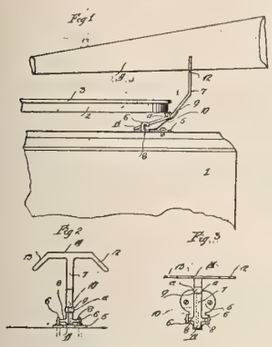
Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.

AUTOMATIC BRAKE FOR TALKING MACHINES. Guadalupe Buelna, Santa Barbara, Cal., assignor of one-half to Arthur E. Burson, same place. Patent No. 911,202.

This invention relates to brakes for talking machines and particularly to that class of brake caused to be actuated automatically by the sound-box carrier arms of phonographs.

An object of this invention is to provide a brake, which combines simplicity with efficiency and which is readily and quickly applicable to all talking machines, in avoidance of all necessity for adjustment to the varying sizes of discs now manufactured.

In contradistinction to the brakes now manufactured and used, this invention contemplates the provision of an automatic brake designed to act upon the under surface of the disc carrier periphery. By causing the brake action to be effected in this manner, lateral strains and excessive wear of the elements of a brake are reduced to a minimum if not completely eliminated.



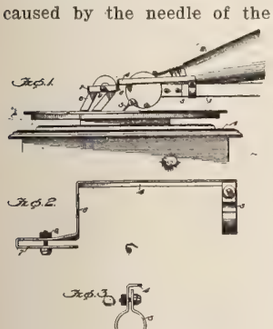
Consequently the brake may act with superior velocity without causing the strains by reason of the rotary motion of the disc carrier to be concentrated to one particular point. A brake after the present type not only causes the gentle application of the braking effect, but assists the carrier arm for the sound-box to traverse the ungrooved surface of the record previous to the application of the brake which is nearly simultaneous with the completion of the reproduction of the record.

In the drawing: Figure 1 is a side elevation of the invention as applied. Fig. 2 is a front elevation, and Fig. 3 is a plan view.

Specific reference being had to the drawing, 1, designates the motor containing box of an ordinary talking machine, 2, is a record carrier, 3, a disc record, and 4 a sound-box carrier arm of the ordinary type. Upon the box 1 is arranged to be fastened by any suitable means, a plate 5 having two hooks 6 made integral with the plate 5.

ATTACHMENT FOR GRAPHOPHONES. H. C. Kelly, West Burlington, Ia. Patent No. 913,508.

This invention relates to an improvement in attachments for graphophones, and the object is to provide means whereby the particles of dust caused by the needle of the graphophone as it becomes worn to be gathered off from the disc or record, thereby preventing metal from working into the records, and thus preserving the record. This manner of gathering up the particles will also overcome the scratching which is often caused after the record has been used for any length of time.



In the accompanying drawings Figure 1 is a view showing the invention applied to the graphophone; Fig. 2 is a view of the bracket for holding the magnet, and Fig. 3 is a detail of the arrangement.

SOUND-BOX. George Osten, Denver, Col. Patent No. 913,153.

This invention relates to certain new and useful improvements in the sound-boxes which form part of the sound-reproducing instruments, commonly known as phonographs and its object is to provide a device of the class named which, by its peculiar construction and the addition of an auxiliary diaphragm, will reproduce sound clearer, more distinct and sonorous than in constructions heretofore known. This object is attained by the mechanism illustrated in the accompanying drawing in the various views of which like parts are similarly designated and in which—

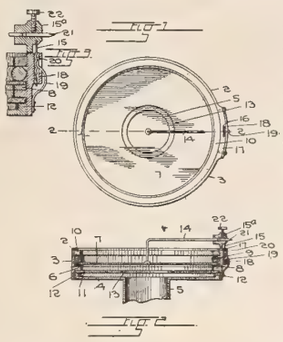
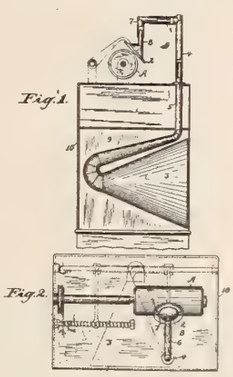


Figure 1—represents a face view of the improved sound-box, Fig. 2—a section taken along a line 2—2, Fig. 1, and Fig. 3—an enlarged, fragmentary sectional view of the needle holder and adjacent parts.

PHONOGRAPH HORN ATTACHMENT. George Shephard, Petaluma, Cal., assignor of one-third to J. N. White, and one-third to J. H. Andrews, same place. Patent No. 182,-039.



This invention relates to an attachment to talking machines and pertains especially to a means of connecting the horn with the reproducer.

Figure 1 is an elevation in partial section of a talking machine, showing the invention. Fig. 2 is a plan view of the same.

PATENT PACT WITH GERMANY.

Treaty Signed to Prevent Laws Such as Britain Passed Last Year.

(Special to The Talking Machine World.)

Washington, D. C., March 8, 1909.

A patent convention with Germany was signed at the State Department recently by Secretary of State Bacon and Count Johann von Bernst, the new German Ambassador. This is the first treaty signed by the German Ambassador since his arrival here several months ago. The treaty is designed to prevent either government from passing laws requiring that foreign patents must be manufactured in the country in which protection is asked.

A statute was passed in England last summer requiring that in order that foreign inventions might be protected from infringement in England they must be manufactured there. The treaty with Germany was designed to prevent the passage of a law similar to this statute. The treaty will go to the Senate for ratification.

PARCELS POST

System Authorized in P. O. Appropriation Bill.

(Special to The Talking Machine World.)

Washington, D. C., March 9, 1909.

The establishment of an experimental rural parcels post system is authorized by a provision of the Postoffice Appropriation bill, reported to the Senate the other day by Senator Penrose, chairman of the Committee on Postoffices and Post Roads.

The Postmaster-General is authorized to establish the system for experimental purposes in two counties to be selected by him, and to operate it under suitable rules and regulations, including the fixing of rates. He is directed to report the result of the experiment to Congress not later than Jan. 1, 1910.

It is understood that this provision is acceptable to Postmaster-General Meyer, who has strongly recommended the rural parcels post system to Congress. In a statement before the Senate Committee, Mr. Meyer asserted that a rural parcels post system would result in revenues amounting to at least $15,000,000 annually.

STEVENSON BUYS COLUMBIA STORE.

Robert Stevenson, of Gallitzen, has purchased the Columbia Phonograph Co.'s store at 1508 Eleventh avenue, Altoona, Pa., and will conduct it in future.

Geo. Joas, proprietor of the Chippewa Phonograph Co., Chippewa Falls, Wis., had all his stock moved to quarters on Central street recently when he discovered that the building was too small. Later he moved back into the Taylor block.

The Victor Talking Machine Co. on February 25th, reduced the price of Victor "Victrola" needles to dealers to 75c. per thousand. In making this announcement they state "It can readily be figured that this will increase the dealers' percentage of profit per one thousand from 76½ per cent. to 100 per cent., assuming, of course, that the majority of your sales are made in lots of two hundred, at 15c. per hundred."

THE DIAPHRAGM IS KING

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WOOD DIAPHRAGM

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PRICE, including Cross Head and Link, $1 EACH.

NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, $5.00

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New Lang Building, 662 Sixth Avenue

NEW YORK CITY

GRINNELL MANAGERS MEET.

Reports Covering Every Department of the Business Presented—Representatives from Widely Separated Sections Present—Recreation for Visitors—Handsome Present for C. A. Grinnell—Now Touring the West Indies.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 28, 1909.

The annual meeting of the branch store and department managers of Grinnell Bros. occurred at their warerooms in this city on Monday, Tuesday and Wednesday of last week. In addition to the men in charge of the various departments of the Detroit headquarters, representatives were here from the following towns where Grinnell Bros. have branch stores: Adrian, Bay City, Escanaba, Flint, Hancock, Hillsdale, Jackson, Kalamazoo, Lansing, Mount Clemens, Port Huron, Petoskey, Saginaw, Sault Ste. Marie, Traverse City, Ypsilanti; also Windsor and Chatham, Ont.

The meeting opened with the reading of the minutes by H. E. Johnston, followed by an address of welcome by C. A. Grinnell, which was responded to by J. R. Shannon. Later addresses or reports were made by J. C. Weiss on the sheet music department; P. W. Guest on the small goods department; W. W. Walker on the advertising department; R. W. Smith on window display and show card department. Later in the evening the entire party took in the automobile show.

Tuesday morning papers were read by M. Strassburg on the Victor and Edison department; W. A. Grinnell on the shipping department; C. A. Gittery on the music box and electric piano department; P. H. Mugford on "The Traveling Orator," and J. W. Cliffe on "The New Prospect System." H. R. Fuller and J. Vaughan discussed the player-piano and piano-player department, while S. J. Guest spoke on collections.

In the evening the entire visiting force was entertained at a banquet at the Charlevoix. At this enjoyable feast some interesting addresses were made by I. L. Grinnell on "The Best Producing Force"; J. E. Fitzgerald on "The Best Music House," and W. W. Harrie on "The Best Hunter (for Business)."

On Wednesday E. P. Van Sickle discussed the tuning and factory ends of the business, and G. W. Guiley spoke on the Grinnell business throughout the State. This was followed by the opening of the Question Box, which proved a most interesting feature of the program. Later the party was entertained at luncheon at the new Y. M. C. A. building, and in the evening a visit was made to the Detroit Opera House, where John Drew proved a potent attraction.

This program will give an idea of the thorough manner in which business matters were taken up and discussed; in fact, every department was carefully reviewed, comparisons made and plans for future business completed. As will be noticed the serious business of the meeting was interspersed with some well-considered recreation, which was thoroughly enjoyed by the men.

A happy feature of the convention was the presentation by the managers to C. A. Grinnell of a handsome large oak table for his private office. This graceful act illustrates the cordial relationship existing between employer and employe in the house of Grinnell. In fact, although the Grinnell payroll numbers upward of 450 persons, it has often been likened to one great family, for the utmost cordiality and spirit of co-operation exists, and both I. L. and C. A. Grinnell take a personal interest in the welfare of even the humblest of their employes.

Mr. and Mrs. C. A. Grinnell left on the "Oceanic" for a tour of the West Indies on Saturday morning, Feb. 27.

LEASE FLOOR FOR TEN YEARS.

The Columbia Phonograph Co. have leased the entire top floor in the new Mark-Stern building, 102-104 West Thirty-eighth street, New York, together with the roof space for ten years, for a recording laboratory. They have occupied the premises for a couple of months, removing from Twenty-seventh street and Sixth avenue.

Half the disconsolate old age we see is due to giving up the chase and settling down to be a "has been" instead of insisting on being an "is."

Leading Jobbers of Talking Machines in America

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
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Columbia Jobbers
We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.
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All Kinds of Automatic Musical Instruments and Slot Machines.

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Distributor
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Exclusive Columbia Jobbers
ORDER WHAT YOU WANT WHEN YOU WANT IT.
We Can Deliver the Goods
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Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
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Exclusive Columbia Jobbers
Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Nashville is so centrally located that there is a great saving of time.
PHILLIPS & BUTTORFF MFG. CO.
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PERRY B. WHITSIT L. M. WELLER
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Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

Paste This Where You Can Always See It!
MR. DEALER:
We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.
VICTOR and EDISON JOBBERS
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Leading Jobbers of Talking Machines in America

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Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co. — Nos. 8, 10, 12 East 34th Street, NEW YORK, N. Y.
J. E. Ditson & Co. — No. 1632 Chestnut Street, PHILADELPHIA, PA.

THE REGINA CO.
TRADE-MARK
BROADWAY and 17th ST., NEW YORK
Factory: Rahway, N. J. — Western Branch: 259 Wabash Ave., Chicago
WHOLESALE AND RETAIL
REGINA MUSIC BOXES REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS
DISTRIBUTORS IN NEW YORK FOR
EDISON PHONOGRAPHS AND RECORDS
Complete Stock. Prompt Deliveries.

FINCH & HAHN
ALBANY TROY SCHENECTADY
EDISON JOBBERS
AND
Victor Distributors
Machines and Records
Complete Stock Quick Service

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.
COLUMBIA JOBBERS
Complete Stock. Prompt Service.
Dealers Wanted.
Write to-day.

BABSON BROS.
19th Street and Marshall Boulevard
CHICAGO, ILL.
EDISON JOBBERS
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
"If it's made we ship it the same day order is received"

Mr. Dealer
WE ARE
COLUMBIA JOBBERS
We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete information upon request.
HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

E. T. WILTON & COMPANY
HOUSTON, TEX.
Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
We have everything you need, also
JEWELRY and WATCHES

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison, Victor and Columbia
Machines *and* Records
300,000 Records
Complete Stock Quick Service

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123 MONROE AVENUE
MEMPHIS, TENN.
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C. B. HAYNES W. V. YOUMANS
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
603 East Main St., Richmond, Va.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

Stick a Pin in This!
I We refer all retail inquiries from our Dealers' towns to them for attention.
I We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.
I We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.
The Rudolph Wurlitzer Co.,
Cincinnati and Chicago.
[illegible]

Exclusive Jobbers
for
Columbia Graphophones and Records
Orders filled the day they are received. Complete stock.
If it's in the catalogue *we have it.*
Maine Phonograph Company,
Portland, Maine.
Controlling State of Maine and portion of New Hampshire

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

Columbia Jobbers
N. W. Iowa, Nebraska and South Dakota
Write to-day for terms necessary to become dealers
W. A. Dean Company
315 FOURTH STREET SIOUX CITY, IOWA

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of EDISONS AND VICTORS

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

Go "Shopping" for your talking machine and you will surely purchase a Zon-o-phone

Because you will find in it, model for model, 1st, more driving power; 2d, better made, sturdier and more silent machinery; 3d, higher finish inside and out; 4th, superior acoustics and finer tone; 5th, lower price, which *"Reduces the Cost."*

Zon-o-phone Double Record Disks 32½c. per Selection

TWO SONGS WITH BUT A SINGLE DISK

ZON-O-PHONE RECORDS are now made with selections on both sides for 65c., the lowest price ever offered for this type. No other record at any such price enjoys the established reputation for supreme quality, musical or technical, of Zon-o-phone Records. Their artistic interpretation of music, extraordinary clarity of natural tone, smooth freedom from scratching, extra length and long wear are all featured in this new production.

The complete operas by celebrated European Soloists and choruses delight and satisfy music lovers. Ask your dealer for the Zon-o-phone lists. It will **"Double your Pleasure."**

Universal Talking Machine Mfg. Co.

Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA
Mobile.....W. H. Reynalds, 167 Dauphin St.

ARIZONA
Tucson.....George T. Fisher, 7-9 E. Congress St.

CALIFORNIA
Los Angeles...So. California Mus. Co., 332 S. B'way.
San Francisco..Peter Bacigalupi & Sons, 941 Market St.
San Francisco..Byron Mauzy, 244-250 Stockton St. (Union Sq.).
San Francisco.Kohler & Chase, 1329 Sutter St.

FLORIDA
Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....James I. Lyons, 265 Fifth Ave.

KANSAS
Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND
Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.
Baltimore.....Louis Mazor, 1423 E. Pratt St.

MINNESOTA
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI
Kansas City....Webb-Freyschlag Merc. Co., 7th and Delaware Sts.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 311 N. 12th St.
St. Louis.....D. K. Myers, 3889 Finney Ave.

NEW JERSEY
Hoboken.....Eclipse Phono. Co., 308 Washington St.
Newark.....Oliver Phono. Co., 16 New St.
Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK
Buffalo.....Neal, Clark & Neal Co., 643 Main St.
Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA
Fargo.....Stone Piano Co., 614 First Ave., N.

OHIO
Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.

OHIO
Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.
Columbus.....The Columbus Piano Co., North High St.

OREGON
Portland.....Graves Music Co., Inc., 111 4th St.

PENNSYLVANIA
Allegheny.....H. A. Becker, 601 Ohio St.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Austin.....Petmecky Company, 411 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.
Houston.....Southwestern Talking Machine Co., 615 Main St.

CANADA
Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

VOL. V.
No. 4

72 PAGES, INCLUDING SIDE LINE SECTION

SINGLE COPIES
10 CENTS
PER YEAR
ONE DOLLAR

THE TALKING MACHINE WORLD

EDWARD LYMAN BILL
EDITOR & PUBLISHER
1 MADISON AVENUE, NEW YORK

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

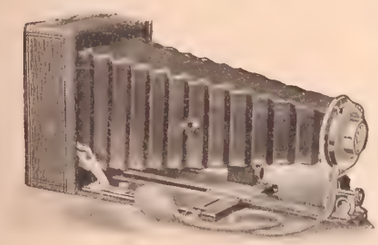
The TRADING MACHINE AND NOVELTY NEWS

SIDE LINE SECTION

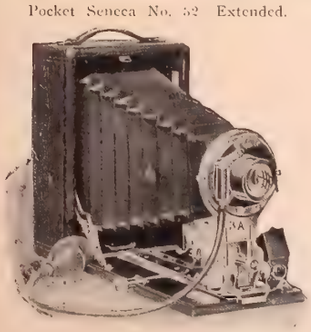
New York, April 15, 1909

NEW IMPROVED SENECA VIEW

Seneca Camera No. 9, Showing Drop Front.



Pocket Seneca No. 32 Extended.



Pocket Seneca No. 3A, for Post Cards.

Will Pay the Rent and Hire the Help, Too

That is what Cameras, as a side line, will do, especially if it is the

SENECA LINE OF CAMERAS

Nothing ever known to trade serves to advertise your regular goods, attract attention to your store, as much as Cameras. Shall we tell you how Cameras—SENECA CAMERAS, as a side line, do this?

SENECA CAMERA MFG. CO.

ROCHESTER, N. Y.

Largest Independent Camera Manufacturers in the World

"Theory and Practice OF Pianoforte Building."

(Copyright.)

The above is the title of a technical work which is the result of two years of careful study and research by Wm. B. White. It covers in a comprehensive manner every essential of pianoforte building and scale draughting, together with the principles of acoustics. It is a book which should be in the hands of every man interested in piano development. It is profusely illustrated with original designs.

Here are a few of the subjects treated in this book:

THE EVOLUTION OF THE MODERN PIANOFORTE.
DESCRIPTION OF THE MODERN PIANOFORTE.
ACOUSTICAL LAWS OF SOUNDING STRINGS.
THE MUSICAL SCALE AND MUSICAL INTONATION.
THE EQUAL TEMPERAMENT.
PIANOFORTE STRINGS AND THEIR PROPER DIMENSIONS.
RESONANCE AND THE RESONANCE-APPARATUS OF THE PIANOFORTE.
THE CASING AND FRAMING OF THE PIANOFORTE.
THE IRON FRAME OF THE PIANOFORTE.
THE MECHANISM OF PERCUSSION.
THE TOUCH MECHANISM.
THE REGULATION OF PIANOFORTE TOUCH-MECHANISM.
TUNING AND TONE REGULATION OF THE PIANOFORTE.
THE DRAUGHTING OF THE PIANOFORTE SCALE.
DEVELOPMENT OF PLAYER-PIANO.
THE SMALL GRAND.

Every man, whether manufacturer, scale draughtsman, superintendent, dealer, or salesman, should own a copy of the first work of its kind in the English language.

The price for single copies, delivered to any part of the world, is $2.

EDWARD LYMAN BILL,
PUBLISHER,
1 Madison Avenue,
NEW YORK CITY.

Some Trade "Straws"

Here are some excerpts taken at random from the many letters which we have received from dealers, tuners and salesmen who enthusiastically endorse "Theory and Practice of Pianoforte Building."

Here is what the Phillips & Crew Co., Savannah, Ga., one of the leading firms in the South, say regarding "Theory and Practice of Pianoforte Building":

"We beg to hand you herewith our check for $2 to cover cost of one copy of "Theory and Practice of Pianoforte Building," which has been received with thanks. The book is all that you claim it to be and should find a ready place with all those connected with the trade. With our very best wishes, we beg to remain," etc.

George Rose, of the great English house of Broadwood & Sons, and one of the leading piano makers of Europe, writes:

"I have perused the book with much pleasure, and 'Theory and Practice of Pianoforte Building' should be in the hands of every practical and interested man in the trade."

H. A. Brueggemann, a dealer in Fort Wayne, Ind., writes: "I have one of your books, 'Theory and Practice of Pianoforte Building,' and will say that it is just the kind of a book I have been looking for for many years. I have been tuning pianos for fourteen years, and from studying the book, 'Theory and Practice of Pianoforte Building,' I have learned something that I never knew before."

John G. Erck, for many years manager of the Mathushek & Son retail piano business, and now manager of the piano department of a big store in Cleveland, writes: "You certainly deserve strong commendation, for your latest effort. 'Theory and Practice of Pianoforte Building' is a book written in such an instructive and concise form that certainly no piano player or piano professional enthusiast should lack it in his or her library. It gives to the salesman the highest knowledge of instruments and is invaluable."

Henry Keeler, of Grafton, W. Va., says: "I most heartily congratulate you for launching such a worthy book. I consider it the best work ever written upon the subject, and I hope that its ready sale will cause the reprint of many editions."

George A. Witney, head of the Brockport Piano Mfg. Co., himself being a scale draughtsman of national repute, writes: "'Theory and Practice of Pianoforte Building' is a valuable book for those interested in piano construction."

Every man, whether manufacturer, scale draughtsman, superintendent, dealer, or salesman, should own a copy of the first work of its kind in the English language.

The price for single copies delivered to any part of the United States, Canada and Mexico is $2. All other countries, on account of increased postage, $2.20.

If the book is not desired after examination, money will be refunded.

EDWARD LYMAN BILL, Publisher
1 MADISON AVE., NEW YORK CITY

Do You Wish To Know Something About Player Mechanism?

¶ We have a book that will tell you how to regulate, repair; explains to you in detail the functions of the different parts including control and technique. In this volume the leading piano player systems are described in detail.

¶ Do you wish to have all player problems easily solved and made perfectly clear? Do you wish all this information in a neat, compact volume, illustrated and printed in an artistic manner with an attractive binding?

¶ We have precisely such a volume and it is the result of long and careful study and examination of the principal player products in this country.

¶ We have established quite a reputation for technical literature and we feel confident that our new book, which is entitled 'A Technical Treatise On Piano Player Mechanism," will enhance our reputation along these lines. Every player, tuner, repairer, dealer and salesman should own a copy. It will cost but $1.50 delivered to any part of this country.

EDWARD LYMAN BILL
Publisher
No. 1 Madison Avenue, New York

The TALKING MACHINE AND NOVELTY NEWS SIDE LINE SECTION

NEW YORK, APRIL 15, 1909

VOGUE OF ROLLER SKATING

Means That Upwards of $10,000,000 Has Been Invested in Rinks Throughout the United States—Craze Now Pronounced in England.

The vogue of roller skating which has prevailed throughout almost every section of this country has again reached England, where it is said to have started early in the eighteenth century. At the present time it is estimated that from six to eight thousand rinks are in successful operation in the United States, and the season of 1908 and 1909 promises to be equal to any previous period. Large and costly buildings for the purpose of conducting roller rinks have been built in all parts of the United States, and large sums of money have been invested in enterprises connected with the sport.

It is estimated that upwards of $10,000,000 have been invested in rink buildings throughout the country, and the sport affords employment for more than 30,000 persons, including some 3,000 or more engaged in the manufacture of roller skates and material pertaining to this industry.

The roller skate is a mechanical descendant of the ice skate, and the evolution from the comparatively crude affair of twenty-five years ago to the handsome, perfected article of to-day is but another evidence of American mechanical skill and ingenuity. The introduction of ball bearings in connection with the manufacture of roller skates was the brilliant idea of Mr. Richardson after a careful study of the bicycle.

In producing the roller skate that we know to-day the highest degree of mechanical precision has been reached, which has helped to develop the popularity of roller skating. Mr. Richardson's experience with the rink and skate business dates back to 1881, and since then he has been associated with some of the most successful rink enterprises in America. One of his most remunerative ventures in this direction was established in San Francisco in October, 1905, at the Mechanics' Pavilion. During a period of 130 days the proceeds of the business amounted to over $70,000.

During the present year a very general revival of roller skating has taken place in many foreign countries, and especially in England, says The Novelty News, where at the present time successful rinks are being conducted in most of the leading cities of Great Britain. Recently rinks have been established by the Richardson Co. at New Brighton and Sheffield, and other similar projects are being contemplated elsewhere.

TAXING DEPARTMENT STORE SALES.

The Chamber of Deputies at Paris, France, has passed an article of the income tax bill imposing an extra tax on department stores whose annual turnover exceeds $100,000. The extra tax is 1 per cent. on the turnover between $100,000 and $200,000, 2 per cent. up to $1,000,000 and 3 per cent. when the turnover exceeds $1,000,000.

It is just as well to put off till to-morrow the worries of to-day.

F. W. McINTOSH SPECIALTIES.

A Line of Quick-Selling Goods Suitable for Side Lines—The Vogue of the President Ink Pencil—Practical Information on Installing Side Lines at the Command of the Dealer.

(Special to The Talking Machine World.)

Chicago, Ill., April 9, 1909.

F. W. McIntosh, head of the F. W. McIntosh Co., of 179-181 Lake street, Chicago, is a man who has made the subject of quick selling side lines for dealers a matter of life-long study. The question of furnishing his constantly increasing clientele with articles of intrinsic merit and which lend themselves readily to forceful and result-bringing advertising has always absorbed his attention. The President Ink Pencil, which he has for some time made his prime leader, and

F. W. McINTOSH.

on which he has built up a remarkable trade throughout the country, is a specialty which appeals to all classes of people, and properly window displayed and advertised will not only prove a big profit maker to the dealer appreciating its possibilities, but will serve to draw customers into the store who would not have otherwise been attracted thereto. While it has the advantage of being a distinct novelty and will attract attention and create a desire for ownership for that reason, it has all the writing facility of a first-class fountain pen, can be carried in any position without leaking and is sold at a moderate price. The company also make a superior fountain pen ink under the President name, which stands for quality, and also a line of paste, mucilage and carbon paper. A recent addition to the company's line is a series of small copyrighted statuettes, selling at a low price, and which make ideal desk or mantle ornaments. A few of them scattered through a show window serve to brighten up the display wonderfully, besides proving quick sellers.

Mr. McIntosh has acquired a fund of practical information regarding the effective pushing of side lines which is always at the command of dealers handling his goods.

It sometimes happens that a fellow gets a reputation for genius simply because he is too lazy to work.

"There is no test of a man's ability so unfailing as his results."

THE VALUE OF PUBLICITY.

Correct Advertising Will Make Anything Good an Assured Success.

Year after year lines of goods which it was formerly believed could not be sold through advertising have found their way into advertising columns, and have stayed there, because it has paid to advertise them. The article which has once been thoroughly advertised and then has disappeared is the exception, not the rule. Fifty years ago advertising was comparatively unimportant as a factor in the country's industry. To-day it is not too much to say that advertising, properly administered, is by far the greatest single factor in the promotion of many of our greatest enterprises.

Do not be deceived. You cannot take a second-rate article, spend $100,000 in advertising it, and make a fortune. At least, it is not a wise thing to try. Advertising is a force of such power that it has even made fortunes for proprietors of second-rate articles, but restrictions, destined to become more stringent than at present, are stamping out the exploitation through advertisements of unreliable goods. If a manufacturer of a superior article will place a reasonable sum of money each year in advertising, placing his expenditures in the hands of a competent man or men, using general or trade publications of established reputation, which reaches both consumers and dealers of the desired class, and keep steadily hammering away, he is certain to win. If he does not do so, the trouble is either with the goods he makes or with the men who handle his advertising. The principle of advertising has been tried, and it is true beyond all shadow of doubt. It pays.

Look back twenty-five years and trace the growth up to the present. Note the great enterprises which have started small and have become great through advertising. Investigation is the only thing necessary to establish the power of advertising to create demand for reliable articles. It is its own defense. It needs no champions. The political managers have seen this. More business men are seeing it every year. Some will hold back year after year and finally give in. Advertising is only well begun, says Geyer's Stationer. Only the first steps have been taken. Its future is too big for words.

HOW SUCCESSFUL MEN WORK.

Have you ever watched a busy man as he waded through his work?

He didn't waste time in looking after the non-essentials.

He didn't fool around and whine about the immense amount of work he had to do.

He didn't call his wife up on the telephone and tell her he didn't "know how he was ever going to get through with his day's work."

He didn't stop to jaw the boys, growl at the girls or scold the men.

He sat right down at his desk, or he lifted his hammer or plane, and just pounded in, working with all his might and main, and presently the thing was done.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, APRIL 15, 1909

A DEMAND FOR SIDE LINES

In Talking Machine Trade Indicated by Results of Advertisements in "The World."

Advertisers in the Side Line Section of The Talking Machine World have expressed great satisfaction with the results secured in the way of business through advertising in this Section, and it is obvious that many talking machine dealers, with available space and working force at their disposal, have broadened out their field of operations and put in such side lines as would be best fitted for their locality and best fitted to bring them returns in a monetary way.

A side line which is proving one of "the big sellers" is the motorcycle. In its perfected form it is destined to become as popular as was the bicycle in its palmy days. It is virtually the automobile of the man of moderate means. It enables him to cover vast distances and produces an exhilaration and intense interest in its operation, which induces an enthusiasm that is certain to become contagious.

It is certain that the motorcycle will be one of the most popular favorites of the day, that is, those manufactured by firms of established reputation, hence the wisdom of dealers giving them every consideration.

The following gratifying communication, entirely unsolicited, received from the Auto-Bi Co., is not only a compliment to the Side Line Section of The Talking Machine World, but emphasizes the interest which talking machine dealers are manifesting in the motorcycle as a valuable side line in their business:

"Buffalo, N. Y., March 20, 1909.

"The Talking Machine World, New York.

"Gentlemen—We take pleasure in saying that our first advertisement of Greyhound Motorcycles in The World has brought us replies that promise business, though it has been out but a few days. Apparently your constituency are of the kind that read the signs of the times and are interested in 'live lines.' We may say that we have every indication from all parts of the country that the development in the motorcycle business for the season now opening will be such as to surprise those who have not kept in close touch with the matter.

"We regard dealers in talking machines in general as being in very favorable position to take up the motorcycle, and it is our intention to give them most favorable opportunities in the matter of agency terms, and to co-operate with them in every way for mutual profit. Yours very truly,

"THE AUTO-BI CO.,

"W. C. Overman, Vice-President."

EXPANDING A BUSINESS.

What the Dealer Must Consider When Adding New Lines—Established Reputation as an Asset—A Common-Sense Talk.

When an established dealer installs a new side line it is not sufficient to place a few samples of the new line on the shelves and in the window and treat it as a matter of course, but it should be made an event in store history, and every bit of publicity emanating from that store should be devoted in part to the new line.

When a man starts in a particular business he has to build up both trade and reputation, and has a hard row to hoe until he establishes his standing among his competitors in that particular field. The man who introduces a line as a side line, no matter how extensive or elaborate it is, has a much easier battle before him. He has already established his reputation and standing in his first line of business, and has that solid foundation to build new trade on. When Jones, the talking machine dealer, puts in a line of sporting goods he simply has to call the attention of his regular trade to the new departure, and while getting them in line can devote a portion of his advertising to interesting sportsmen in general in his latest venture. Meanwhile, he is selling talking machines and records as usual, and will keep on selling them while his sporting goods trade is being put on a solid basis. Then it is time to look for larger quarters and hire more salesmen.

Sporting goods are simply mentioned by way of illustration, and the same method can be pursued with almost any line. If the dealer selects his various lines with care and foresight he will be able to insure a busy store all year round, for when trade in one line is dull he can boom things with the other, and keep busy instead of sitting still and bewailing hard times. With rent and other fixed expenses running along steadily it certainly pays to keep busy.

To install side lines does not indicate, as some dealers seem to imagine, that the one doing so has proven a failure in his former field or that the line he previously handled was losing popularity. Far from it. If that were the case, John Wanamaker, the late Marshall Field, and proprietors of the great department stores all over the country might well hang their heads and acknowledge that they were failures in many lines of endeavor. Of course, to handle side lines successfully the dealer must consider the particular needs of his present trade and of the trade he is in a position to reach, and what competition he would be liable to meet. In fact, to establish a successful side line requires so much study as to start in any business independently, and when the subject is given this consideration success is more readily assured.

PROFITS IN SLOT MACHINES.

Independent Annual Income Possible Where the Machines Are Placed in Advantageous Positions.

When a concern advertises that upon a certain amount invested with them an annual dividend of from 75 to 250 per cent. will be guaranteed, your Uncle Samuel opens his eagle eye and casts a glance toward that advertiser. Sometimes said glance spells trouble for the "glancee," but there are instances where the advertised statements are decidedly conservative, and they are in the realm of slot machines.

A dealer, especially in a medium-sized town, with a sum of money to invest will do well to investigate the possibilities for placing a number of slot machines in various prominent places, on a commission basis. There are card-printing, fortune-telling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from candy, chewing gum and hot peanuts to towels, soap and other necessities, at from a cent to a dime.

Many manufacturers of coin-operated machines send them out practically free, or sell them at actual cost with the understanding that the lessee or purchaser buy all the goods needed for keeping them replenished direct from said manufacturers.

Machines are easily placed in attractive positions on commission, which may often be as high as 20 per cent. of the gross intake, railroad stations, cafes, trolley waiting rooms, lunch rooms and other frequented spots being naturally considered the best locations. As a rule, the machines do not receive rough treatment and rarely need any attention except replenishing stock and an occasional oiling of the working parts.

So valuable are slot-machine privileges considered, that even the great New York Central Railroad retain the privilege themselves, own the machines and have the amounts received go through the office of the auditor of passenger accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the lessees are said to be simply "coining money," after paying salaries to a large force of men spending all their time in keeping the machines full of candies and chocolates and collecting the pennies.

It is a field well worth considering by any talking machine dealer, whether he has his store filled with talking machines and side lines or not. It is a departure that would require very little attention except from a clerk or collector. The number of articles disposed of by a vending machine are easily checked. The machines are filled when put out, and when the collector makes his rounds he is supplied with a certain number of packages. For each package he places in the machines he returns a coin to headquarters, and dishonesty is practically impossible. Weighing and similar machines are usually supplied with a register as a means of checking the intake.

With the proper kind of machines in a well-chosen locality, profits are sure and large, and the large incomes claimed will seldom prove overestimated.

BUSINESS GROWING BETTER.

Conditions Improving but There Will be a Halt Until the Tariff Is Out of the Way.

Business conditions are steadily improving, but not as rapidly as we would be pleased to witness. Tariff talk in Congress is halting the onward trade march. But Taft will hurry the debate as rapidly as possible. The Taft administration is as free from handicap as would be possible under any political system. Of the same political faith as its predecessor it is under no campaign promises of correction, reformation or overturn. It can build on foundations already laid instead of digging up to begin over again. The new President is a man of vast experience in public affairs. In no position and under no practical test has he been found wanting. His knowledge of national affairs and world policies, his sound judgment that has its base in common sense, his methods of self-poise and judicial balance, and finally his sense of humor which will prevent his ever mistaking himself for it are a guarantee that while progress will be sustained and reform evoked at Washington in the next four years the Government will not be run under a forced draft, and the White House will be the executive mansion for public affairs and not a hothouse for the incubating of ideas and theories on all the questions of human thought or endeavor. The business interests of the country are to be congratulated on the outlook. It has been a long pull, and now they can sit back and regain their breath. And there are a lot of people who would like a little breathing spell.

YOUR IMPRESS.

Now what is your niche in the mind of the man
who met you yesterday?
He figured you out and labeled you; then carefully filed you away.
Are you on his list as one to respect, or one to be
ignored?
Does he think you the sort that's sure to win, or
the kind that's quickly floored?
The things you said—were they those that stick,
or the kind that fade and die?
The story you told—did you tell it your best?
If not, in all conscience, why?
Your notion of things in the world of trade—did
you make that notion clear?
Did you make it sound to the listener as though
it were good to hear?
Did you mean, right down in your heart of
hearts, the things that you then expressed?
Or was it the talk of a better man in clumsier
language dressed?
Think—what is your niche in the mind of the
man who met you yesterday,
And figured you out and labeled you; then carefully filed you away? —Success.

TRADE Gillette MARK

KNOWN THE WORLD OVER

The Gillette Company begs to announce the construction of a hundred-thousand-dollar addition to its present million-dollar factory in Boston—the fourth enlargement of facilities in four years.

The present factory contains about four acres of floor space and employs seventeen hundred people. The new addition is to increase the blade equipment, which has been greatly taxed during the past three months.

Foreign demand has become so great that GILLETTE factories have been established in Canada, England, France and Germany.

The GILLETTE has been granted basic patents by twenty-two foreign Governments and is protected by over a hundred Registrations of Trade Mark.

As a money-maker for the retail store the GILLETTE is of growing importance. Dealers find it pays to give it prominent display and to use freely the GILLETTE signs, literature and trade helps.

Canadian Office
63 St. Alexander Street, Montreal
London Office
17 Holborn Viaduct, E. C.

Gillette Sales Company

519 Kimball Bldg., Boston

Factories: Boston, Montreal, London, Berlin, Paris

New York, Times Bldg.
Chicago, Stock Exchange Bldg.

Gillette Safety Razor

NO STROPPING NO HONING

SALESMANSHIP QUALITIES THAT WIN.

The Foundation Stones Are Character and Strong, Honest, Self-Reliant Manhood—Elements That Make Success in Any Undertaking Are Essential in Selling Goods, Namely, Knowledge of the Goods Handled—A Strong, Earnest Talk Upon a Vital Topic.

The subject of salesmanship is an old time one with writers and speakers but there is always something left for the new comer when treating of this subject. S. A. Sanderson, of Lincoln, Neb., in a recent paper on salesmanship said that the basic requisites of success in this field are confidence, self-appreciation, proper attitude, loyalty, sincerity, manners, alertness, honesty, interest and perseverance, and added, "Each of us is the architect of his own future. We draw the plans for the construction of our future human edifice, and we select the materials that enter into the structure. The purpose in life is more than simply making a living; but the question of salesmanship and the matter of trade ethics, which are never to be overlooked, are principles which should govern us in the conduct of our business. So that the first thing that we want to-day is character; strong, honest, self-reliant manhood. These are the foundation stones which should enter into the structure of any human edifice. We must all learn to go it alone, and not spend too much of our time watching our competitor.

SELLING MORE IMPORTANT THAN BUYING.

"In merchandising there are two very essential things—buying and selling. The old saying is, things well bought are half sold, but it don't make any difference how well you buy them, you do not get any returns until you sell them. If you purchase too many simply to get them cheap, you had better pay more and sell them oftener. I would put the selling above the buying for the average merchant, and state that in my opinion if he is unable to look after both carefully, he would better leave his buying largely to some conscientious jobber whose interest it would be to see that he had the right goods in the right quantities, and at the right price, and then push his sales.

"'Tis sales that move the wheels of business.' The same elements that make success in any undertaking are essential in selling goods—viz., knowledge, confidence and enthusiasm. Knowledge of yourself and knowledge of your goods; confidence in your goods and in your ability to favorably introduce those goods to your friends—your customers, and enthusiasm born of that knowledge and bred of that confidence.

KNOWLEDGE OF SELF.

"I place first knowledge of yourself. Self-appreciation stands at the top. I mean by that, self-appreciation, know yourself, develop the strong points and overcome the weak ones. That is what I mean by knowledge of yourself. Build yourself up. You should have a knowledge of your goods, how they are made, how constructed, and who makes them, and why one factory's goods are better than the other's, and why you believe they are better. Also cultivate appearance and attitude, for first impressions are lasting ones. There is a sermon in every line, and there is a sermon in every one of those points.

YOU SHOULD ALSO KNOW HOW TO APPROACH PEOPLE

in order to make them see as you see, and think as you think regarding the merchandise being shown. The purest Anglo-Saxon is more convincing than effort at oratory.

"First, prepare the way by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a conscientious showing of the goods (not your ability, or your oratorical powers, but your merchandise), thereby creating an interest in them. Interest naturally leads to desire, and then close the sale.

CONFIDENCE IN THE GOODS

is necessary, as the customer must see that the salesman is sincere, or no amount of talk will avail. The manners and general appearance may create the confidence of the customer in the salesman and therefore in his goods. The salesman's interest in the goods is soon transferred to the customer, and he likes the goods because you do; and in order to keep the confidence you have won you must at all times be honest with your customer, and you can do this by being at the same time honest with yourself, and honest with your house.

ENTHUSIASM AND LOYALTY.

"Under enthusiasm I would speak of loyalty—loyalty to the interest of your customer, and above all, the house you represent. If you are not in love with your business get out of it, and the quicker the better. There is not a man before me but what can make a good living in any undertaking which he seeks to enter. If you are not in love with your business, and do not believe in the goods you sell, and your ability to buy the right kind of goods and successfully introduce them to your customer, then get out of the business. You must have enterprise and loyalty.

If you cannot speak a good word for your employer, get a new job, and do it now. If you are working for yourself, and you are down and out with yourself, just quit your business, sell out, and travel around for a year and rest up; quit smoking, and eat more beefsteak, and as soon as you are full of ginger and vim then start out right.

PERSEVERANCE AND ENERGY.

"You must have perseverance. Perseverance means energy—not genius; labor—not love; perspiration—not inspiration. Keeping everlastingly at it always brings success in any undertaking.

"The real difference between men is energy. A strong will, a settled purpose, an indomitable disposition to go ahead and succeed is the real difference between great men and little men.

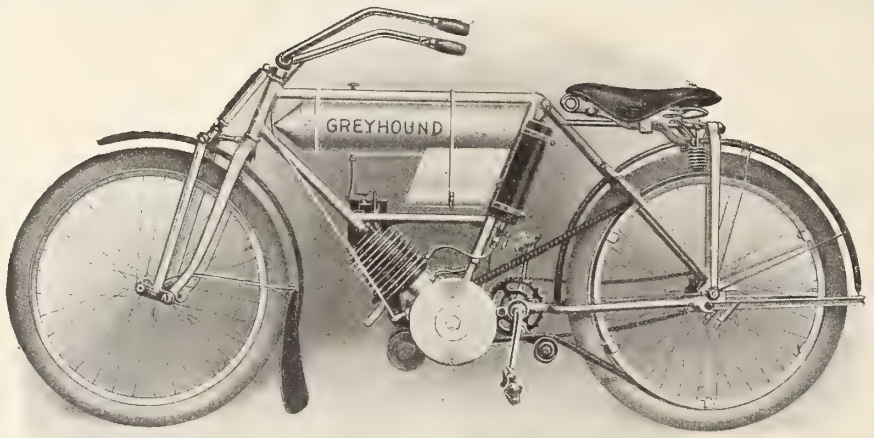
BE SINCERE AND HONEST.

"You want to be sincere in your business. Honesty above all things is essential. When you tell a person a thing you yourself want to believe that it is actually so. If it is not true do not say it. Stand back of your statements; if you recommend an article higher than you ought to and the customer brings it back, give him a new article and do not ask any questions, or make him feel that he has encroached on your rights.

"How is a person to create another's interest in an article unless he is first interested in it himself, unless he knows about the article; how can he expect to intelligently present his case, and how can he expect to close the sale unless he is really enthusiastic in the presentation of the case, and yet many customers in our stores are actually obliged to sell the goods to themselves, simply because of the diverted and divided minds of your salesmen.

"The lack of concentration is a sale killer. The clerk who is thinking backward to the baseball game of yesterday or living in anticipation of the dance to-night is in no condition to sell goods. Forget those things and keep your mind riveted upon your business."

GREYHOUND



MOTORCYCLE BUSINESS IS COMING STRONG

For sport or business the little two-wheeled automobile is hard to beat.

A little motorcycle department added to your business now will soon become a big one.

We want to correspond with dealers who appreciate live issues and favorable opportunities. The 1909 Greyhound has no equal for SIMPLICITY and COMFORT.

Full and Prompt information for riders and dealers.

The Auto-Bi Company

Oldest American Motorcycle Makers

1448 NIAGARA STREET - - - - - - BUFFALO, N. Y.

HOROWITZ & CO. IN BANKRUPTCY.

A petition in bankruptcy has been filed against Horowitz & Co., jobbers in souvenir post cards at 9 to 11 Delancey street, New York City. The assets of the firm are estimated at $1,000, while the liabilities will probably reach the $3,000 mark. Among the creditors are the Rotograph Co., Heywood, Strasser & Voight Lithographic Co., and Bamforth & Co.

DOESN'T PAY TO DIVIDE ENERGIES.

It is unsafe to attempt too much for one's equipment, mental or otherwise. The man who tries to kill two birds with one stone often discovers that he would have done better to attack one bird with a whole handful of stones.

A STATE OF PREPAREDNESS

Is a Good One to Dwell in, and Also be a Member of the Sunshine Club Says The Hardware Magazine—Moping Never Did nor Will Pay.

While glancing backward is profitable, too much of it is apt to dislocate one's mental neck. The woman who presided over the household of Uncle Lot in the days of Sodom and Gomorrah proved that, when she lingered too long in remembrances and became a pillar of salt. "Westward, ho!" shouted the mariners who set out to discover a new world. Their faces were set toward the future. So we, who are of faith, and hope, and good cheer, set our faces toward the to-morrow. To drop metaphor and get down to brass tacks. A man in business should be one move ahead of the game. Of course, he knows what he is doing to-day, but he also should know what he is going to do to-morrow; and the day after, too, if his eye will carry that distance.

When France declared war unexpectedly against Germany the news was flashed instantly to Von Moltke, the commander of the German army, that he might plan his campaign. He turned calmly to his secretary and said: "Hand me the contents of drawer A." The papers were opened and there was a plan of the campaign down to the most minute move. Orders were sent forth instantly, and in an hour the German army was on the march. Napoleon was overwhelmed and France for the time put out of the ring. Von Moltke had been at his work during years of preparation. A hardware merchant cannot know what bar iron will sell for next year, or how much nails will be in September. But he can study conditions and size up present events and guess those of the future, even as the weather sharps tell us what is coming to-morrow. But, above all things, he can look for sunshine. He can make to-morrow brighter than to-day is by willing it to be brighter. Let him cultivate his latent hypnotic power. Half the fun of a thing is in anticipating it. What avails it to mope to-day because it may rain to-morrow? What if it does rain? It will clear up the day after. The gospel of cheerfulness; that is the leaven that enters into business life and brightens everything that falls under its influence.

MAKING IRISH HARPS.

The Clark Music Co. Have Started a New Industry in the Manufacture of Irish Harps.

The Clark Music Co., Syracuse, N. Y., have recently started a new industry, viz., the manufacture of a genuine Irish harp of beautiful tone which possesses all the virtues of the larger harps. It is a portable instrument, weighing only eleven pounds. It has thirty strings, four and one-fourth octaves, and is finished in green and gold in mahogany or maple. The height is 29 inches and the space of the strings is the same as in the larger harp. Each string may be raised one semi-tone, enabling one to play easily in eight different keys with all their various modulations. In design and construction these harps are similar to the ancient harps which have been immortalized by Moore and other famous poets. The Irish harp made by the Clark Co. is easy to learn and equally effective as a solo, accompanying, or orchestral instrument. Everyone who has seen or heard this instrument admires its beauty of form and powerful tone.

EXPANSION MEANS PROGRESS.

Almost daily letters are received at this office addressed to the Editor of the Side Line Department, and requesting suggestions regarding the installation of profitable side lines and names and addresses of firms handling various lines of goods of almost every conceivable description. No further proof is needed that the trade appreciate our efforts in this direction, and we welcome all such communications. One dealer writes: "Our talking machine department is one of the largest in the city and is steadily growing, but we see trade in other lines that we can capture and we're going after it."

That's the idea. It's the spirit of modern business "expansion." It was the desire to get more and then some more that made England the power she is, and later the same spirit in the early government of the United States that made this country what it is to-day. The man who is satisfied with what he has and stops will discover that he is gradually falling behind. Greater business means something besides merely more money; it means greater opportunities for the man, a broader career and a chance to show ability. Side lines are the branch roads that lead to new treasures in business opportunities and profits. Get in touch with our Side Line Editor and get information that will prove interesting and valuable.

THE ROOSEVELT LION HUNT.

Report Apparently Is Confirmed That Photographer Will Work in the Jungle and Secure Moving Pictures of the Great Hunt.

Ex-President Roosevelt, according to a well authenticated report, is to be accompanied on his hunting trip through Africa by a moving picture machine in charge of two operators who are acting for William Morris. The report was at first received with incredulity, but it was confirmed last night by rivals who had failed to get the privilege.

The moving picture operators have instructions to catch Mr. Roosevelt, if possible, in the act of bagging the big game he is after. It is understood the moving picture expedition was launched with the great hunter's full consent. The operators are now on board the "President" with the ex-President. The picture machine is to be shipped to Africa by Paul Murray, the London representative of the Morris people.

The confirmation came from J. R. Rogers, manager for R. G. Knowles, a competitor of Mr. Morris in the moving picture field. Mr. Rogers tried to get permission from Mr. Roosevelt to send one of Mr. Knowles' representatives with the hunting party, but was met with the statement that the privilege had already been granted to Morris.

"The best that Mr. Knowles could do," said Mr. Rogers to a reporter, was to camp on the roof of the steamship pier all the night preceding Mr. Roosevelt's departure. There he lay in wait with his moving picture machine for the President. He got fine pictures of the crowds that gathered to see Mr. Roosevelt off, and some splendid pictures of the President waving them goodbye. These pictures will be shown by Mr. Knowles in a few days. It is a fact that the Morris people will have the real African pictures. Such pictures will pack any house in the world for an indefinite period."

When Mr. Morris was seen at the Lincoln Square Theater, he refused to affirm or deny the story. His general representative was seen later at the American Music Hall. "Well," he said, "it is true, but we had not intended making any announcement of the matter until the pictures were well in hand. Naturally we want the field to ourselves."

NOT SO CHEAP.

The story is told of a man who went into a hardware store to buy an axe. Being shown the article and informed that the price was $1.15, he said: "Why, I can get the same kind of an axe from a mail order house for 90 cents."

"Very well," said the hardwareman, "I will give it to you for the same price provided that you will do the same with me as you would with them."

"All right," replied the customer as he handed over a dollar bill, the merchant giving him back 10 cents in change.

"Now," said the hardwareman, "I want 25 cents more to pay express charges," which the purchaser gave him. "How much did your axe cost you?"

"One dollar and 15 cents," the man answered.

"Very good; now give me 5 cents more for money order fees and postage," which the purchaser had to hand over. "Now how much did your axe cost you?"

"One dollars and 20 cents," said the customer.

"Not so cheap after all," said the merchant, whereupon he picked up the axe, tossed it back on the shelf and told the customer to call for it in 10 days, as that would be as soon as he could get it if he had ordered it from the mail order house.

FIX UP SHOW WINDOWS.

Show windows should be backed up to keep dirt and dead flies out of them, as poorly-kept windows reflect on one's business. Velvet as floor covering adds much to the appearance of show windows, and should, therefore, be used instead of paper or cheaper cloth. Do not be stingy about dressing the windows, and above all, keep them clean and well lighted. Remember that you are paying a big rent for the store front, which rental is based on the number of people passing by every day; therefore, if you do not attract the attention of these passers by you are not getting your money's worth out of your rent.

Do not permit your clerks to smoke in the store, as tobacco smoking is offensive to many people, besides the habit distracts their attention from their work, and indicates lack of discipline. Small matters like these count for more than many merchants realize.

PUT UP THE HAMMER AND BOOST.

"Put the hammer in the locker,
Hide the sounding board likewise:
Anyone can be a knocker;
Anyone can criticize;
Cultivate a manner winning,
Though it hurts your face to smile,
And seems awkward in beginning,
Be a booster for a while."

Local Views Printed to Order
Black and White, Gelatine, per 500, $2.65; per 1000, $3.75

Local Views Printed to Order
Double tone, im. brown cardboard, per 500, $2.80; per 1000, $4.00

Local Views Printed to Order
Double tone, Real, on chamois card, the best; per 1000, $5.25

Local Views Printed to Order
Photo finish, like a photo, glossy you know; per 1000, $5.25

Local Views Printed to Order
Hand colored, the best, per 500, $4.00; per 1000, $6.50, $7.50

Local Views Printed to Order
Hand colored on double tone, im. "it is it"; per 1000, $8.50

Local Views Printed to Order
Colored print, plain and glossy; in single 1000, $6.50 and $7.50

Local Views Printed to Order
Autochrom, six colors, "Better than any chrom"; per 1000, $6.75

Local Views Printed to Order
Com. Colored print, "The Best," Panel effect; per 1000, $11.50

Local Views are our specialty. Samples of the above free. Special prices for quantities.

FLOWER CARDS at $2.75, $3.75, $4.75, $5.75 per 1000.

BIRTHDAY, FOURTH OF JULY, XMAS and NEW YEAR CARDS and BOOKLETS, hummers for the money, from $6.50 per thousand upwards, F. O. B. New York. They consist of highly lithographed 12-color work, plain embossed, bronzed and gilded, the kind for which you are paying right now $1.25 and $1.50 per 100.

NEWFIELD & NEWFIELD
Selling Agents for European Printing Works
98 WARREN STREET, NEW YORK
Agents wanted in uncovered territory

OBSERVATIONS AND COMMENTS.

Manufacturers of post cards are making strong efforts to rid the field of the class of men representing themselves as jobbers who buy in minimum quantities and then place assortments in stores in their respective localities on consignment. The majority of these people are employed during the day and take this means of getting a little extra money at night.

As almost any small storekeeper will display cards, if they are on consignment, and may be returned if unsold, the legitimate dealer who has invested his good money on a carefully selected stock of post cards naturally suffers from this unfair competition, simply to give some young fellow a dollar or two extra to spend each week.

The manufacturers have taken the matter in hand and are carefully investigating the standing of those claiming to be jobbers and hope to make the "gyp" dealer a thing of the past.

"Billy Possum" Succeeds "Teddy Bear."

With the change in the administration the "Teddy bear" has given way to "Billy possum," and everywhere one sees these possum figures dangling by their elongated tails. The orders for live possums became so numerous that a law was passed in Georgia setting a closed season on them and prohibiting hunters from molesting them for several months each year. The imitation possum is therefore in constant demand, and a funny little creature he is, too. A company has been formed in New York for the express purpose of supplying these stuffed possums, and it is said they cannot fill their orders.

Handling Supplies With Bicycles.

When a dealer handles talking machines he also handles all accessories and supplies, and when he adds a line of motorcycles and bicycles it is likewise policy for him to capture all the resultant trade by handling a full line of supplies for those vehicles. He need not necessarily conduct a repair shop but can supply the materials to the riders, such as tape, tire solution, rim cement, extra spokes and handle bars, brackets. lamps, etc., and for motorcycles, engine oil, batteries, spark plugs, etc. If the dealer is progressive he can make every machine purchaser a steady customer for supplies.

Vacuum Cleaning Gaining Popular Favor.

That the vacuum system of cleaning for home use has appealed to the general public, for sanitary and other reasons, is evidenced by the increasing number of those cleaners being placed on the market, the prices ranging from $5 to $100 or more. Vacuum cleaners constitute a side line that can be demonstrated in a convincing manner and may readily be sold at prices that allow a fair margin of profit. There are so many lines on the market that one may be easily found for the needs of any particular locality.

The Vacuum Bottle for Vacationists.

Another Twentieth Century product that is receiving considerable attention at present is the vacuum bottle for keeping liquids hot, or cold, for lengthy periods. There are several styles made by as many different concerns, each with distinct features to commend it. There should be a lively demand for these bottles during the summer months from campers, yachting parties, picnic parties, etc., who desire cold drinks at luncheon time and who are unable to obtain ice when desired or carry same with them. While the prices of the bottles seem rather high at first, when it is considered that they are practically indestructible, and so very convenient the first cost seems low.

Stationery a Clean Line to Handle.

A line that should appeal to the dealer as being compact, clean, salable and altogether attractive is that of stationery and allied novelties. Writing paper, envelopes, blotting paper, pens, ink and pencils are always in demand in any section, and are so graded as to allow an excellent margin of profit to the dealer. Most of the lines are well advertised, and therefore easily sold, a feature not to be overlooked in installing new lines. The range of novelties is practically unlimited and embraces various forms of push pins, dainty stitched and loose leaf memorandum books, fancy pencils, pen holders and ink wells, paper knives and envelope openers, sealing wax outfits and initial seals, and other similar articles. Where the store has become local post card headquarters a line of stationery should prove an immediate success and provide a generous income for the dealer handling it.

Typewriters as a Side Line.

Last month we mentioned the fact that an energetic dealer should be able to handle typewriters as a side line with considerable profit. From the correspondence reaching this office it would appear that several dealers had thought of the same matter some time ago, and acting promptly had already established a substantial trade in both typewriters and supplies in connection with their regular talking machine business, while others are making arrangements to follow suit. There seems to be no reason why such a line could not be handled without misgivings. The competition in the typewriter field is somewhat keen, but each make has certain distinctive features that appeal to certain persons very strongly. Where supplies are also handled a steady source of income is practically insured for ribbons, carbon paper, erasers, oil and other supplies are in almost constant demand.

The tendency at the present time seems to be in favor of the visible writing machine. Several concerns are at present producing such machines, and even the old and conservative manufacturers have recently added such machines to their line, it being claimed that they save time in inspecting work and insure greater accuracy.

Watches at Popular Prices.

A number of talking machine dealers have added inexpensive watches to their stock and have found them a first-class paying side line. These popular-priced watches are now turned out so attractive in appearance and are so perfected that in point of accuracy (and after all that is the main essential) they compare favorably with their more ornate brother. But the dealer has far more than this on which to stake his success, for the manufacturers of these watches have advertised so lavishly that in more than one case their name alone sells the article, and all one has to do is to set them out where all who pass may read. There are no confusing technicalities to go into to prove their worth, for if not satisfactory the purchaser knows that an exchange is assured him. So with this line at least the manufacturer, dealer and consumer are all satisfied.

Leather Goods as Side Lines.

There are a large number of specialties in the line of leather goods that should form excellent side lines for dealers desiring to enlarge their business. There are pocketbooks and ladies' bags in countless designs, wall hangers, doilies, table covers, secretaries, pipe racks, albums, portfolios, music rolls, card cases, pillow covers and Indian novelties galore. There is a wide range of prices, so that they appeal to all classes and to all pocketbooks.

Fountain and Stylographic Pens.

A standard line that is finding ready sale everywhere is fountain and stylographic pens. While it is possible to invest almost any amount of money in these lines a small outlay is only necessary at the start and a good margin of profit assured. Very few men in business can now get along without some sort of stylographic pen, while almost every school youngster and college boy finds it just as necessary to his equipment. These pens are worthy the consideration of dealers desiring specialties that will interest the buying public.

The Klein & Heffelman Co.

CANTON, OHIO

Wholesale Ohio Representatives

WINTER & CO. PIANOS

MASTER PLAYER PIANO

RUDOLF PIANO CO.

Rudolf Pianos and Player Pianos

Dealers wanted to represent these lines in unoccupied territory

RENEWS MOVING PICTURE WAR.

The moving picture war which has been vigorously pushed by Mayor McClellan was complicated somewhat last week by the service upon the Mayor and the Chief of the Bureau of Licenses, Frank Oliver, of a writ of mandamus issued by Justice Marean of the Kings County Supreme Court ordering that a license be granted to Herman S. Schnitzer of 627 Fifth avenue, Brooklyn.

Schnitzer's license was revoked by the Mayor after he had received petitions from the Rev. Frederick J. Keech, pastor of the Church of Atonement, at Seventeenth street and Fifth avenue, and the Rev. Louis K. Moore, pastor of the Sixth Methodist Episcopal Church, both of which are near Schnitzer's establishment. The latter then applied to Justice Marean for an order compelling the Mayor to show cause why the license was not issued, and it develops that there was some misunderstanding as to the date on which the order was returnable.

Assistant Corporation Counsel Crowell, who is attached to the Mayor's office, will endeavor to obtain a rehearing of the case from the Justice.

THE ABILITY TO ABSORB IDEAS.

Almost as Valuable as Initiative in Business—Egotism a Bad Thing for the Merchant—How Business Men Have Profited by the Ideas of Employes—James J. Hill's Method—Make Every Employe Sort of Partner and the Business Will Surely Grow.

Next to having strong initiative, the greatest blessing of the merchant is to have the ability of realizing the value of the ideas of others and adapting them in whole or in part to his particular business.

Egotism and self-conceit are the rocks that have wrecked the ships of many merchants who have never been broad-minded enough to see that no man, no matter how experienced or clever, can know it all.

Of course, the ideas that should receive special consideration from the business man are those of his employes, for as a rule they have to do with the particular business he is conducting.

We know of a certain man, much admired for his clever trade-getting schemes, who owes the majority of said schemes to the loyalty and earnestness of certain of his employes, though they rarely receive the direct credit. A subordinate comes forward with an idea, it is pulled apart and all but ridiculed, and the employe retires feeling that his idea is valueless. Shortly, however, the head of the house puts the suggestion to practical test, it proves successful, and when he is complimented upon his business sense acts as though the idea were entirely his own and such thoughts were continually forcing themselves through his brain. While the employe gets very little credit, nevertheless the employer shows decidedly good business wisdom in accepting and profiting by a good idea when he sees it, and in his own way.

Another opposite case may be cited, where a merchant not far from the metropolis was noted for his unfriendly attitude toward employes with ideas of their own. He quickly informed anyone with a suggestion to advance, that "he was running that business, had run it for a quarter of a century, and didn't need any help." As a result, he was not kept informed of the up-to-date moves of competitors, did not put initiative back of his business, and not long ago, shortly after the beginning of the depression, the sheriff got him.

The twentieth century idea is aptly illustrated in the remark of the head of a well-known and growing sporting goods house, to a salesman of supplies in his line: "Can't do business with you to-day, old man, would like to and will soon, but don't forget to come in often; maybe we can teach each other something."

Get it? It's the little things that go to make the big ones. If Carnegie had kept in his shell he would very likely be only the owner of a small foundry instead of a retired steel king. He realized the value of the ideas of others, took a number of bright young fellows—Schwab, Corey and others—and made them partners and gave them a chance to spread themselves. Any reader of the daily papers knows the results.

Take James J. Hill, the head of the Great Northern railroad, he appreciated the value of an employe with ideas, and when he discovered one, even in a section gang, that man's rise to high position was meteor-like while his ideas lasted and he proved his value to the Great Northern. At the first indication of plodding, however, that man went down the toboggan quickly.

The head of the business will find initiative an invaluable asset, it is true, but his willingness and ability to profit by initiative of his employes, pick out of their suggestions that which is of value and put it in a form that will insure success, will be found to be a sufficient asset to insure a growing institution under his direction.

One of the most successful of this year's post cards is the "moving picture" card, wherein by slowly moving a card in or out the effect of life is produced in the picture. A large number of subjects are produced, including a horse race, piano player, etc.

PROLIFIC YEAR FOR HARMONY CO.

Great Chicago Musical Instrument House Sold Nearly 40,000 Guitars and Numerous Other Instruments—A Story of Rapid Growth—115 Men Employed at Present—Some of the Leaders of the Company's Line.

(Special to The Talking Machine World.)
Chicago, Ill., April 8, 1909.

In a recent talk with the World, William F. J. Schultz, president of the Harmony Co., of this city, one of the largest manufacturers of musical instruments in the country, reported last year as having been the most prolific ones in the history of the house. No less than 39,410 guitars, 10,502 mandolins and 1,548 drums were manufactured and sold by them in 1908.

These figures represent an enormous increase over the output in the first years of the company's history. Starting in business in small quarters in 1891, in three years they were able to erect the main building of their present plant, to which a couple of years ago additions were made, more than doubling their already great capacity.

There are 115 men now on the payroll and from present indications the number is likely to be increased very shortly, as the present force is taxed to the utmost to supply the demand on the entire line of Harmony goods.

The guitars and mandolins manufactured by the Harmony Co. possess some valuable and distinctive ideas, while their drum embodies a patent on the rods that insures for these instruments an increased durability and lightness that is appreciated by the users all over the country.

Failure does not come through making mistakes, but in refusing to learn by mistakes how to avoid them.

The man who borrows may not be able to wear better clothes than the man who lends, but he usually does.

Base Ball and Athletic Goods

BEARING THIS TRADE MARK ARE MADE ON HONOR

Peerless BRAND

CHICAGO SPORTING GOODS MANUFACTURING CO. Ratsch Peerless

We Make
Baseball
UNIFORMS
GLOVES
MITTS
BALLS
BATS
Etc.
Etc.

TRY A LINE IN YOUR STORE

SEND FOR OUR LIST OF ASSORTMENTS

COMPLETE STOCK CONTAINING 248 PIECES OF GOODS COST YOU $99.69

CHICAGO SPORTING GOODS MFG. CO.

FULTON AND MAY STREETS CHICAGO, ILLS.

THE TARIFF ON POSTCARDS.

Members of Lithographic Trade in Germany Reported to be on the Way to America to Protest Against Increase of Duty and American Lithographers Prepare to Combat Their Arguments—Importance of the Industry.

The news that representatives of the lithographic trade in Germany were coming to America to protest against the increase of duty on lithographic work has started the lithographers of this country to action. The employers and the lithographers' unions which have been working in harmony in the efforts to get a higher tariff on lithographs from abroad are satisfied with some of the provisions in the tariff bill, but they are not at all satisfied with the increase of tariff on the picture postal card.

Committees of the National Association of Employing Lithographers and of the unions in the different branches of the lithographic trade have held several conferences in New York to prepare to meet the arguments of the German delegation when it arrives. The commitee of the employers consists of Robert M. Donaldson, of the Lithographic Co., New York; Horace M. Reed, of the Niagara Lithographic Co., Buffalo, and George Meyercord, of Chicago. William A. Coakley, the spokesman of the committee, said:

"The increase on the duty on postal cards under the Payne bill will not keep a single postal card from Germany out of this country. This is a very serious menace and it is a growing one, as these cards are made in towns in Germany where wages are very low and the purchasing power of money very high. Washington is flooded with them, and pictures of the Capitol on these cards printed in Germany are for sale in all the stationery and other stores in Washington. You can imagine what an effect this has on American industry."

The stand taken by the unions as to the postal cards is also taken by the employers. They say that this is not a case of unionism or non-unionism, but a case where employers and employes alike in the trade in this country are involved.

Several meetings of the Postal Card and Manufacturers and Allied Trades Protective Association were held during the past ten days at 9 Walker street, New York, for the purpose of agitating for a higher tariff on picture postal cards than is provided in the Payne tariff bill. The members of the association throughout the United States employ 30,000 to 40,000 persons, and they say the occupation of these persons is to allow of the work being done here.

According to the members of the association the industry was just starting in this country when the Dingley bill was introduced, and nothing was said about the tariff then. Since that time the trade grew enormously until the manufacturers of foreign picture post cards began to imitate the American subjects and to sell the cards in this country at prices with which the American could not compete.

THE BUSINESS DECALOGUE.

I.

Thou shalt have no other god except Honesty—including in that godhead Integrity of Purpose, Sincerity in Effort, and Loyalty to all Business Duty.

II.

Thou shalt not cherish Meaness, Spite or Envy toward thy neighbor.

III.

Thou shalt not Advantage thyself wrongly through the weakness or error of thy craft brother.

IV.

Thou shalt not use thy power of position to crush thy struggling competitor. Do but consider that thou and he live for the Service of mankind.

V.

Honor the Moral Code of thy calling and pay heed unto the Ethics of thy guild.

VI.

Pay thy just debts without haggling and rancor.

VII.

Demand thy just Discounts, for Time is an element of Value which thou shalt not despise.

VIII.

Exact of thy debtor Specific Performance of his Duty to thee, lest thou shouldst lose his respect and encourage him in ruinous habits of default.

IX.

Be thou of Good Cheer, for Honest Business is a joy in the sight of the Almighty.

X.

Regard thy Business as a divinely appointed office for Human Advancement; so shalt thou be blest all the days of thy life, and thy house after thee shall wax in honor, riches and power.—The Novelty News.

The boy who takes down the shutters as cheerfully as he puts them up, hides under his coat one of the successful merchants of the future.

To save time: Be on time all the time.

SALES-PULLING SIDE LINES

THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument

Necessary alike for Men, Women and School Children. Fills with Ink like a Fountain Pen. Writes like a Lead Pencil. Will Not Leak Carried in Any Position.

No. 1 Short

MADE IN TWO SIZES:

No. 1 or short pen, 4¾ inches open . . . $1.50—to dealers, $12.00 per dozen, f.o.b. Chicago
No. 2 " long " 5½ " " . . . 2.00— " 16.00 " " "

President Fountain Pen Ink, Paste, Mucilage and Carbon Paper

Copyrighted Statuettes—Quick Selling Novelties. Make Great Window Displays

SENTIMENTAL ARTISTIC HUMOROUS

179-181 Lake St., F. W. McINTOSH CO., CHICAGO

INCORPORATIONS OF THE MONTH.

Among the new incorporations in the State of New York is the Cooper & Franks Camera Co., New York, organized with a capital of $6,000, to manufacture cameras and photographic apparatus. Incorporators—Thomas W. Cooper, 321A Monroe street, Brooklyn; Ernest R. Franks, 50 Nassau street; Edward A. Munger, 26 Cortlandt street, both of New York.

The Empire Film Co., Brooklyn, has been incorporated under the laws of the State of New York, with a capital of $5,000, to manufacture moving picture appliances. Incorporators—Adam Kessel, Jr., and Katherine M. Kessel, 867 Jefferson avenue; Frank Dunham, 942 Bedford avenue, all of Brooklyn.

A recent incorporation in the State of New Jersey is the Yankee Fishing Reel Co., Newark, organized to manufacture fishing reels, with a capital of $50,000. Incorporators—George Edward Matts, Charles Schied, Lee Ottolengui, Franklin W. Klein, Newark.

The Mutual Vending Machine Co., New York, has been incorporated under the laws of the State of New York to manufacture and operate machines for vending cigars, tobacco and candy, with a capital of $25,000. Incorporators—William Sinclair, Jersey City; John J. O'Hara and George F. Kuhne, 3225 Cruger avenue, The Bronx.

The Van Westerborg Cossenas Co., New York, has been incorporated under the laws of the State of New York, with a capital of $10,000, to deal in novelties and specialties. Incorporators—Nelson W. Van Westerborg, 503 Fifth avenue; Miltiades W. Cossenas, 503 Fifth avenue; Charles L. Pierce, 89 Eighth avenue, all of New York.

Among the incorporators in the State of New York is the Bronx Realty Co., of New York, organized with a capital of $5,000 to manufacture slot machines, musical machines, etc. Incorporators—W. Engesser, 336 East 156th street; Herman Rothe, 5 Sylvin place; Fred Knowlton, 527 East 147th street, all of New York.

The Dow Rim Co., of New York City, has been incorporated under the laws of New York State to manufacture motorcycles, bicycles, etc., with a capital of $100,000. Incorporators—Francis J. Erwin, 219 West 12th street; William H. Heagerty, 135 West 104th street, both of New York; Emma W. Renne, Hoboken, N. J.

Among the new Massachusetts incorporations of interest to talking machine dealers handling side lines is the Boston Camera Exchange, Inc., of Boston, organized to deal in cameras and photographic supplies of all kinds, with a capital of $2,000. President and treasurer, Philip L. Grabau; clerk, William H. Gould, both of 36 Bloomfield street, and attorney, Charles F. Jenney, 35 Congress street, all of Boston.

The Steingold Mfg. Co., New York, has been incorporated under the laws of New York State, with a capital of $5,000, to manufacture novelties and household furniture. Incorporators—Abraham Stein, 690 East Fifth street, Brooklyn; Julius Gold, 16 West 117th street, New York; Jacob B. Greenspan, 1550 St. Marks avenue, Brooklyn.

A decided novelty in the post card field is the decalcomania post card, the design of the card being concealed underneath an opaque tacking. The recipient must "transfer" the postal to view the subject just like children used to "transfer" pictures to scrap books and even on their arms. The new cards are made by the Meyercord Co., Chicago.

It is estimated that Germany uses $1,394,800,000 post cards annually, the United States 1,000,000,000 and Great Britain 800,000,000.

LOCAL VIEW POST CARDS.

One of the Specialties of Newfield & Newfield, New York Manufacturers—Many Styles Offered That Must Appeal to the Public.

Among the reliable post card manufacturers, who make a specialty of printing local views to order, are Newfield & Newfield, 98 Warren street, New York, and the variety of styles offered by them are interesting and attractive, ranging from black and white at $4 per thousand to colored print in panel effect at $11.50, in all about ten distinct styles. The dealer will find a series of local view cards a decidedly profitable investment, especially during the vacation months when so many travel. There is no better souvenir of a visit at a certain town than a set of local view post cards, and by the time a circle of friends are remembered the purchase will amount to a very respectable figure. Not only that, but the inhabitants of the town are generally desirous of having their friends in other sections see the local view points and the post card proves the easiest and best means to accomplish that purpose. Get your views together and send for samples and prices, so that you may be prepared to answer to the call.

THE DUSTLESS AGE.

How It Can be Brought About Through Suction Cleaners—Popular-Priced Machines Now Being Placed on the Market—Good Side Line for Progressive Dealers.

The great campaign against tuberculosis and the means to avoid it, which is now going on in this country and, in fact, throughout the world, has resulted in a regular war on dust, particularly in the home. The old-fashioned method of brushing carpets and dusting with loose cloths is being abandoned in favor of vacuum cleaning. It has been well said, "abolish dust and the standard of health will improve." It will take only a short tour among the many dealers in these various new cleaning devices to convince the most skeptical that there is great truth in their arguments. With the new cleaners, be they vacuum, compressed air or merely bellows style hand-pumping affairs, the dirt in a room or hall or theater is not merely scattered from one place to another, with only the larger pieces picked up and removed, but every particle is gathered into a cylinder, to be burned in the furnace or stove.

There is a great demand among people of moderate means for a popular-priced vacuum or suction cleaner, and this want is being rapidly supplied by manufacturers, with the result that dealers in general specialties are putting in a suction cleaner line, with profit to themselves and benefit to their community. There is no question but that the old system of cleaning is distinctly out of date and is not in harmony with this rapid age of wireless telegraphy and flying-machines. The day for getting rid of dust without danger is here, and there is a sure trade for the dealer or jobber who will get hold of a good machine and sell it in his community.

THE IMPORTANCE OF SYSTEM.

Without It Business Is Like a Ship Without a Compass—Drifts on the Rocks.

Business without system is like a ship on the ocean without a compass; no one knows which way it is drifting. Some of the fundamental laws of system are:

1. The art of keeping all departments of the business enterprise in good running order, as regular and as smooth as a faithful clock.

2. It is keeping your store and shelves in such good order that at a moment's notice an article can be produced.

3. In buying goods know exactly what you have in stock, and especially what you should not buy. Buying goods that are not needed is the contributive cause of over-stock.

4. Your correspondence requires system. You are using system when you can lay your hands within five minutes on any letter written or received, or any order shipped during the year.

You follow system when you can see at a glance the voucher of every article in the store, where it came from, what it costs and what it sells at. The jobber can keep books for this purpose. The retailer can write it in small figures on the tag of each article, says Wettstein in The Traveling Man. When you have a little book in your vest pocket in which you write down, as soon as the thought comes to you, everything you want to remember. Such a little contrivance is a great relief to an overtaxed brain, because you don't need to worry about some important matter being forgotten. When you know at the end of each year exactly how much profit you have made, or how much money you have lost in every department of your business. If one department does not pay throw it out.

When you know every three, six or twelve months whether a traveling salesman makes or loses for the firm. In the latter case the place must be filled by a better man.

When, daily, you can see at a glance how many goods of a certain number are sold, how many are in stock and how many are ordered.

When you can ascertain in a moment what kind of goods sell and what kind do not sell.

When every employe is in his proper place, knows exactly what his duties are and does not interfere with anybody else.

When you can every moment open your ledger and point out exactly how much expenses you had, how many goods have been sold, how much money is outstanding and how much you owe.

When not a thing can go out of the store without it is properly examined, counted, checked off, paid for or charged.

When the smallest articles, as wrapping paper, twine, ink, are charged to the expense account and added to the cost of the goods. Not to furget interest on capital invested, which many merchants do.

Here is a small illustration of what system is:

OVER 250,000 MERCHANTS

in the United States handle

M. HOHNER GOODS

WHY?

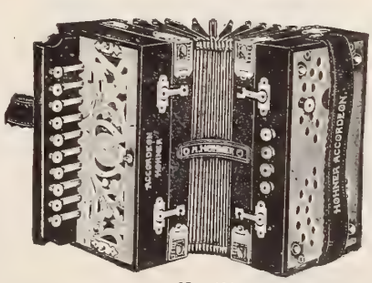
Because in the manufacture of all Hohner instruments the essential points are embodied, and which a discriminate buyer always considers and demands

LARGE PROFITS

No. 682.

Over One Hundred and Fifty Different Styles to Satisfy Your Requirements

BEST SELLERS



No. 490.

EASILY HANDLED

No. 2B.

Our Fifty Years of Experience Has Established a World-Wide Reputation for Us.

CATALOGUE, BEAUTIFULLY ILLUSTRATED, UPON REQUEST

M. HOHNER
475 BROADWAY
NEW YORK

CANADIAN OFFICE
76 York Street, - - TORONTO, CANADA

MEXICAN OFFICE
4 Calle de Tacuba, - - MEXICO CITY

M buys $3.90 worth of goods in a country store, pays $3 cash and tells the clerk to charge 90 cents to his account. Now, if you follow his instructions literally and charge M in your books with goods at 90 cents he may claim in two or three months, when he comes again, that he never bought anything amounting to 90 cents, and that he does not owe you that amount. You very likely will have forgotten the exact nature of the transaction and will cross off the charge from the books rather than make an enemy of a good customer. If you had system in your business you would have charged the man with $3.90, specifying the goods, and credited him with the $3 cash payment. It is still better to give the customer a carbon slip of each charge and purchase.

CHICAGO SPORTING GOODS CO. BUSY.

Plant Working Overtime on Baseball Goods for Approaching Season—Purveyors of the "White Sox"—A Strong Side Line Offered to Progressive Talking Machine Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1909.

Manager Ratsch, of the Chicago Sporting Goods Co., predicts from the business coming to hand a banner year in the company's history. At this season of the year the company's plant in this city is working overtime in turning out baseball equipment, including bats, balls, gloves, masks, chest protectors, uniforms, etc., to meet the demand that the thousands of baseball teams throughout the country are creating through the dealers. Chicago has long been the foremost city in the country relating to baseball and the Chicago Sporting Goods Co. has long furnished the "White Sox," the world's champions of 1906, and the hundreds of semi-pros and amateurs with uniforms and equipment. Quality has been the company's slogan from the start and is responsible for the growing demand for their goods.

For talking machine dealers who are desirous of putting in a strong and seasonable side line the company are offering a special proposition in order to get them started. An outlay of $99.69 invested in a choice assortment of baseball goods can be easily and quickly turned over to a profit of 85 per cent. should prove a magnet and not only put the talking machine dealer wise to a good side line that would draw a large new trade to the store, but put him in touch with a concern that can supply them sporting goods for the fall and winter as well as the summer season. A postcard to the company will explain in detail this attractive offer. Their address is 303 Fulton street, Chicago.

THE POSTCARD VOGUE.

To be a Universal Institution—A Wonderful Disease, Says The Sun, Which Attacks Young and Old of Both Sexes—The Emotions of the Sender and Recipient—Traveling via the Post Card Album.

The postcard vogue has spread over the entire world, and no matter where you go or where you journey the post card is omnipresent. In this connection the New York Sun said the other day:

"In the last few years a new disease has appeared on the earth and has spread with incredible rapidity over all parts of the globe where post offices may be found. Indeed its germs have been disseminated chiefly by the mails.

"It is a disease of the brain, caused by a germ which has at last been isolated though as yet no neutralizing agent has been found. It attacks alike old and young, only infants and very young children being immune.

"Women are said to be peculiarly liable to it, as are travelers, though one of the worst cases known is that of a Brooklyn man who has never crossed the East River. It will thus be seen that the stay at home is by no means safe, especially as the disease is contagious. The initial attack gives immunity from a second, because the first lasts as long as the victim lives.

"The onset is usually sudden. The germ attacks the optic nerve and rapidly makes its way to the brain. The first symptom is a feeling of intense pleasure upon receiving a postcard and a desire to reciprocate in kind. If this desire is sternly repressed and the picture postcard consigned to the flames, there is a possibility that the attack may be averted.

"If, as is almost invariably the case, the victim yields through ignorance of his ailment the motor centers will become involved and he will rush to the nearest drug store for picture postcards. From this point the progress of the disease is rapid.

"The victim may be heard at piers and railway stations shrieking 'Be sure and send lots of picture postcards' after his departing friends, who in nine cases out of ten are as badly off as himself. The germ has now reached the speech center of the brain, and after this the disease is incurable.

"The victim will now invite you to dinner and then will require you to wade through albums filled with multitudinous atrocities in color showing where he has been, where his friends have been, and where he will go in his next vacation time.

"You will say 'Wonderful,' 'Beautiful,' 'Interesting' and even 'Gorgeous,' till you begin to feel like a phonograph with a limited vocabulary.

"By the time the fifth volume is reached you are ready to take leave of your host, he protesting that it is not late and that his Egyptian collection is the most interesting of all and that you really must see it another time.

"Victims of this disease are always interested in art, and with a collection of moderate size they will assume the air of a connoisseur.

"They will show you the Mona Lisa on a postcard and will assure you that it is an exact reproduction, especially as to color, and that it was painted by Layonardo da Vinchy, eyeing you furtively to see if the pure Italian accent has impressed you. You at once ask if they have a picture of Bottitchelli's 'Spring,' and honors are even.

"You will be called on to admire in one evening the frescoes of Andrea del Sarto, the Grand Cañon of the Colorado, the Cathedral of St. Sophia and the California pepper tree. The sufferer has by this time lost all sense of proportion, and art to him is one great conglomeration of picture postcards.

"In the later stages of the disease a new symptom develops, the victim being unable to write except on the margin of a postcard. The thought of writing a letter becomes abhorrent and even the sight of an envelope may be followed by unpleasant sensations.

"The case is recorded of a woman who traveled abroad for two years and in that time sent her husband 2,250 postal cards and only two letters.

"At the end of the second year he wrote telling her of the death of her mother. Her reply came on the margin of a postcard: 'Am sending you this lovely picture of the Taj Mahal. If only dear mamma could have a tomb like this on ever so small a scale I shouldn't grieve! Am leaving for home at once, so may not be able to send any more postals.'

"For obvious reasons lovers are the greatest sufferers when this stage of the disease is reached, and it is upon this class of unfortunates that the antitoxic serum will be first used when it is found."

WONDERFUL GEOGRAPHICAL CLOCK.

It Revolves Like the Earth and Tells the Time in All Parts of the World.

The Empire clock, which J. Hadden Overton, of Woodstock, has invented, is an ingenious contrivance for giving practical instruction in geography and enabling the student to ascertain at a glance the mean-time in any part of the world.

At first glance this wonderful clock might be mistaken for one of the ordinary globes used in schools. Its principal novelty is an invisible clock, which performs with absolute accuracy and precision the duties ordinarily performed by the teacher in giving lessons on the earth's diurnal motion, latitude and longitude and geography generally.

Some of the points claimed for the Empire clock are that it gives the correct time all the world over; that it demonstrates the actual rotation of the earth on its axis in twenty-four hours, and shows at a glance the difference in time between all places on the earth's surface and the correct mean-time at any town or place in either hemisphere. The motive power is a clock in the base of the stand upon which the globe is mounted, and the apparatus requires winding once a week.

Don't imitate the ideas of your competitors. Go and see them and let them serve as ideas on which to improve.

"It takes as much time to cultivate an acre of yellow clay on a hillside as an acre of rich valley loam. And look at the difference in results."

MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

THAT IS

HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases. **Send for Catalogue.**

THE HARMONY COMPANY, 947 N. Lawndale Avenue, **CHICAGO**

PIRATED PLEASANTRIES.

It was raining outside, and little interrogative Irma was in one of her worst, or at least most trying moods. Father, busily writing at his desk, had already reproved her several times for bothering him with useless questions.

"I say, pa, what——"

"Ask your mother!"

"Honest, pa, this isn't a silly one this time."

"All right, this once. What is it?"

"Well, if the end of the world was to come, and the earth was destroyed while a man was up in an airship, where would be land when he came down?"

Capt. Pritchard of the Mauretania relates the following:

"Last summer," he said, "there was a young lady whom I showed over the steerage. As we were making our tour the steerage people were eating their dinner, and I couldn't help remarking the tremendous appetite of a red-haired man. I said, 'Just look at the amount of food that fellow consumes!'

"'I suppose, captain,' said the young lady, 'that he is what you sailors call a stowaway!'"

They were on their honeymoon and were climbing the Schnupfelgapfenspitzen peak, and she stood above him some twenty feet.

"What ho!" he gasped. "What do you see?"

"Far, far below," she cried, "I see a long white streak, stretching like a paper ribbon back almost to our hotel."

"Ha, ha!" he ejaculated. "I'll bet it's that blessed bill overtaking us."

And they proceeded onward and upward.

A beautiful young girl and her mother were discussing the eternal marriage question.

"Well, there's Charles Adams," murmured the mother, thoughtfully, after a long pause.

"Charles Adams!" sneered the girl. "He is old, he is ugly, he is mean, he is a coward. Charles Adams! Why, he has nothing in the world to recommend him except his wealth."

"You forget his heart disease," said the mother softly.

"Archimedes," reads the pupil, "leaped from his bath, shouting, 'Eureka! Eureka!'"

"One moment, James," says the teacher. "What is the meaning of 'Eureka?'"

"'Eureka' means 'I have found it.'"

"Very well. What had Archimedes found?"

James hesitates for a moment, then ventures hopefully:

"The soap, ma'am."

"Bobby," said the teacher to a small pupil, "what is the hardest stone ever discovered?"

"I don't know," replied Bobby.

"Can't you think?" queried the teacher.

"Yes, ma'am," answered the little fellow, "but I can't think hard enough."

"Why have you broken your engagement with Mr. Moonington, the poet?"

"He wrote a poem in which he pretended to extol my beauty and entitled it 'Lines on My Lady's Face.'"

Stranger—I'd like to have my measure taken for a $65 suit of clothes.

Tailor (eyeing him)—I've taken your measure, sir. You'll pay in advance.

"Mama, can God hear everything?" "Everything, Willie." "And is God always happy?" "Always, Willie. Why do you ask?" "Well, I should think it would make Him suffer a little to hear what sister and that fellow of hers are saying to each other in the next room."

"Would you mind if I went into the smoking car?" asked the bridegroom, in a tender voice. "What! To smoke, sweetheart?" questioned the bride. "Oh, dear no," replied the young husband; "I want to experience the agony of being away from you so that the joy of my return will be all the more intensified."

IMPORTANCE OF PROMPT PAYMENT.

Carelessness in Settling Small Accounts Often Leads to a Bad Business Reputation for the Merchant and, Consequently, Much Future Trouble.

How many dealers realize the importance of settling their accounts regularly and on time, how much it means toward building up their business reputation and as an asset when the time comes when credit is really desired?

It is safe to say that fully eighty per cent. of unpaid bills remain unpaid simply through carelessness. Perhaps the amount is small and no discount is offered on prompt payment. The dealer sees the bill and thinks, "Why bother; it's only a small matter and the firm will never miss it. I'll pay it when the account is larger." He doesn't stop to realize that if fifty debtors held back ten dollars each it would mean the fairly respectable sum of five hundred dollars.

After several statements the dealer finally settles and perhaps expresses his indignation at being bothered over such a trifle, though at the same time pushing his collections right up to the minute.

In the future perhaps that same dealer finds himself slightly pushed for cash. His business has grown and so have his bills for goods purchased. Then he confidently writes to his creditors, explains his trouble and asks an extension of credit. His past record is looked into and his slow paying propensities discovered. The result is that further credit is refused just when he really needs it and a crash is inevitable. The dealer wonders why he is the victim of cruel fate. The answer is, his own carelessness.

When a bill is rendered payable in ten days or thirty days, it should be settled in the time specified if the money is at all available. When a discount is offered business sense dictates that prompt payment be made and the reduction taken advantage of. Two per cent. discount in thirty days does not mean six weeks or two months, but thirty days flat, though some merchants never seem to appreciate the fact and feel mistreated when they are denied the discount after the stated time. Prompt payments do not appear so very important when business is good and money plentiful, but the transgressor will realize that such a course proves its own reward in times of adversity.

Certain dealers can vouch for the fact that the above is gospel truth and regret that they did not appreciate it when times were good. A reputation for paying bills promptly has saved many merchants from ruin in time of adversity, for their creditors had faith in their honesty.

A PIANO CATALOG OF INTEREST.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

The Cable-Nelson Piano Co., general offices at the Republic Building, Chicago, Ill., have just issued a new catalog of their product which will prove of special interest to talking machine dealers desirous of embarking in the piano business. It is attractively covered, of convenient size, and presents a handsome full-page half-tone illustration of the five leading styles of Cable-Nelson pianos, together with succinct detailed description. The introduction entitled Cable-Nelson Traits presents some general facts regarding the goods described which will be read with keenest interest, backed as the statements are by the strength and reputation of the well known house. The frontispiece shows the company's great factory at South Haven, Mich., which shipped last month over 600 pianos, a remarkable record, and one which should carry with it conviction as to the popularity and salability of Cable-Nelson pianos.

THE MAN WHO WINS.

Business is not like backing horses. The man who wins in business wins because he has deserved to win; the man who loses, does so because he deserves to lose.

This truth may not always be obvious, but it is none the less true. Of course the unsuccessful man won't admit it. It would be better for him if he did, for then he would seek for the deficiency in himself which brought about his failure and strive to eliminate it.

It is the old principle of the survival of the fittest. The fittest is the man of pluck, with strong belief in his own powers and a keen energy to seize every chance.

The man who believes in luck would probably be more profitably employed in backing horses, where his peculiar talents would have more play.

The trade of the moneyed class is most desirable, but don't get the name of running a store for one class of customers unless that class is large enough to supply all the business you want.

As soon as a man gets $10,000 he begins to fear that somebody is trying to stir up class hatred.

A Side Line That Sells
WELTY'S FOUNTAIN PENS

FOUNTAIN PEN INKS and SAFETY CLIPS

Write for our Catalog and Discounts. A Sample will be furnished at wholesale price.

The William A. Welty Co.

THE LUCKY SPOT

Waterloo, Ia. U. S. A.

SOME BUSINESS METHODS.

The Views of a Successful Merchant Who Sells General Trade in a Small Town—Some Excellent Points That The World Man Heard.

When The World representative is making his peregrinations in some of the smaller cities and towns he rubs up against all kinds of tradesmen, talking machine men, sporting goods dealers, hardwaremen, etc. Recently a hardwareman was in a communicative mood and The World man whipped out his notebook. Here's what the hardware man delivered:

"The question of profitable salesmanship is one that is constantly before the retail dealer; having his business well understood, his trade partially established, and wishing to satisfy his customers and pushing for more, he knows an exact system in his store will reduce friction to a minimum in handling his customers, and further, his sales, as perhaps no other factor will.

"What, then, about his system? He wishes to avoid insane simplicity of little worth and red tapeism, a positive damage, and to further sales by a comprehensive and smoothly running system between the two mentioned extremes.

"It is for the reason that taking stock in a retail hardware business is such a herculean task that the hardwareman has become discouraged at the outset, when the question of system is broached. Inventory has always been looked upon as the first and necessary step in order to properly regulate the profit and call attention to losses, and study of the business as regards the selling end, but an inventory at frequent times is not possible in this business by reason of the immense amount of work it entails.

"How is the hardwareman to keep close tab on his sales? how is he to know whether he is making or losing money in his tinshop or sporting goods department? how is he to know whether he is getting all that is due him in his house furnishing department? are his average profits being sustained in the hardware department?

"He must be able to make comparisons every day, week or month. These comparisons are and must be of vital necessity in scanning the business horizon for sales; how can they be most profitably made? If this is not possible, the leaks are liable to sink the ship. It is a relief to the merchant to be able to plan and formulate and leave to his bookkeeper to do what formerly required many moments or hours of his own time each day. It is a relief not to answer questions many times a day or in an hour; in a word, it is a relief to reduce his business to such a system that he will have time to work out new preparations, formulate new plans to interest the buying public and advance his business until unharassed by a thousand petty details he will find himself growing and expanding.

"Did you ever stop to think how much your own presence is required every moment at your work? how dependent your clerks are on you for prices? how many kicks you have from your customers because, so often, no two clerks charge the same? how often your memory serves you badly in buying and selling goods?"

The World man thought the opinions taken down were worth reproducing for general good, and the managing editor agreed with him.

GET A TRANSFER.

If you are on gloomy line,
Get a transfer.
If you're inclined to fret and pine,
Get a transfer.
Get off the track of doubt and gloom,
Get on the sunshine train, there's room.
Get a transfer.

If you are on the worry train,
Get a transfer.
You must not stay there and complain,
Get a transfer.
The cheerful cars are passing through,
And there is lots of room for you—
Get a transfer.

If you are on the grouchy track,
Get a transfer.
Just take the happy special back,
Get a transfer.
Jump on the train and pull the rope
That lands you at the station, Hope—
Get a transfer.

A correspondent of the New York Times in a letter sent to that paper recently emphasizes a phase of the moving picture development which is not generally considered. He says: "The art of posing for moving pictures has in some cases reached a state of development where individual recognition should be given, because intelligence, industry and ability are evident in the acting of those who pose for these pictures. With regard to some at least, as to facial expression, gesture and grace of carriage, it might be said that their work is of exceptional merit, and comparable to the work of many dramatic 'stars.'"

WHY FAILURES OCCUR.

A Well-Known Business Man Has Some Interesting Things to Say About Causes of Failure.

When a leading business man was asked by this publication for his views as to causes of business failures, he remarked:

"To lack of capital is attributed over 50 per cent. of the total number of failures. I believe this is much over the reality, for many prefer to attribute to lack of capital the cause of failure rather than their own administration. I have studied and had occasion to investigate many failures, and I have found that when in the first years of business with no capital a merchant had succeeded in making a capital of $3,000, $5,000 or $8,000, he thought he was rich and began to pay less attention to business. He became a little more extravagant in personal expenses, and, above all, less attentive to customers, leaving it to his clerks to look after their wants.

"This departure has the most fatal effect on the staff, for the moment the owner of a business lacks energy, stability and punctuality the whole of the staff follow suit. Hence capital is wiped out, and the man fails and attributes to lack of capital his lack of energy and ability.

"Inexperience and incompetence count for a very large share, and I am greatly surprised at this, as this is surely one of the absolute qualifications of a successful trader, and I believe no jobber or manufacturer should grant credit to a man in business who is incompetent, and this is one of the easiest things to find out.

"The main cause of most failures is to be found in the peculiarities of those who fail rather than in the conditions against which they have to contend. Study the methods of those who succeed, and you will find that they are taking to their work with no faint heart, that they are not carried away by the pleasures of society, outdoor sports, and the theatre or similar amusements.

"I do not mean that one should refrain from all such pastimes, but they should occupy only a secondary place in our minds and occupations, for no one can hope to get along in the world without concentrating all his energies toward the attainment of the object he has in view. In this respect the same rules apply as regards business, and as regards the trades. Do not be afraid to accumulate too much information, but work on earnestly and steadily, picking up all available data as you go along, and finding out where the various wares can be procured to the best advantage. Never fail to keep an engagement, for punctuality is the mainstay of business success. Cultivate uprightness and honesty, which are indispensable to success; always keep your word. Never make a statement without being positive that it is true, and should you find out afterward that you were mistaken do not hesitate to acknowledge your error. By doing so, you will retain the confidence not only of your customers, but that of your jobbers as well.

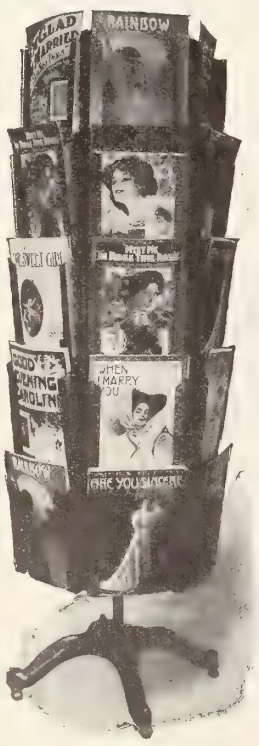
"Economy is another indispensable quality."

The foremost advertising virtue is persistence. One can no more make a single effort, however large, serve a year's publicity, than he could get physical nourishment for a lifetime from a single dinner.

Suppose your newspaper published the same news items every day? asks Business Help. How long would you continue to read that newspaper? How long can you expect people to read your advertising if you continue to use the same old copy, day after day, week after week, month after month, year after year?

Never bore your customers with tales of your personal tribulations. Leave it to them to tell the hard luck stories. Always be bright and cheerful, as a matter of habit.

A dollar in the till is worth more than two dollars on the suspense account or a dozen dollars in the bankruptcy court. A good merchant is a good collector.



Patent Pending.
No. 71 MUSIC CABINET

DAIL'S
Display Music Cabinets

You can double your sales of Sheet Music by properly displaying it. We build three sizes of revolving steel cabinets similar to style shown herewith, flat racks to fit any space in your store. Our steel pockets make the finest arrangement ever devised for utilizing wall space. We build display cabinets for magazines, post cards, tablets, etc. A post card will bring you suggestions that may be worth dollars.

The Gier & Dail Mfg. Co.
206 Grand Street LANSING, MICH.

Patent Pending.
STEEL POCKETS

ACTORS FOR PICTURE SHOWS.

Squads of Them Kept for Purposes of Machine Companies Alone.

How vast a business is the moving picture industry may be seen from the stables, so to speak, of actors that the film men keep. In this country scenes are being rehearsed and played all the time before cameras. There are actors who make a good business out of just this sort of thing. The vaudeville artists dance and sing for the devices which show the artist at work on the film while his voice proceeds from some talking instrument. This is an artistic bit, too, because the dancing figure does things that are fitted to the music.

It is no silly automatic performance either. It is genuinely entertaining and of the highest class. These actors go through their evolutions in the most lifelike manner and every detail of perspective and the like is attended to with remarkable fidelity.

In other countries, too, the actors are trained for the work. Some of the most distinguished performers have appeared before the moving picture man's camera on the other side and some vaudeville features have been known here through the medium of the machine long before they have been brought over "at great expense" by some manager of vaudeville in this country.

That may lead, too, to another thing which is comparable to the work of the phonograph in reproducing the voices of great singers. If the great stage performers appear before the phonograph and the moving picture machine it will be possible for later generations to get a very good idea of what sort of actors and actresses they were, so that there will not have to be a dependence on tradition and sayso alone.

Some of the companies have very clear films which always show up well. That is ascribed by them to the lack of handling by the workers. There is no need for very many hands in the business of developing and fixing up the reels of film. There are machines for all this work, so that even in a very big factory the actual number of operatives employed is small, says the Sun. Most of the persons who import their negatives do the work of the developing of the films and preparing them for the market in this country.

That is something of the progress of a business that began to be at its greatest only about five years ago. There is a great combination of $15,000,000 of one line of manufacturers which is like the licensed association in automobiles; the others, and there are many of them in the country, are the independents. It is well nigh impossible to say what amount of money is being harvested in the business, because every day the sum grows greater. But it suffices to say that it is one of the largest business developments in the country and that it will be much greater.

VITAK CO. IN TROUBLE.

Receiver Named for This Concern Which Made Among Other Specialties a Popular Priced Moving Picture Machine for the Home.

Two petitions in bankruptcy have been filed against the Vitak Co., manufacturers of moving picture machines at 180 Lafayette street, one by the John Simmons Co., a creditor for $501, the other by these creditors: David S. Plumb, $1,296 for merchandise; Edward F. Purcell, $4 for trucking, and Alton Manufacturing Co., $120 on a contract to buy 5,000 goose necks for $200, of which 3,000 were delivered on November 2 to November 5, but the company refused to accept them and refused to carry out the contract. It was alleged that the company is insolvent and transferred property, $1,000, to certain creditors to prefer them. Judge Hough appointed Henry W. Sykes receiver. He said that the liabilities are about $6,600 and the nominal assets $15,000, the actual value of which is much less; that the trouble was due to dissensions among the officers, all but one of whom have resigned, and that some time ago Burr Brothers, who had the sale of shares of the company, sold some for $3 a share, but the company received only $1 a share, and he intended to have the matter examined. The company is a West Virginia corporation, incorporated in March, 1908, with a capital stock of $1,000,000 of 100,000 shares, par value $10 a share, and succeeded to a business started in September, 1906. The company's machines were for use at home.

SUGGESTIONS FOR ADVERTISERS.

How to Make Display Matter Attractive—Retail Dealers Should Take Notice.

The use of cuts in advertising has become so general that there is hardly an advertiser to be found who does not believe they are useful if not absolutely necessary. In fact there are very few forms of advertising where a little artistic decorative work will not enhance the effectiveness of the ad. It may not be exactly a picture, but it requires the work of the artist in combination with the work of the typographer to get the most out of the ad., or the most into it, which ever way you please to figure.

In speaking of cuts or pictures in advertising we include not only pictures but decorative designs, borders, etc., says R. H. Callahan in The Furniture World. There are three ways of using pictures in advertising. One way is to use a picture that represents the article advertised. Another is to use a picture that illustrates the line of argument pursued in the advertisement, and the other is a picture which is used merely because it is pretty and will attract a passing glance.

The cuts which show the article advertised are extremely useful, provided there is something distinctive about the article, and, therefore about its picture. The picture of a brass bed is of no particular advertising value, unless it clearly shows some point wherein the bed is different from others, which is unusual. Invariably,

ROLLER SKATES

MADE IN TORRINGTON, CONN.

USED EVERYWHERE

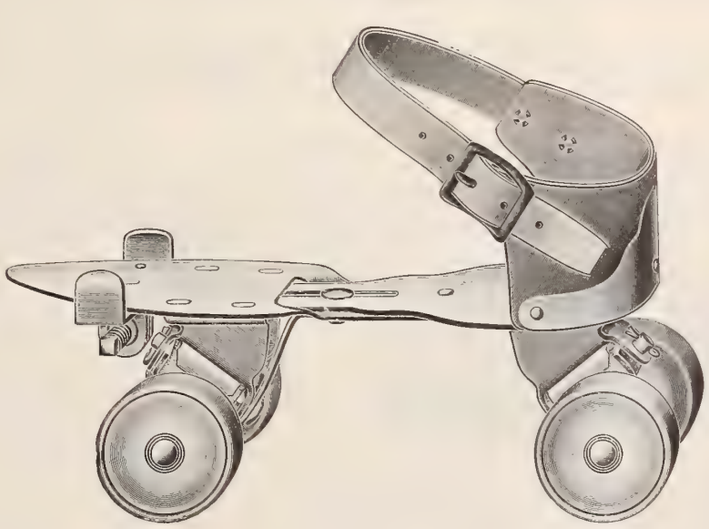
THE

Best Side Line

FOR THE

Spring Season

Write us for Catalogue and full information



Get Your Stock of ROLLER SKATES Ready for SPRING TRADE

Union Hardware Co., Torrington, Conn., U. S. A.

though, the pictures we see in advertisements of brass beds do not show anything in particular, and as the average cuts of brass beds look enough alike to be twins the pictures are of no particular use.

Cuts which show the article advertised in use are good—they have action which arrests the eye. The picture of a Morris chair is not particularly inspiring, but the picture of a man reposing comfortably in the chair while reading a paper is something altogether different. The picture of a dressing table is not a subject that an artist would select for his prize painting, but, put the figure of a comely girl—perhaps with disheveled hair, and in the act of making her toilet—before the dressing table and you will have something which cannot fail to attract attention.

The picture of a pretty woman will never lose its advertising value as long as human nature remains what it is. No matter what the subject may be or what the story is if you can ring in the picture of a really handsome and alluring sort of a woman you are going to catch the public eye and hold it. Pictures of children are also very attractive, and are most useful in the advertising of articles intended for children. Even in repose the picture of a pretty girl or child will attract attention, but, if possible, get action into the picture. Have the person in the picture doing something in connection with the article advertised, if possible, but doing something, anyway.

At season events and during special sales allegorical pictures emphasizing some particular point in favor of an article or occasion are very popular. Historical characters and events are useful for the sake of the simile supposed to exist.

Cuts of humorous nature are usually very sad and depressing. The sense of humor of the average advertiser seems to be badly deformed. Most of the funny cuts used in advertising are not at all funny and are calculated to be a source of grief to all sensible people. A really humorous cut is a good thing now and then, and there can be no objection to it, but very few people seem to exercise the right kind of judgment.

PROMPTNESS—AN ESSENTIAL.

Promptness is a component part of so many things that it is perhaps wiser to particularize. For instance, promptness distinguishes the children at school. Promptness is essential in the management of a household; if the mistress is indolent and careless the servants are over keen to take advantage of every opportunity; the children grow lax and indifferent, and even the husband becomes demoralized. And promptness in meeting business obligations is the great essential in commercial life.

WM. G. FRAZER ON WESTERN TRIP.

Manager of Post-Card Department of American News Co. Visits Various Agencies—The New 1909 Post-Card Catalog.

Wm. G. Frazer, manager of the post card department of the American News Co., New York, has been upon a trip as far west as Denver, Col., visiting the various branches of the company en route.

The American News Co. have just issued their catalog No. 6 for the season of 1909, and it is an imposing volume of over sixty pages, embracing practically every style of card on the market, and giving full details with prices. Attention is also called to the company's facilities for producing post cards from photos and local views furnished by the customer. Dealers everywhere handling post cards should not neglect to write immediately for the new catalog and get a line on what's what in up-to-date cards.

LATEST CUSTOMS RULINGS.

Cinematograph Films Are Held to be Dutiable as "Photographs."

The government received a serious setback last week in its attempt to assess a high rate of duty on cinematograph films used in the moving pictures when the Board of United States General Appraisers decided that the films have the right to enter this country as "photographs" with duty at the rate of 25 per cent. ad valorem.

The merchandise in question was imported by J. A. Borst and Sussfeld, Lorsch & Co., who objected to the classification imposed by the Collector as articles of which collodion is the component of chief value. Under the assessment made by the Collector the importers were called upon to pay duties at the rate of 65 cents per pound and 25 per cent. ad valorem. According to the importers this classification was out of all proportion to the value of the merchandise.

General Appraiser Fischer says in his decision for the board that the importers made two claims. One alleged that the goods should be admitted as "photographic dry plates or films" at 25 per cent., or as "photographs," the rates of duty in either case being the same. In sustaining the contention of the importers, the General Appraiser says in part:

"The mere circumstance that such positive is pictured on a strip of celluloid and not on a strip of paper is immaterial. In either event the reproduction is light-written, and, therefore, a photographic picture or photograph. To say that the continuous method by which this negative was secured was unknown when the act was passed, and, therefore, a photograph of it was not covered by the act, is to beg the question."

TWO NEW INVENTIONS OF INTEREST.

The Amphibo-cycle and the Maritime Skate—One Paddles Over Land or Water and the Other Invites Travel on Boat Shoes With Oars.

Two young men of Lyons, France, have just invented apparatus for traveling upon the water. One of these is called an amphibo-cycle, because it enables a man to cycle both on land and water. The inventor, M. Girard, has caused some sensation in his native city, where he is seen daily cycling on the River Saone at an average speed of nearly six miles an hour. The amphibo-cycle consists of a bicycle to which are attached two cylindrical floats with conical fronts. These floats can be easily raised or lowered, according as the rider is on land or water. When necessary the amphibocycle can move backward. It is steered by means of a rudder placed close to the front wheel. The total weight is 50 kilograms; length about 7 feet, width 3½ feet.

The other apparatus is called by its inventor a "maritime skate." This consists of a pair of wooden clogs, to each of which is attached, before or behind, a pair of floats made of waterproof cloth, which can be inflated or deflated at will. These are stiffened below in such a way as to make them lie horizontally on the water when the wearer's weight is placed on them. The inventor, Robert Rendu, has been using them upon the River Saone, and has reached a speed of about three miles an hour. He uses them like skees sometimes, but prefers to aid his progress with a long paddle, consisting of a bamboo pole with a blade on either end. The whole apparatus weighs less than five pounds, and when deflated for carriage makes a bundle 3 feet 7 inches long by 4½ inches thick, and can be carried in the hand like a gun.

THE GOSPEL OF CHEERFULNESS.

A Mighty Good Gospel for the Business Man to Study.

Hit up the old prosperity trail. Hope is the mother of courage. The man who dares is the one who expects to succeed. He scans the face of to-morrow and sees encouragement. He discounts her smile and coins it into capital. He uses the future as the basis of his work to-day, and yet he builds also on yesterday. The mistakes he made, then, are the signal bells of alarm telling him of what he must beware. Curb your temper; yesterday you lost a sale because of it. Take a venture in a new line; you declined one yesterday, and the fellow across the street has taken it on. Encourage your help; a good salesman left you yesterday because he thought you did not appreciate him. Push your collections; you should have got your money of Blank yesterday, and to-day he failed. The successful man looks back and sees his pathway strewn with mistakes, and yet he has prospered in spite of them—perhaps because of them—else he would not be where he is to-day. The man who has never made a mistake is the one who has never done anything.

It seldom is wise to inform a customer that he is offered an article below cost. It is apt to lower his opinion not only of the goods, but of the methods of the merchant. Of course, this does not hold in case of a clearing sale or a cut-price table, where it is openly confessed that the goods are sacrificed for the sole purpose of getting rid of them and of replacing them with others.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR 1000 IN TWO COLORS

$7.20 FOR 1000 In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

COLORED MOVING PICTURES.

Latest Feat in Photographing in Natural Tints Shown With Considerable Success in London.

Colored photography is no longer a dream of the future, it is an accomplished fact; it no longer lies in the region of theory, it has become a workable, mechanical process. So much was proved by the remarkable series of colored bioscope pictures shown to the public for the first time two weeks ago at the Palace Theatre in London, Eng., by Charles Urban and Albert Smith.

The beautiful colored transparencies exhibited last autumn by Langdon Coburn, Baron de Meyer and others of the "Linked Ring" showed what wonderful progress color photography has made during the last few years. Though much time and money and thought have been spent on experiments with bioscope pictures, the exhibition referred to was the first public presentation of actual results.

"Kinemacolor" is a distinct advance on anything that has been done before. It is a step in the right direction, and every step brings nearer the perfect realization of photographing nature in her own hues. The bioscope pictures are colored entirely by the action of the sun's rays. The films are in no way touched by hand after being taken, except to be developed like ordinary photographs.

The process is this: An ordinary reel of films (a ribbon of celluloid is the technical name) is placed in the bioscope machine and in front of the aperture are placed two screens, or filters as they are called, which alternate as soon as the machine is set in motion, so that each piece of film as it is exposed is influenced by the filter which comes between it and the scene it records. These filters divide all the colors of the spectrum into two groups, one ranging through white, yellow, orange and scarlet to the darkest reds; the other through white and yellow to green, blue, violet and indigo to black.

The film itself is monochromatic and can be used for ordinary bioscope pictures, but when being used for kinemacolor pictures it is necessary to place two screens in front of the aperture of the machine, these being complementary to the filters used in taking the photographs, so that each picture when illuminated and projected on the sheet reproduces the colors according to the original filters, first orange red, then blue green, and those alternate so rapidly that the tints of nature are more or less reproduced.

Houses are red, trees are green, rocks and roads are brown, and sky, sea and people are represented to a certain degree as we are accustomed to see them. Doubtless when the process is further improved the tints of nature will be absolutely reproduced.

To say that the invention has not yet reached perfection is to cast no slur upon the inventors. Attached to the programme of this exhibition is a little explanation by them setting forth a few facts about their process. They admit that it is capable of fuller development, and add that they are daily working at experiments toward that end.

As it is the pictures are remarkable. They fail only in so far as they do not yet reproduce all the tints of nature. Yellows and blues are negligible quantities, while reds and greens are too insistent and apt to be a trifle crude. To account for this a rather fuller explanation of the process is necessary.

Every one knows the means by which an ordinary photograph is obtained, and that the rays from a light object when passing through the lens of the camera darken or thicken the negative, and that the thickening of the negative when placed over the sensitive paper prevents the light from affecting the paper, and so the object becomes light again in the positive. It is the filters used in taking the kinemacolors that determine the color of the picture.

These filters are so prepared that the filter that is complementary to the orange-red screen allows the rays of light to affect the negative in such a way that when the positive is illuminated the light passes through the orange-red screen only in such a degree as is necessary to the color of the picture. The same is true of the blue-green filter, and the intermediate colors or grays are produced by a little light passing through both filters at the same spot.

In color printing every tint and graduation can be perfectly reproduced by means of three blocks, each block representing one of the three primary colors. In the kinemacolor pictures it may be that the use of only two screens, red and green, does not permit of such graduations.

It may also be that blue and yellow are more affected by artificial light than red and green and that therefore, although the photographs may be true as to color in daylight, in the artificial light which is used in showing them it would be necessary to overemphasize the blue and yellow to give these colors their proper value.

Another fault of the kinemacolor pictures is their tendency to show a prismatic line where one object touches another, and this is particularly noticeable where a white object is relieved against a dark background. For instance, in the series which shows a little girl playing with her rabbits first a red line, then a green line and then both a red and a green line appear between the edge of the child's white hat and pinafore and the trees and fence behind her. Some pictures show this much less than others; those that are simple and contain a few objects are best.

Cultivate the acquaintance of the working people when they have time to talk with you. Better, in this case, to loaf in the daytime, unless you are one of those rare people who "improve each shining hour."

The cheapest thing to be obtained in the way of raw material is courtesy. Yet how valuable it becomes when included among the permanent assets of a talking machine store.

A SIDE LINE

which may soon become

YOUR MAIN LINE

We can refer to quite a number of talking machine dealers who have taken on our line of

PIANOS and PLAYER PIANOS

and feel well pleased with the results achieved! Suppose you consider this proposition!

We control the output of two large factories furnishing a complete line of pianos and player pianos of unexcelled merits!

Let us hear from you.

WINTER & CO.

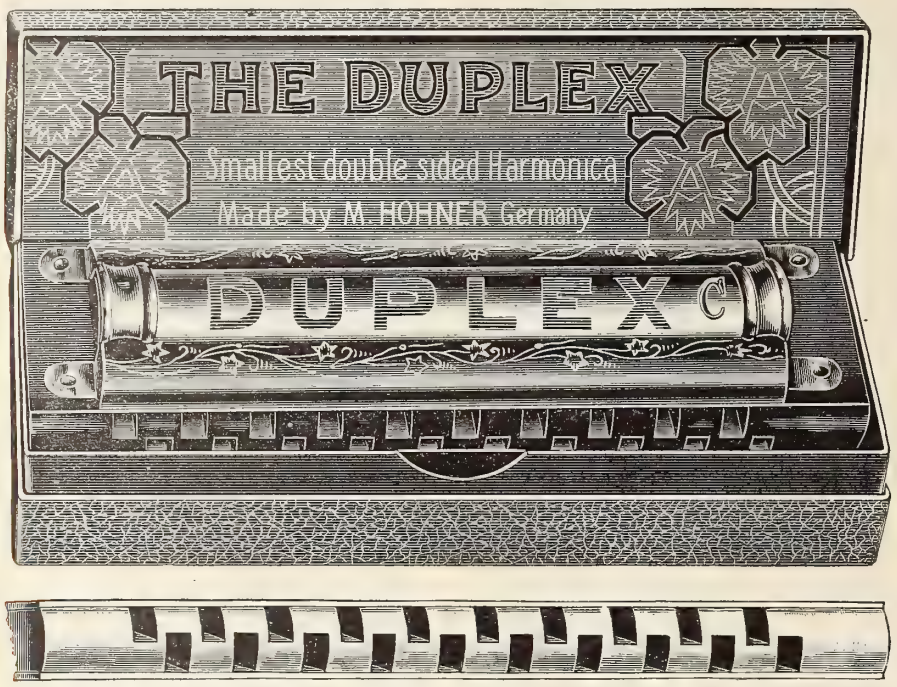
Manufacturers

220 Southern Boulevard (cor. E. 137th St.) **NEW YORK CITY**

HARMONICAS AS A SIDE LINE.

Profitable and Quick Selling Specialties—Hohner's Great Line Are Known the World Over—People Call for Them—It Pays to Handle These Instruments.

Talking machine dealers looking around for a profitable side line will find the Hohner harmonicas one of the easiest to handle, as such a thing as "dead stock" is unknown when these world-famous goods are taken on. They are rapid sellers, from the fact that the designs, patterns and finishes of these instruments represent the very latest improvements, as they are made in the oldest, largest and best-equipped factory in Germany—namely, at Trossingen.



One of Mr. Hohner's very latest innovations in this line is the Duplex No. 702, herewith shown. This harmonica sustains the Hohner reputation, for it is, perhaps, the finest novelty ever produced in the harmonica trade, and will, without doubt, prove an excellent seller. The construction of this instrument differs in many respects from that of the ordinary harmonica, inasmuch as it is a double-sided harmonica only, of full concert size, constituting two perfect harmonicas in different keys. This has been made possible only by the new construction of the reed cells and is an exclusive feature of Hohner harmonica No. 702. Its neatness and compactness makes it a very desirable instrument. The Duplex has forty holes, 40 reeds, brass plates, nickel-plated tubular shaped corners. For prices, etc., address M. Hohner, 475 Broadway, New York City.

ALL KINDS OF PEOPLE.

Some of you we know have to associate with cross, crabbed, irritating, quarrelsome customers who are out of touch with the world and everybody in it, including themselves. They are, however, here for a purpose—to teach forbearance. We wouldn't know there was such a thing in business if it wasn't for such men. We will not argue that they are worth cultivating for bosom companions, but we must admit that they are worth cultivating for the sake of orders. It is so often the case that a salesman lets a few moments' unpleasantness of this kind make him lose sight of the fact that every order counts on reckoning day. It's not a bed of roses, but if we didn't have a few customers of this kind to deal with, we wouldn't know how to appreciate the ones who are decent. And that certainly would be a calamity. So, after all, the grouch does answer a purpose, and we hope you'll make up your mind to tolerate him, for your own sake as well as that of the customer who treats you like a human being.

F. & H. LEVY MFG. CO. TO MOVE.

Lease Entire Loft at 53 Crosby Street—To Produce Only High-Class Cards—Working on Holiday Styles.

The F. & H. Levy Manufacturing Co., the well-known post card manufacturers at present located at 111 East 14th street, New York, have leased an entire loft at 53 Crosby street, running clear through to Lafayette street, and will remove to the new quarters upon the expiration of their present lease May 1. This firm have been particularly successful since entering the post card field, and their product has improved in quality until to-day there is not a cheap looking printed card in their line. Most of their cards are lithographed in from 8 to 12 colors, including gold, and are heavily embossed, each style being produced in a half dozen or more designs. Besides plain, birthday, congratulation and similar cards they are already at work upon a superb line of Thanksgiving, Christmas and New Year cards which, it is said, will surpass all their previous efforts in this direction.

MOVING PICTURES CENSORED.

Only a Few Hundred Feet Out of 18,000 Condemned and That for Art's Sake.

The Motion Picture Patents Co., 80 Fifth avenue, which has called in a committee of citizens to act with the management in passing upon the propriety of films to be supplied to the 5,000 moving picture theaters which this company supplies, to the end that no evil seed shall be dropped into the young mind from these pictures, held a conclave last week for the purpose of passing judgment on new films.

Charles Sprague Smith, president of the People's Institute and chairman of the committee, was present, along with the Rev. Walter Laidlaw, of the Federation of Churches; Thomas McClintock, of the Society for the Prevention of Crime; Gustave Strabenmuller and Evangeline Whitney, of the Board of Education; Miss Theresa Townsend, of the Women's Municipal League, and several others.

The picture company, it was explained, supplies about a hundred film exchanges all over the country, these exchanges supplying 5,000 theaters. An officer of the company said that the company not only would refuse to supply anything except films beyond reproach, but would withdraw licenses from all the theaters on its list which did not keep its house in safe and sanitary condition.

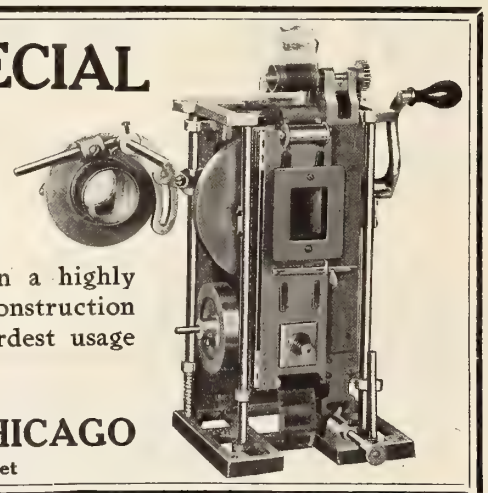
The temporary board of censors labored for five hours, inspecting the 18,000 feet of pictures. The formal report will be made later, but it was said by one in authority that less than 300 feet would be objected to, including "Every Lass a Queen," because it was inartistic!

The VIASCOPE SPECIAL
NOW READY

¶ After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO
Department A, 112 East Randolph Street



IF YOU ARE INTERESTED
IN
ELECTRIC-PLAYERS
Write us for Latest List of Up-to-date and Popular Selections in
PERFORATED-PAPER MUSIC ROLLS

THE PIANOVA CO., 117-125 Cypress Ave., N. Y.
Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

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Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

A PLAIN QUESTION

Do you wish to increase your business?

Do you wish to form an alliance with a product which will win you dollars?

Presumably you do, because most business men are not engaged in conducting retail establishments purely for health reasons.

Now, we can assist you very materially to build up your trade, no matter where you are located.

We make some of the most attractive pianos ever put forth.

They are good to look at and they are pleasing to listen to.

They are good business companions.

They will help you.

Yes, we have the pianos at the right price.

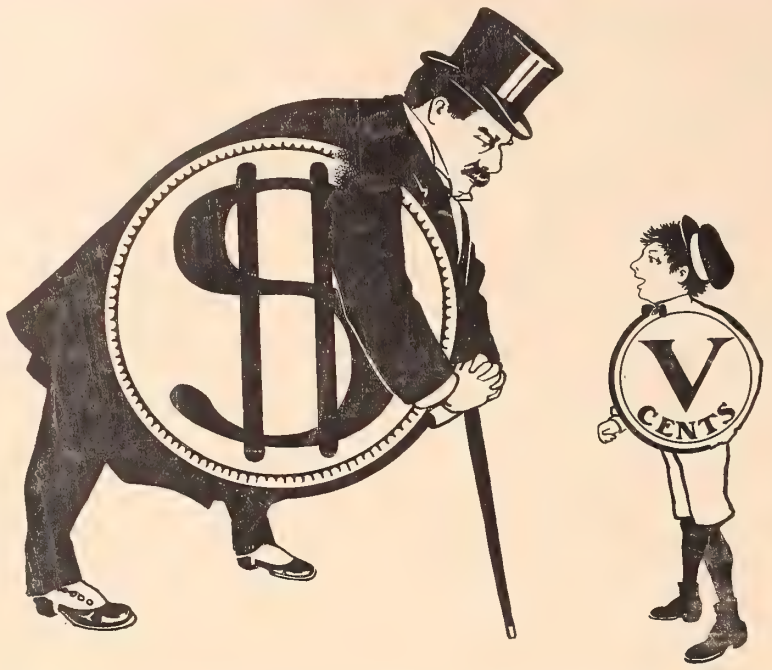
In fact the values offered are surprising. We have the business builders, and you have a retail establishment.

Now, let us get together for mutual good.

Not soon, but now.

CABLE-NELSON PIANO CO.

General Offices, Republic Building **CHICAGO, ILL.**



STOP——

No matter in what part of the world you may be located.

No matter whether your lines are complete or not, you can do an increased business if you have an article which will appeal to the critical tastes of the people.

Now it is generally admitted that the piano player is a "middle of the road" proposition to-day.

In other words, the people are interested in piano players more than almost any other product of human brains and skill.

It is a fact, too, that the Peerless Automatic Piano is admittedly far in the lead.

It is a player which is marvelously attractive, and any dealer who secures the agency for this product has a business asset that is worth many dollars to him.

Some talking machine dealers who have handled the Peerless line have been overjoyed at the results obtained.

The Peerless coin operated player has large sales possibilities.

Just think for a moment of the hotels, cafes and other places of public amusement, etc., in your locality, and see if you cannot at once see trade possibilities opening up which are interesting.

We can help you to make them interesting, and we can help you to create a new paying business, thereby increasing your business profits. Write us.

PEERLESS PIANO PLAYER CO.

(F. ENGELHARDT & SONS, Prop's)

Factories,
ST. JOHNSVILLE, N. Y.

Windsor Arcade, 2 East 47th St., NEW YORK

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1909

STORE LIGHTING AND ITS VALUE.

Too Many Merchants Overlook That a Brilliantly Lighted Store Carries Conviction of Honesty and Fair Dealing.

"In vino veritas," runs the old proverb—"in wine there is truth." In luci veritas expresses equal truth in nobler form—in light there is truth. There are few words in the English language whose literal and metaphorical meanings are so nearly akin. To have light on a subject is to have the truth concerning it, and to illuminate a physical object with physical rays of light is to bring out its true physical existence—its material truth.

The importance of this fact, and the value of the association of the two ideas, is something to which every merchant should give thoughtful consideration. A brilliantly lighted store carries with it the positive, though unconscious conviction of honesty and fair dealing. Where there is light there is manifestly no desire to conceal. Merchandise that is displayed in the full rays of the modern light-source is literally exposed to the light of truth.

Sincerity is expressed far better in actions than in words. The invitation to "look for yourself" which is vividly written wherever a brilliant light shines is a more potent guarantee of sincerity and honesty of purpose than all protestations of word or pen.

Just as surely as you walk with caution in dark or dimly lighted places, so you buy with caution in the dimly lighted store.

Some merchants, recognizing this general truth, have used "the daylight store" as an advertisement; with modern illuminants there is no excuse for any store not being a "daylight store."

An ample and generous use of light is a many-sided virtue; it attracts the purchaser by its air of hospitality, wins his confidence by its manifestations of sincerity, and satisfies his sense of justice and fairness by its searching revelation of the truth.

Let there be more light!

DUCKS EX MACHINA.

How Bob Green Gets Geese With a Phonograph.

A recent dispatch from St. Charles, Mo., gives us an old story in new dress. It reads thus: "Nature writers, give ear to the wonderful tale of Bob Green, of Orchard Farm, and his phonograph. Recently Bob purchased a phonograph and some blank records. The next day he caught a goose, the biggest one on the farm. Setting the machine going, Bob pulled the goose's tail. "Honk, honk, honk, saw!" screamed the bird.

"Bob released the goose and stopped the phonograph. Then he caught a duck and went through the same operation. 'Qua-a-ck, quah-a-cak, qua-wa-wak, quak!' the duck yelled.

"Next day Bob took his machine and the two records to a thicket on the Marais Roche. He turned the goose record loose and with shotgun in his hand awaited results. Soon a flock of wild geese passed over. One gander and three geese fell to his aim. Fancying a change, Bob substituted the duck record. The results were similar. This time he bagged three drakes and a duck.

"And local pessimists significantly suggest that Roosevelt has departed for Africa."

THE VICTOR IN LECTURE RECITALS.

Talking Machine Used to Illustrate Talks by E. J. Meyer Under Auspices of D. S. Johnston Co., Tacoma, Wash.—A Great Success.

(Special to The Talking Machine World.)

Tacoma, Wash., April 3, 1909.

The D. S. Johnston Co., 943-945 C street, this city, concentrated a great deal of public attention on their talking machine department recently by sending out invitations for two lecture recitals given by Edmund J. Meyer, the subjects being, "The Singing Voice" and "The Real Power of the Truly Great Singer." In his lecture on "The Singing Voice," Mr. Meyer illustrated by the use of the Victor talking machine the differences between the artistic and the common tone, explaining why two voices of equal compass and power belonging to two singers of equal musical knowledge and ability differ so greatly in artistic and commercial value—why one voice will command $2,500 per night and the other not more than $25. By way of illustration and Comparison, Mr. Meyer used the voices of Caruso, Melba, Calve, Scotti and other artists, and also had some songs sung by Gunnar Matthiason, a well known baritone, explaining how the artist is distinguished from the good singer.

In a second lecture Mr. Meyer showed that true power does not lie so much in volume, compass or physical strength; not so much in the development of the two forces, motor power and control so necessary; but that it lies in an inner, a high power, that which is called "the third power of the singing voice." This is a power which is possessed by nearly all singers to a greater or less degree, but is so seldom developed.

Mr. Meyer, who lectured on this occasion, has won an international reputation through his teaching, his lectures and his essays on tone color, tone character and the artistic tone. His works on the singing voice are recognized as standard in all countries.

The lecture recitals were given at the Temple of Music and attracted large audiences, who were most appreciative of the enterprise of the Johnston Co. It was an impressive illustration of the splendid merits of the Victor grand opera records which enabled Mr. Meyer to bring home the salient points of his lecture to great advantage.

PETMECKY CO. ARE VICTOR JOBBERS.

The Petmecky Co., of Austin, Tex., who became famous through the needle which bears their name, have qualified as distributers for the Victor Talking Machine Co. They will carry a very large and complete stock of Victor talking machines and supplies, and intend to cater in a large way for the trade of their territory.

SPANISH AMBEROL RECORDS

Just Finished at Laboratory of National Phonograph Co.—Set of Fourteen Records Made by Spanish Artists—Also Twelve Porto Rican Selections Produced as Well as Four Bandurria Records.

The National Phonograph Co., Orange, N. J., have just finished at their New York laboratory a series of "Amberol" (4-minute) records, intended primarily for their Spanish trade, but which should be well received by cosmopolitan music lovers, as they are a representative collection of typical songs of Spain and Spanish-speaking countries. They utilized the services of several Spanish artists now at New York, with the Anna Held Company in the successful musical play, "Miss Innocence," and made a set of fourteen Spanish-"Flamenco" records—six soprano solos; three by instrumental trio, (two guitars and one "bandurria," a small guitar with wire strings being the baritone of a combination, the mandolin or lute being the soprano; and four guitar solos. The soprano, "Lola la Flamenca," is a prominent Spanish dancer and singer, very popular, not only in Spain, but in other countries, especially in Paris, from where she came direct to New York. She was born at Seville, Spain, and is a specialist of "flamenco" songs, songs typical of Andalusia, a region of southern Spain, and which have the same charm and languor which distinguish the songs of southern countries. The instrumental trio has played delightful selections. This trio is composed of Amalio Cuenca and Eduardo Salmerón, guitar players, and Miguel Casares, "bandurria" player. They are immensely popular in Europe and Spanish America. Eduardo Salmerón is especially popular in England. He resides at London, and has played before King Edward, who complimented him personally for his fine execution. Amalio Cuenca is also a splendid guitar player. He has a great reputation in Europe, and also in Mexico, where he played before President Díaz and was warmly praised by him.

The company have also made twelve Porto Rican selections, sung by Gracia López, a young Porto Rican soprano, with a very fine natural voice, and by Jorge H. Santoni, a well known Porto Rican singer and musician. They are beautiful selections and are a representative collection of the songs of that delightful island possession, which, in common with all Spanish countries, has numerous typical and folk songs full of charm and sweetness.

Last, but not least, the company also made four "bandurria" solos by Joseph Ramirez, the best "bandurria" player in the world. Mr. Ramirez is a Spaniard and has a great reputation throughout the world. He is also well known in this country, as he was the originator and organizer of the Spanish troubadours, which toured this country with great success several years ago. He has also been with Maude Adams in "Twelfth Night," with Frances Starr in "The Rose of the Rancho," and of late with William Faversham in "The World and His Wife" and "The Barber of New Orleans." The selections recorded by him are delightful dance airs.

MILWAUKEE'S BUDGET OF NEWS.

March Business Proves Very Satisfactory to Dealers and It Is Confidently Expected That the Entire Year Will be Prosperous—Lively Demand for April Records—Lawrence McGreal Plans Immense Retail Talking Machine Store—Huseby Co. Stock Sold Under Hammer and Bought by A. D. Geissler—Other News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 8, 1909.

Milwaukee talking machine dealers are well satisfied with business thus far for the month of March, and indications are that the total volume of trade for the month will be far in excess of either January or February. The spring business has opened up very satisfactorily, and predictions are made by dealers that the entire year of 1909 will be a prosperous one for the Wisconsin talking machine field. The piano business in Milwaukee has been taking big spurts of late and a corresponding gain is being noticed in the talking machine line. It is a well-established fact in Milwaukee that when the piano business is good, talking machine dealers seem to meet with a better trade. The present condition of affairs seems to result from the general improvement that is taking place in all lines. Money is becoming more plentiful, confidence has returned and people are again feeling free to buy talking machines and pianos.

A lively demand for the new April records is being met with all over the city. The new double-faced Victor and Columbia records are proving to be ready sellers. Demand for the Amberol four-minute Edison records is going on unabated and dealers are finding themselves just about able to keep their stocks up at a stage to satisfy the trade. Records of the more expensive class are still increasing in popularity.

M'GREAL LEASES NEW BUILDING.

The initial steps in establishing in Milwaukee what will be the largest retail talking machine store in the entire Northwest have been taken by Lawrence McGreal, Milwaukee's retail and wholesale talking machine dealer, in leasing for the period of a quarter of a century the six-story Patton building located at the corner of Grand avenue and Fifth street. The consideration for the twenty-five year period is $350,000. Mr. McGreal's lease begins May 1, 1909, although some of the leases held on parts of the building will not expire until May 1, 1910. When the lease on the lower floor of the structure expires in May, 1910, Mr. McGreal will remodel this floor and move his entire retail business to this location. This will give the well-known dealer a space of 50 by 100 feet, located in a district which, by next year, will be the heart of the business center of Milwaukee. The upper floors of the building will be rented as offices. Within the next few months Mr. McGreal will lease his retail quarters in his present building at 172-176 Third street. The wholesale talking machine establishment on the third floor of the Third street building will not be moved.

The six-story structure purchased by Mr. McGreal was erected by the Builders and Traders' Exchange for its own use, and has been declared to be one of the most solidly constructed buildings in the city. It stands on a foundation so firm that the building could easily permit of an addition of five or six stories, if it is ever found necessary. Plenty of room will be given Mr. McGreal for the further expansion of his business. The trade of the well-known retailer and jobber will probably more than double itself within the next few years if location will act as a factor. The district surrounding the Patton building is fast becoming the all-important retail center of Milwaukee, owing to several reasons. The big department stores, office buildings and other structures are gradually being erected westward in this locality, the free growth of the city in this direction being unimpeded. The city's two newest electric lines pass close to the building, the Chicago & Milwaukee road's cars passing the door and the Milwaukee-Northern's cars passing within a block of the structure. Barrett's new department store is located directly across from the building, while the Uhlein property, declared to be the future location of another big department store, is located diagonally opposite the recently acquired property of Mr. McGreal. Mr. McGreal believes that, disregarding the immense importance of the location for his retail business, the building will make him a wealthy man from the very nature of the investment.

TELEPHONE TO TRANSMIT MUSIC.

Wisconsin owners of talking machines may now utilize the telephone to transmit music to their less fortunate neighbors as often and as much as they wish. At least the practice will not be prohibited by law. The Wisconsin Legislature recently refused to pass a measure which aimed to make it unlawful to hold the telephone receiver to listen to conversation or to transmit music, and talking machine owners who had been in the habit of transmitting over the telephone the production of the latest record to their admiring friends and neighbors are now breathing much easier. Officials of the telephone company say that this practice is followed extensively in the country districts, and that while some little inconvenience may result they are willing to aid the talking machine in its good work of education and enlightenment.

HUSEBY CO.'S AFFAIRS.

The Huseby Co., well-known Milwaukee talking machine dealers, 454 Grove street, and with branch offices in the Majestic building, has made an assignment to its trustee and its stock has been sold under the hammer. Liabilities were scheduled at $6,500 and assets at about $3,400.

The suit of the Victor Talking Machine Co. against the Huseby Co., in which the Victor Co. sued for recovery on money due, and which resulted in a victory for the Victor Co., with a decision calling for the payment of $1,008.78 damages, was a final blow to the Milwaukee concern. The main store of the Huseby Co. has been located in an extremely poor business section of the city, while the branch offices of the company in the Majestic building were out of range with the average trade. A series of unfortunate circumstances seemed to work to the downfall of the company, and George G. Huseby, president of the company and general manager, is being accorded the sympathy of Milwaukee dealers. It is said that Mr. Huseby will not reengage in the talking machine business, for the present at least.

The general stock of the company, consisting of talking machines, records, attachments, cabinets and bicycles, was sold at public auction in the city on March 22 and was bought in its entirety by A. D. Geissler, manager of the Talking Machine Co., of Chicago.

Lawrence McGreal was in attendance at the recent meeting of the executive committee of the National Association of Talking Machine Jobbers held at Columbus, O.

TUBULAR CHIMES FOR M'GREAL.

The only set of tubular chimes in Wisconsin has been erected in front of the talking machine establishment of Lawrence McGreal, 172-176 Third street, and are attracting the attention of all Milwaukee. The chimes are of the Westminster variety, and so loud and clear are their tones that they are heard at least a block away even above the usual noises of street traffic. The chimes strike the quarter, half, three-quarters and hour as follows: At quarter past the hour, four strokes, Westminster; at half past the hour, eight strokes, cathedral; at three-quarters past the hour, twelve strokes, reveille; at the full hour, sixteen strokes, Westminster, followed by the striking of the full hour. The chimes were manufactured in Minneapolis, where they were secured by Mr. McGreal.

CHAFING UNDER ORDINANCE.

Theater owners and talking machine dealers at Fort Atkinson, Wis., are chafing under an ordinance passed by the Common Council, of that city, prohibiting "barking" on the streets by men connected with electric theaters and other places of amusement. Talking machine dealers of the city are wondering if the ordinance will prohibit theater owners from using a machine for announcement and for outside attraction.

Lawrence McGreal and an Auxetophone recently filled an important rôle at the "Irish Bohemian" night at the Milwaukee Elks' Club on St. Patrick's night. The Auxetophone gave selections interesting to the former natives of the Emerald Isle.

A RIVAL TO "HIS MASTER'S VOICE."

Jessie, the bull terrier mascot of the Milwaukee branch of the Columbia Talking Machine Co., is the mother of six young terrior pups, all "Columbia dogs." Manager A. D. Herriman announces that he will give one pup to each of the Columbia establishments at New York, Chicago, Boston, Philadelphia, St. Louis and Kansas City. Jessie, the Milwaukee mascot, is an exact likeness of the famous Victor dog, and it is a standing boast among the Milwaukee Columbia men that if she ever met her Victor likeness there would be a battle royal.

SOME EFFECTIVE CONCERTS.

J. H. Becker, manager of the talking machine department of the Hoeffler Manufacturing Co.,

OUR

VICTOR RECORDS

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of **VICTOR RECORDS** ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us **VICTOR RECORDS** in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES; NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

New Victor Records for May

Accompaniment by the Victor Orchestra

10-inch Records—Single 60 cents; Double-Faced 75 cents

The double-faced records are lettered "(a)" and "(b)."

5686 Salute to Mexico March....U. S. Marine Band
5690 Marsovia Waltzes.....U. S. Marine Band
5684 Frozen Bill—Cakewalk.....Pryor's Band
5685 Amina—A Serenade.....Pryor's Band
5691 Silver Threads Among the Gold...Will Oakland
16294 (a) Si Perkins' Barn Dance. (b) Schultz on Woman's Suffrage. Miss Jones and Mr. Spencer, Frank Kennedy
52015 Kiss Waltz—Whistling Solo.....Charles Capper
5683 Denver Town.....American Male Quartet
16291 (a) I Wish I Had a Girl.....Billy Murray (b) Broke.....Edward W. Meeker
16292 (a) Pansies Mean Thoughts and Thoughts Mean You.....Macdonough (b) To the End of the World With You. Henry Burr
16296 (a) Ah! Cupid—Cornet Solo. Herbert L. Clarke (b) The Birds in the Forest—Two Violins and Flute.....Rattay, Levy and Lyons
16293 (a) Uncle Josh and the Billiken..Cal Stewart (b) The Hot Tamale Man.....Arthur Collins
16289 (a) Queen of My Heart.....Alan Turner (b) Come Back to Erin.....Haydn Quartet

12-inch Records—Single $1.00; Double-Faced $1.25

The double-faced records are lettered "(a)" and "(b)."

31730 Pride of the Nation.....Arthur S. Witcomb Cornet Solo.....Acc. by U. S. Marine Band
31751 The Boy on the Right Field Fence...Digby Bell
58005 The Wedding o' Lauchie McGraw. Harry Lauder
35074 (a) 'Possum Supper at Darktown Church. (b) Barn Dance Medley No. 1..Pryor's Band, Victor Vaudeville Company
35068 (a) Over the Waves Waltz (Sobre las Olas). (b) Militaire Waltz..Victor Dance Orchestra, Pryor's Band
35075 (a) Angels Ever Bright and Fair..Lucy Marsh (b) Unfold Ye Portals.....Trinity Choir
58006 Walkure—Magic Fire Spell—Pianoforte Solo. Alfred Grunfeld

New Victor Red Seal Records

TWO NEW MELBA RECORDS

Nellie Melba, Soprano.

88148 Otello—Salce, Salce (Willow Song) (Verdi). 12-inch, $3. In Italian.
88156 Believe Me If All Those Endearing Young Charms (Moore). 12-inch, $3. In English.

TWO ENGLISH SONGS BY GADSKI

Johanna Gadski, Soprano

87026 How Much I Love You (La Forge). The Year's at the Spring (Beach). 10-inch, $2. In English.

A MIGNON NUMBER BY FARRAR

Geraldine Farrar, Soprano

88152 Mignon-Styrienne, "Je Connais" (I Know a Poor Maiden) (Thomas). 12-inch, $3. In French.

A FOLK SONG BY SCHUMANN-HEINK

Ernestine Schumann-Heink, Contralto.

88155 Es ist Bestimmt in Gottes Rath (It is Ordained by God's Decree) (Mendelssohn). 12-inch, $3. In German.

TWO NEW ELMAN RECORDS

Mischa Elman, Violinist.

61183 Swing Song (Barns). 10-inch, $1.
71039 Gavotte (Grossec) German Dance (Deutscher Tanz) (Dittersdorf). 12-inch, $1.50.

This complete list of new *Victor Records* will appear in our double-page advertisement in the leading magazines for May, and attention will also be called to them in our advertisement of April 28 in the principal daily newspapers throughout America.

This magazine and newspaper advertising reaches millions of people and benefits dealers everywhere. It's to your advantage to have the complete list on the simultaneous opening day, April 28, so that you can take care of every customer.

You know every *Victor Record* is a perfect record; has the unequalled *Victor* tone quality. And every *Victor Record* you sell means a pleased customer, and helps you build a steady, profitable record business.

So make an effort to get all this desirable trade that's in your neighborhood.

Victor Talking Machine Company, Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results, use only Victor Needles on Victor Records

has been offering some successful concerts in Milwaukee of late. A recent Auxetophone concert at the building of the Milwaukee Electric Railway and Light Co. was listened to by more than 2,000 employes and officials and was one of the most successful events of the kind ever presented in Milwaukee. Mr. Becker believes that the talking machine can fill an important place in the churches, and on several occasions has offered the use of his machines to Milwaukee houses of worship. Mr. Becker and a Victrola recently officiated at a sacred concert at the Wesley Methodist Episcopal Church, Grand avenue and 25th street, and members of the audience say that the Victrola carried off the honors of the evening.

Roy J. Keith, of the Talking Machine Co., of Chicago, recently called upon the Milwaukee trade. Manager A. D. Geissler, of the same company, was also in the city in connection with his purchase of the stock of the bankrupt Huseby Co.

ATTRACTIVE DISPLAY WINDOW.

The talking machine displays in the windows of the Hoeffler Manufacturing Co. usually attract any amount of attention, and the exhibits of the last few days have been no exception. During the week that "The Red Mill' was presented at one of the Milwaukee theaters Manager Becker conducted a wonderful sale of "Red Mill" records as a result of a catchy window exhibit. A real mill occupied the center of the window during the week, and over the mill itself was a large red card advertising the talking machine records. In addition to the big sale of records, Manager Becker reports the sale of a Victor machine, as a result of the unique advertising scheme. "Faust" records have been in demand of late, owing to the presentation of "Faust" in the city and a big poster display of the "Faust" records in the windows of the Hoeffler Co.

Mrs. A. D. Herriman, wife of Manager A. D. Herriman, of the Columbia branch, is fast recovering from a dangerous attack of diphtheria.

Mr. Becker, of the Rudolph Wurlitzer Co., of Chicago, called upon the Hoeffler Manufacturing Co. recently.

E. R. Austin, a well-known talking machine man from the East, has been made manager of the Edison business phonograph department at the Hoeffler Manufacturing Co.

W. C. Fuhri, western district manager of the Columbia Co., was up from Chicago recently to call on the Milwaukee branch.

The Johnson Lumber Co. and the Columbia Construction Co. have added Edison business phonographs to their office equipment.

Milwaukee talking machine dealers are interested in the revival of the crusade against street signs, as a result of the action of the assistant district attorney, in urging that the 3-foot ordinance be repealed. This measure has allowed dealers a leeway of 3 feet in putting up their signs, and was counted upon as a permanent protection by merchants in general. Last year there was a general crusade against electric signs and dealers were forced to tear down their big and expensive signs and conform them to the 3-foot leeway. This second move will mean another tearing down in many cases and will entail considerable expense. Lawrence McGreal, the Hoeffler Co. and one or two others have had their illuminated signs close to the buildings of late, but many dealers are not so fortunate.

WHY RECORDS WERE SUPPRESSED.

L. R. Tairsee, Writing from Bombay, States That Records Were Not Needed to Spread Sedition and None Was Seized—The Facts of the Case in Brief.

Bombay, India, March 5, 1909.

Editor The Talking Machine World, New York.

Sir—On my return this day from an extended business tour in India, Burma and Ceylon, I found my friend The Talking Machine World of January 15 awaiting me here, and have read with interest and not a little surprise the paragraphs relative to the alleged seditious Indian records. You rightly say that the yellow journals have seized the opportunity with avidity, and without taking any trouble to verify the news has made copy and capital out of it. My apology for taking up your valuable space is to put the facts before your readers more than to contradict the newscoiners and scare-mongers.

To understand the situation it is necessary to go back to the ill-starred (and so the Indian government have found out and admitted) partition of Bengal, carried out against the unanimous opinion of the united Bengal. The people of India having no voice, or next to none, in the administration, and having found by experience that petitions do not carry them further and that their grievances remain unredressed, the people of Bengal organized the boycott of English goods as a protest against the partition of Bengal. The National Congress that met in Calcutta, by a unanimous resolution declared the boycott organized by Bengal by way of protest as legitimate under the circumstances, and thus India set its seal of approval on the same. The boycott was the negative side, the positive side being the fostering of indigenous industries, a movement known on our side as "Swadeshism"—Swadeshi meaning "of one's own country" as contrasted with foreign. Swadeshism was hence an act of self-denying ordinance, and giving preference to indigenous goods even at a sacrifice. This movement led to the creation of Swadeshi sentiment and feeling, and ushered in the composing and singing of Swadeshi songs, which, apart from national sentiment, became very popular. One of such songs is "Bandematram" ("Hail, Motherland"), and was on the catalog of the Gramophone & Typewriter, Ltd., Calcutta (now the Gramophone Co., Ltd.), for a long time, but the same has been now dropped. It is but natural that the various talking machine companies here recorded these popular songs, and in this every one acted as the other, and when some of these appeared on the market, owing to the prevalent political situation in Bengal, the government proscribed the sale of Swadeshi songs, and in this no company could be said, or can legitimately claim to be, more fortunate than the other, as all were equal sinners (if not all), and equal sufferers. It is not true that any Indian records were seized by the government; the fact is that the talking machine companies were warned against the sale of certain songs, which since have been withdrawn from the market. The alleged seditious records have no sedition about them, and this can be judged from the fact that the "Bandematram," recorded first by the Gramophone Co., Ltd., was sold in quantities for years without any objection. The same is a national song, and the "Bengalee" (a leading Calcutta paper), writing about its proscription, said as follows:

"It (meaning the circular of the Commissioner of Police) prohibits the singing on the stage of even the famous song of Bankim, beginning 'Bandematram.' The notice will be strongly resented by the whole community, and we must enter a most emphatic protest against it. 'Bande matram' has practically become the national song of Bengal. To proscribe it is to commit an outrage upon the public opinion. Not a word in this song, which has already been translated into English, can be said to be seditious or improper. It is a patriotic song, pure and simple. To proscribe it is to proscribe patriotism itself. We appeal to the new lieutenant-governor to look into the matter himself, without depending upon police reports, which often are as misleading as inaccurate, and direct the withdrawal of the Police Commissioner's notice."

Thanking you in anticipation for insertion of the above, I remain, faithfully yours,

LAKHMIDAS ROWJEE TAIRSEE,
The Talking Machine & Indian Record Co.

It's the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour, just because he wouldn't let go. Don't be a quitter.

Where ignorance is bliss 'tis folly to be one of those fellows who know it all.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools
Box 918, SCRANTON, PA.

Every Victor Dealer is a Music Teacher

Exactly! A teacher is a developer, and every *Victor* dealer is a strong factor in the development of the higher musical tastes of his community. He is selling the musical instrument which is creating a greater appreciation of and love for the best in music—the VICTOR.

Every *Victor* placed in a community helps to raise the musical standards of that community. And each additional *Victor* makes it possible for more people to hear the masterpieces of the world's great composers sung and played by the greatest artists and musicians of the age.

What an honor this is for you, Mr. Dealer! What an incentive it should be for greater activity in selling the *Victor!* What an opportunity to be of service to your town or city! And what possibilities for business and money-making it holds out to you.

It pays well to sell the *Victor*, Mr. Dealer. It pays in prestige, in popularity, and in profit.

Be the greatest music-teacher in your town!

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. — Finch & Hahn.
Altoona, Pa. — W. H. & L. C. Wolfe.
Atlanta, Ga. — Elyea-Austell Co.; Phillips & Crew Co.
Atlantic City, N. J. — Sol. Bloom, Inc.
Austin, Tex. — The Petmecky Co.
Baltimore, Md. — Cohen & Hughes; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister & Son.
Bangor, Me. — M. H. Andrews.
Birmingham, Ala. — E. E. Forbes Piano Co.; Talking Machine Co.
Boston, Mass. — Oliver Ditson Co.; The Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y. — American Talking Machine Co.
Buffalo, N. Y. — W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt. — American Phonograph Co.
Butte, Mont. — Orton Brothers.
Canton, O. — The Klein & Heffelman Co.
Charlotte, N. C. — Stone & Barringer Co.
Chicago, Ill. — Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O. — The Rudolph Wurlitzer Co.
Cleveland, O. — W. H. Buescher & Son.; Collister & Sayle.; The Eclipse Musical Co.
Columbus, O. — Perry B. Whitsit Co.
Dallas, Tex. — Dallas Music Co.
Dayton, O. — The Fetterly Piano Mfg. Co.
Denver, Colo. — Hext Music Co.; The Knight-Campbell Music Co.
Des Moines, Iowa. — Jones Piano Co.; Harger & Blish, Inc.
Detroit, Mich. — Grinnell Bros.
Dubuque, Iowa. — Harger & Blish, Inc.
Duluth, Minn. — French & Bassett.
El Paso, Tex. — W. G. Walz Co.
Escanaba, Mich. — Grinnell Bros.
Galveston, Tex. — Thos. Goggan & Bros.
Grand Rapids, Mich. — J. A. J. Friedrich.
Honolulu, T. H. — Bergstrom Music Co., Ltd.
Indianapolis, Ind. — Kipp-Link Phono. Co.; C. Koehring & Bro.
Jacksonville, Fla. — McGraw Bros. & Vogt.
Kansas City, Mo. — J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb. — Ross P. Curtice Co.
Little Rock, Ark. — O. K. Houck Piano Co.
Los Angeles, Cal. — Sherman, Clay & Co.
Memphis, Tenn. — E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis. — Lawrence McGreal.
Minneapolis, Minn. — Minnesota Phonograph Co.
Mobile, Ala. — Wm. H. Reynalds.
Montreal, Canada. — Berliner Gramophone Co., Ltd.
Nashville, Tenn. — O. K. Houck Piano Co.
Newark, N. J. — Price Phono. Co.
Newark, O. — The Ball-Fintze Co.
New Haven, Conn. — Henry Horton.
New Orleans, La. — Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y. — Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; Jacot Music Box Co.; Landay Brothers, Inc.; Stanley & Pearsall.; Benj. Switky.; New York Talking Machine Co.
Omaha, Neb. — A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill. — Chas. C. Adams & Co.
Philadelphia, Pa. — Sol Bloom, Inc.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Musical Echo Company.; Penn Phonograph Co., Inc.; Western Talking Machine Co.; H. A. Weymann & Son, Inc.
Pittsburg, Pa. — C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me. — Cressey & Allen.; Portland Talking Machine Co.
Portland, Ore. — Sherman, Clay & Co.
Richmond, Va. — The Cable Piano Co., Inc.; W. D. Moses & Co.
Rochester, N. Y. — The Talking Machine Co.
Salt Lake City, Utah. — Carstensen & Anson Co.
San Antonio, Tex. — Thos. Goggan & Bros.
San Francisco, Cal. — Sherman, Clay & Co.
Savannah, Ga. — Phillips & Crew Co.
Seattle, Wash. — Sherman, Clay & Co.
Sioux Falls, S. D. — Talking Machine Exchange.
Spokane, Wash. — Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo. — Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn. — W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y. — W. D. Andrews.
Toledo, O. — The Hayes Music Co.; The Whitney & Currier Co.
Washington, D. C. — E. F. Droop & Sons Co.; John F. Ellis & Co.

F

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

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NEW YORK, APRIL 15, 1909.

CONDITIONS in the talking machine trade have not changed materially since the last appearance of this publication, and a survey of the situation at present causes us to believe that while trade during the spring months will show some betterment, it will not reach an exuberant condition before early fall.

We are moving steadily upward, but not as rapidly as most of us would desire.

There is every indication of improved business just as soon as the tariff question is definitely settled, and from present indications it would seem that this will be not long deferred.

The general business of the country grows steadily despite the tariff uncertainty, and it should be understood that in times past whenever there has been a disturbance of tariff conditions, business has been in a large degree unsettled.

It is the belief, however, that when this subject is finally disposed of, that the country must then soon reach the highest level of prosperity.

The greatest of all industries is that of transportation, and the current earnings of the railways show that they are again in sound condition.

SOME of the great railroad magnates assert that there will be no reduction in wages, and the present ease of money assures to the railways a good market for securities wherewith to make extensions and improvements.

This fact in connection with their increased earnings shows that they are in a position to make this liberal expenditure for labor and supplies, and upon which, more than any other one factor except good crops, the industrial and general prosperity of the country depends.

It is well known that in the great manufacturing districts where labor has been laid off there has been a general decrease in the sale of talking machines and accessories, and it is due largely to the fact that labor has been unemployed in many sections that the sales of talking machines have been materially cut.

All lines of trade have suffered, even those which deal solely with the necessities of life have joined in the general complaint.

To those men who have exhibited lack of faith in the future of the talking machine we would say, wait until the clouds of business depression roll by and then see how the talking machine trade will brighten up when the sun of general prosperity strikes upon it.

THE talking machine business will reach a larger volume than ever, and the trade will not be divided among so many individual concerns.

Why?

Simply because there has been a thinning out of the ranks brought about by reason of poor business.

Some men have become discouraged after losing faith in the business future of the talking machine and have dropped out of the business completely.

In this particular the talking machine trade does not differ materially from other lines.

But this industry is new. It deals with a special product, and because sales have not kept up to a reasonably high standard, a lot of men have lost confidence in the trade future.

That is needless, and there is no real ground for entertaining the belief that the talking machine has seen its best days.

It has not, and next fall, in our opinion, will witness a trade revival in this industry which will be unprecedented, and we repeat there will be fewer men in the industry to divide the business plums among.

WHERE formerly a number of merchants shared in the trade in certain localities, it will now be taken care of by a much less number. Then, too, it is pretty certain that the men who remain in the industry possess the right kind of energy to go ahead and will make the most of improved trade conditions.

They possess the great business essential—confidence in what they sell.

No man can succeed in business very long unless he himself exhibits faith and confidence in that which he offers for sale.

Months ago we visited a number of talking machine establishments and it seemed to us that too often the men in charge, in displaying instruments, showed a lack of zeal and enthusiasm—a sort of a take-it-or-leave-it plan which did not impress the customers—and they did not succeed, of course, in making sales.

Some of these men have retired. They were not of the right kind. They could not have succeeded in any line of business, and so, in the end we will get down to a quality trade. And so the weeding out process goes steadily on.

The men who stick to the talking machine business will be those who have confidence in its future, and will do a quality business rather than a quantity trade. And as a matter of fact the progressive men of every business community are the ones who make the trade wheels revolve.

IT'S better far that an industry be controlled by ambitious, wide-awake, progressive men, less in number but large on determination, than to have it made up of a lot of weaklings, some of whom have no confidence in the trade—have no faith in the talking machine business or in themselves, but have just entered the business as a sort of a "flyer," thinking that they could pick up dollars easily, and that the talking machine was a sort of a little gold mine.

Stuff and nonsense.

The quicker men who entertain such views are out of the business the better it will be for the clean trade.

We want in this trade men of stability; men who will inject a certain amount of ginger into their work that will win the confidence of customers.

NOW, there are some things in connection with the talking machine business that should not be lost sight of.

Not for a moment—follow the leaders—the business builders.

Do the manufacturers themselves show lack of confidence in the future of the trade?

Is there anything in their actions which would cause such a belief?

Are they unloading stocks in a manner which is detrimental to trade interests?

Are they pushing out their lines from irresponsible sources and through channels which seriously interfere or are intended to enter into competition with the legitimate dealer?

No. On the contrary they are doing everything to safeguard the industry.

They are carrying on aggressive advertising campaigns and investing huge sums of money in lines of publicity which could be saved if they so desired.

No, the talking machine men of the industry have faith and confidence in it.

Their actions prove it.

Now, just think it over, Mr. Talking Machine Man of the weak heart and shaky nerves, and just take a leaf from the leaders in the trade.

Follow out their line of policy and see if you can draw from it the belief that they have lost heart in the business.

No; certainly not.

But———

The stream cannot rise higher than the fountain, and the talking machine business cannot rise higher than the general trade conditions of the country.

It is ridiculous to suppose for one moment that it could, but it is surely rising with the general tide of prosperity.

Mark that.

Take heart. Draw inspiration from good sources.

Revitalize your business with the energy which will insure you success.

Get your business house in order.

There are always matters to consider in the conduct of your affairs which may have escaped you.

Keep close to the subject.

Watch the changes which mark the years.

Remove that clot from your business brain, that the talking machine has seen its best days.

It has not.

Look at the demand to-day for the higher-priced machines, which is so large that the manufacturers have been unable to meet it with the promptness most desired by dealers and jobbers.

The higher-priced machines were never in such demand as they are to-day.

Just hustle.

TAKING ADVANTAGE OF SUMMER OPPORTUNITIES.

Dealers Sould be Prepared to Place Machines in Various Outdoor Pleasure Resorts—Value of the Talker Should be Impressed Upon Town Officials—Dealer Should Put Energy Behind His Efforts and There Will be No Dull Seasons in the Talking Machine Trade.

The arrival of pleasanter weather and the near approach of summer brings to mind that dealers should now prepare for the inauguration of an active campaign for the use of the talking machine in public parks, amusement, camping-out resorts and country homes.

An old-fashioned idea prevails that the interest in the talking machine ends with the winter, and therefore dealers should "sit down" and wait until next fall for business activity. As a matter of fact the summer months should prove as successful in the matter of sales with the live dealer as those of the fall and winter. But results will not come automatically. A definite campaign must be outlined and prosecuted in the thousands of small towns and cities with small parks where concerts are not given during the summer months.

What a rare opportunity for the dealer to call upon the village trustees, the town council, or authorities of the city, and emphasize the fact that the talking machine, as now developed, is one of the great creations of the age; that to-day the greatest bands and orchestras and the greatest singers of world-wide fame can be heard through this medium; that it is not only entertaining but distinctly educational.

How much better to hear the expensive and perfected talking machine than the incompetent village band? And if there is no village band, how pleasing these concerts would be of a summer evening in the public square or park.

Of course, this cannot be brought about unless the dealers start the ball rolling. It is necessary to be aggressive and persistent in presenting the claims of the talking machine to the consideration of those in authority. It will be found in the end not only profitable for the dealer, but for the community, for the music of the great bands, orchestras or the singers of grand opera or popular fame cannot be heard without being helpful, carrying pleasure, consolation and enlightenment in their train.

Last summer a number of talking machine concerts were given in this country in public parks, but a great many more in England. They proved to be so successful that arrangements have been consummated for their repetition the coming summer.

Now the same activity that is necessary to bring the talking machine to the attention of the town authorities can be displayed in the matter of getting the talking machine into the home and amusement resorts. There is nothing so interesting or so entertaining for the summer home as the talking machine.

Special literature bearing upon this phase of the talker should be sent out by the dealer or jobber in his territory. People who leave town for their summer homes at the seashore or mountain should be carefully tabbed and circularized.

The fact is the business will come to him who seeks it; but, like everything else, it means hard work. It is the kind of work, however, that brings compensation, and that is what the business man is in business for.

Dealers must get over the old-fangled idea that the talking machine is an instrument of seasons. That might have been true ten years ago, but it is not true to-day. The talking machine is a necessity for all days of the year. And this must be continually pounded into the people. But the dealers must wake up to the conditions. They can't expect the manufacturers to do everything. They have a duty which they should not shirk.

As a matter of fact all the leading manufacturers of talking machines have been, and are, conducting most stupendous campaigns of publicity, all of which tend to the dealers' advantage.

In the meantime a great many dealers are doing absolutely nothing to help the manufacturers or themselves.

They expect trade to come their way without seeking it. A great deal of it does, but much more would be theirs if they realized the opportunities around them.

This continual complaining about poor trade, while sometimes justified, is in the main a chronic condition, brought about through the dealers' own inability to analyze and meet the situation in their localities.

They should carry advertising cards in their local papers. They should so arrange their windows and stores as to make them attractive. They should better display the hangers and literature sent out by the various talking machine companies, and they should bring the talking machine to the attention of the editors of the local papers so that they may realize its improvement and progress, and thus keep it in the public mind.

This "sermon" on "summer opportunities" is delivered early in the spring so as to impress talking machine dealers with the importance of planning ahead and laying out their campaign in good season, to the end that the coming summer will be a highly profitable one for them.

CAJACOB OPTIMISTIC

Over the Future of the Talking Machine—Compares Past and Present.

C. A. CaJacob, of Wapakoneta, president of the Ohio State Association of Talking Machine Dealers, is most optimistic when speaking of the future of the talking machine business. In chatting recently he said: "You used to hear persons say that the day of the talking machine is numbered, and you could also hear them say that you could not hear a talking machine anywhere except in a barroom or a construction camp or in the penny theaters. Now it may be found in the most exclusive clubs, in homes and in hotels, where they are used, in lieu of bands or orchestras to regale the patrons during the meal hours.

"The talking machine is here to stay and is destined to become more popular in the ratio of the improvements that are being made on the machine from time to time. I venture the prophecy that the talking machines, both cylinder and disc, will be improved to the extent that they will repeat with the same volume of tone the notes of the best singers and orchestras and bands. Ten or twenty years ago," added Mr. CaJacob, "we were almost afraid to ask $25 for a machine, but now—well we do not hesitate to ask from $300 to $500 for regular styles of the better grade talking machines."

In speaking of the spelling of his name, Mr. CaJacob said that the name is Swiss-Roman in origin, and that his people are probably descendants of the people with whom the Cæsars used to wage war to the north of Rome and on the Alpine border.

CHINESE BUYING TALKING MACHINES.

The Chinese of the Pacific Coast have a craze for talking machines. When they were first introduced the Chinese thought they were possessed by devils, but some ingenious salesman devised a scheme of procuring Chinese records. When these were heard, every Chinaman with the price wanted a "talker," and now the streets of the Oriental quarter are musical at all hours of the day and night.

Sibley G. Pease has taken charge of the talking machine department of the Holmes Music Co., 113 South Spring street, Los Angeles, Cal., the old stand of the Fitzgerald Music Shop, of which Mr. Holmes has been part owner for the past five years. This firm, which succeeds Pease & Foot, are handling a complete line of Victor talking machines and records.

Stinson Bros. department store, Evansville, Ind., are making a special run on graphophones.

BLACKMAN SAVES MONEY FOR DEALERS

"LIVE" DEALERS ARE FOLLOWING HIS "SAVING" PLAN

YOU ARE WASTING TIME AND MONEY.

That's what you are doing if you handle EDISON and VICTOR but buy each line from a different Jobber.

STOP THE LEAK AND INCREASE YOUR PROFIT.

Don't keep sending TWO orders, waiting for TWO shipments, and then pay TWO expressages.

ORDER BOTH EDISON AND VICTOR FROM "BLACKMAN."

Simply make out ONE order for anything you want for EDISON or VICTOR, send it to BLACKMAN and you will get the goods AT ONCE in ONE shipment instead of TWO. See the time and money it saves?

LET "BLACKMAN" DO THE WORRYING.

We say this because he won't do any. These "ONE LINE" Jobbers may tell you that "BLACKMAN'S" stock of EDISON or VICTOR is not as complete as theirs. Put the test in an order and we will ship you "BLACKMAN'S" answer.

YOU CAN'T AFFORD TO OVERLOOK THIS.

Watch your most successful competitors and see if they don't get the "BLACKMAN SERVICE."

We don't handle anything but EDISON and VICTOR and you can bet that we are there with the goods. You don't have to take our word for this. Send us an order and find out for yourself.

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN"

97 CHAMBERS STREET NEW YORK

EVERYTHING FOR EDISON AND VICTOR

FOLK SONGS PRESERVED

Through the Aid of the Talking Machine—What Two Recent Volumes on the Peasant Songs of Russia and the American Indian Revealed in This Connection—An Interesting Summary of These Two Books.

The value of the talking machine as a means of preserving the folk songs of the people of all nations is being emphasized to a very marked degree these days. Two volumes relating to folk songs recently published tell of the part played by the talking machine in the preservation of the old-time songs of Russia and of the American Indian. These volumes are entitled "The Peasant Songs of Great Russia," by Eugenie Lineff, issued by David Nutt, of London, and "Hopi Songs," by Benjamin Ives Gilman, published by the Houghton, Mifflin Co., Boston, Mass.

In the opinion of Eugenie Lineff, the chief strength of the modern Russian music which at present plays so important a part in the concert halls of two continents, lies in this: that it reflects the life of the people collectively, the masses having helped in creating this music. As the critic of the Evening Post very aptly says: The Russian composers, from Glinka, the creator of national opera, through Dargomijsky, Borodin, Seroff, and others, to Rimsky-Korsakoff and Tchaikovsky, wrote works which are full of the echoes of popular melodies. These melodies have been frequently collected and printed in a more or less—generally less—satisfactory manner, and they are frequently sung in Russian music halls and sometimes in ours. Some years ago, when Eugenie Lineff gave some "lecture-concerts" in this country, she was frequently asked whether her company sang "genuine folk-songs." She could only reply that they sang according to the best existing collections; but on her return to Russia she determined to make a thorough study of the originals, with the aid of a phonograph. She soon discovered that the collections she had followed were frequently misleading, the songs having been noted down by ear, a process particularly untrustworthy in the case of the Russian songs that are sung in two, three, or four parts. She compares the recording of a song by phonograph to the kinematographic process, and asserts that the twenty-three songs printed in her volume are the first record of Russian peasant tunes made in this manner. In transcribing them from phonograph to piano some of the exactness of the phonograph had to be sacrificed because the piano has only the "tempered" intervals; but in other respects, apart from tone color, these part songs are as sung by the people—at times, for the singers incessantly vary them in accent and other details in accordance with the district, village, street, and the inspiration of the moment; for these performances are largely improvisations. There are also chapters on the singers of these songs and on the tonality and musical scales. The second half of the volume, containing the musical illustrations, is printed in the Russian language; but, fortunately, the Russians use the same musical notation that we do.

If the tonality, the modes, and scales of the older Russian folksongs present puzzles to our ears, far more does the American Indian music of which Mr. Gilman presents specimens in his volume on Hopi songs, which completes an inquiry into Pueblo music begun in 1891 with a study of Zuñi melodies. The records upon which these investigations are based were obtained in Arizona by Dr. J. Walter Fewkes, now of the Bureau of Ethnology, Washington, at the time in charge of the Hemenway Southwestern Expedition. He first applied the phonograph to the preservation and study of aboriginal folklore. To the lay mind nothing seems simpler than the taking of such phonograph records, but these pages show that the securing of exactness requires the most exacting investigation and adjustment. These records show not only how Indians make music, they show music itself in the making. In his treatise on Zuñi melodies the author called them examples of a music without scale. "In this archaic stage of the art," he says, "scales are not formed, but forming." For this novel view he now has sought confirmation in the performances of Hopi singers, which, in his opinion, strengthen the belief that aboriginal American music "is a type apart, whose essential remoteness from the music of Europe and Asia may be symbolized, as it doubtless was conditioned, by the physical isolation of the Americas. . . . The hearer seems witness to a wholly strange method of musical thought and delivery."

Not only is this Indian music apparently without scale, but it is otherwise characterized by the freedom which the white race personifies in the Indian. No metes and bounds to invention manifest themselves; such exactness as the music possesses does not lie in the individual intervals, and the melodies may apparently be altered by every performer: "The song is no fixed scheme in the singer's mind, but a composite memory of many free renditions, as a folk-tale in the mind of the narrator, minute exactness alternating with wide latitude in the recital." Of particular interest is what Mr. Gilman has to say about "mutation" in this music; that is, a partial change in the pitch of repeated phrases. While having points of resemblance to both discord and modulation, mutation is a different means of musical effect from those upon which our music is largely based. There are several kinds of mutation used by the Zuni tribes, and with their aid the Indian singer can produce changes of mood comparable to those we attain by passing from the gay major to the sad minor mode. One of the tunes recorded in this volume makes up "a dialogue of moods like Tennyson's 'Two Voices.'" Here is a new thought for our white composers of red music, says Mr. Finck. But they had better make haste, or Debussy will hear of this and get ahead of them by writing an aboriginal American opera. It is just in his line.

There is more individual benefit in applying the Golden Rule than in having it applied to you. A point worth considering.

BROWN SUCCEEDS SMOOT

As Chairman of Patents Committee—The Tariff Schedule Dealing With Talking Machines—A Term Obsolete in This Country.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1909.

The Senate has announced the new chairman of the Patents Committee, namely, Senator Brown, Nebraska, succeeding Senator Smoot, Utah. In the event of an amendment being proposed to the new copyright act, as is talked of regarding the word "manufacture" in paragraph E of Section 1, instead of "sold," as pertaining to records, etc., the new chairman will probably be "from Missouri," and want to be shown the why and wherefore.

In the tariff bill passed by the House this week, is the following paragraph, in the Sundries (N) schedule dealing with talking machines, etc.: "460. Phonographs, gramophones, graphophones, and similar articles, or parts thereof, 45 per centum ad valorem." The learned chairman of the Ways and Means Committee might have ascertained from anyone connected with the business that the word "gramophone" in this country, at least, is obsolete, and is not employed excepting in legal papers and court decisions. By substituting the term "talking machines" instead, the tariff measure would have been brought up to date and its meaning more clearly understood by the public and the trade.

COLUMBIA LINE IN SACRAMENTO.

Kirk, Geary & Co., of That City, Appointed Jobbers Controlling Sixteen Tributary Counties—Placed Large Initial Order.

(Special to The Talking Machine World.)

Sacramento, Cal., April 2, 1909.

Kirk, Geary & Co., Inc., wholesale druggists of this city, have been appointed Columbia jobbers controlling the sixteen counties tributary to Sacramento and the entire State of Nevada, excepting the counties of Elko, White Pine, Eureka and Lincoln, all of which was formerly operated by the San Francisco store.

Kirk, Geary & Co. are one of the substantial wholesale concerns of the State of California, having a capital stock of $500,000, and do a large business along the entire coast. They have a large force of traveling salesmen covering the territory who will represent them most thoroughly and they are starting off with a prospect of doing a very large business in Columbia products.

The Academy of Sciences at Vienna has decided upon the creation of phonographic archives, which will be divided into three parts, and which will probably be the most remarkable library on record. The first section will be devoted to examples of European languages and dialects of the different peoples spoken at the beginning of the twentieth century. The second will contain examples of music and song of the same period, while the third section will be reserved for the records of contemporary orators.

B & H

FOR HIGH-CLASS RECORDS FOR HIGH-CLASS CUSTOMERS

NO SCRATCH NO RASP NO BLAST

FIBRE NEEDLES

FOR DISC RECORDS

Records may be played indefinitely without showing signs of wear

B. & H. FIBRE MANUFACTURING CO.

208 East Kinzie Street, - - - - CHICAGO, ILL.

TRADE ON THE PACIFIC COAST.

Noticeable Improvement in General Business During Month—Change in Business District of City Disrupts Trade Temporarily—Wholesalers Satisfied—Clark, Wise & Co. Moving to New Building—Benj. Curtaz & Son Fitting Up Department—Columbia Co. Placing Jobbing Agencies—Some of Those Appointed—New Local Manager for Columbia Co. Interests—Bacigalupi & Son Taking on Lines of Pianos and Piano Players—Southern California Music Co. Become Columbia Jobbers.

(Special to The Talking Machine World.)

San Francisco, Cal., March 31, 1909.

The general talking machine trade in the Pacific Coast territory as a whole has picked up considerably this month, and the condition is now moderately satisfactory, though there is still room for a good deal of improvement. Locally things remain quiet. The great change in the business "center of gravity" of the city, coming rather suddenly this spring, is a disturbing factor in the trade, and for that, or some other reason, the people here are holding on to their money tighter than usual. There is more business than last month, however, and none of the dealers are complaining. While business is likely to remain more or less unsettled through the summer, a big fall business may be counted on with some certainty.

The wholesalers are well satisfied. Several orders of considerable importance have been taken during the last few weeks, new connections have been formed outside of the city, and deliveries of goods are larger than they have been for several months, while new orders continue to come in from all parts of the state. The traveling men are able to cover the territory without difficulty, and with fair weather most of the time for the last six weeks dealers in the smaller towns report a lively demand for all classes of goods.

Clark Wise & Co. are now moving into their new building on Grant avenue, near Sutter street, and will be ready for business there before the end of the week. The new talking machine department, occupying the entire second floor, has been fitted up in accordance with the latest ideas, and will be a decidedly high-class establishment. The stock will be materially increased, and particular attention will be paid to high-class goods.

Benj. Curtaz & Son are now beginning to fit up their talking machine department, but are not likely to start business in the new location before the end of April.

The Columbia Phonograph Co., which has heretofore covered their California territory directly through their own extensive selling organization, are now giving over certain portions of the field to jobbing distributors, who will have entire charge of the business in the sections they cover. The first important development in this line was the announcement about two weeks ago of the appointment of Kirk, Geary & Co., of Sacramento, as distributors in northern California. Now comes the announcement of a similar deal in the southern part of the state. Coast Manager W. S. Gray spent last week in Los Angeles, and closed a transaction with the Southern California Music Co., whereby that house is to have the distribution of Columbia goods in that field. The company have placed an order for a full carload of Columbia records and a complete stock of machines, etc. Mr. Gray states that things are booming all through southern California.

Kirk, Geary & Co., of Sacramento, will be able to fill all orders for Columbia goods beginning April 1. E. W. Cyrus, who is to have charge of the department, went to Sacramento the first of the week. These deals are considered highly advantageous to both Kirk, Geary & Co. and the Southern California Music Co., as the Columbia organization has developed the territory pretty thoroughly during the last few years, and their goods are regularly handled by a large number of retailers who will take their supplies from the new distributors.

Mr. Scott, who has been associated for several years with the San Francisco office of the Columbia Phonograph Co., has been appointed San Francisco manager, succeeding Mr. Beck, who has severed his connection with the company. The downtown branch in Byron Mauzy's store has been discontinued, as Mr. Mauzy has leased his entire ground floor to another firm. The lease on the Van Ness avenue branch, which expired in February, was renewed for six months, at about 30 per cent. of the former rental. It is expected that the company will find a new location downtown before the expiration of the present lease. Mr. Beck expects to go into business for himself at some point outside of San Francisco, but will first take a couple of months' vacation, as he has been at work continuously for eight years.

C. M. Jones, manager of the Pacific Phonograph Co., reports a far better wholesale trade in March than in January and February. He is making some large deliveries of both machines and records. Billy Morton, formerly with Peter Bacigalupi & Sons, is now on the road for the Pacific Phonograph Co., and at present is visiting the northern California trade. Mr. Jones looks for a fine country business after the middle of April, and has made full preparation for it, getting in an absolutely complete stock of Edison goods. He states that Kohler & Chase are doing an unusually large business at the Oakland branch.

Peter Bacigalupi & Sons have taken up a couple of lines of pianos and piano players, but are paying as much attention as ever to talking machines, which will continue to be their main line. While the street in front of the store has been torn up most of the month, the business has not been interefered with to any great extent. They are pushing the Zonophone with great success, and are rapidly selling off their old stock of 10-inch Zonophone records. Mr. Bacigalupi reports a steady improvement in his wholesale department.

WHY ADVERTISED GOODS PAY.

An Interesting Discussion Between Advertising and Non-advertising Merchants—Advertised Goods do Not Cost More—The Reason Why.

The question of advertising and non-advertising was the subject of a discussion recently between two manufacturers of some importance. The non-advertising house made this statement in substance:

"Our goods are better for the dealer to buy because we charge him less than the manufacturer of advertised goods; and they are better for the customer to buy of you because we put into our goods the money others spend for advertising."

The reply made by the advertising house covered the situation so thoroughly that we take pleasure in printing it:

"In order that an advertising campaign shall be profitable, the advertising must be directly responsible for an increase in volume of sales, sufficiently large that the profits on the increased business will pay for the advertising and leave a fair margin for net profit. It, therefore, is not necessary to raise the price or reduce the quality to pay for the advertising. The advertising pays for itself. Furthermore, it would be poor business and foolish for an advertiser to raise prices or reduce quality, and in this way offset the value of his advertising. He is not advertising for the fun of it. He advertises to get business, and it is this increase in business that pays for the advertising, and not you, Mr. Dealer, or your customer.

"Advertised goods cost you no more on account of the advertising. If the price is higher than that of some non-advertised goods, the difference is in the quality. The advertised line costs you less to sell, because of the demand that has been created for it through general publicity advertising. The manufacturer who advertises to the public helps you sell his goods. He is not satisfied to simply ship you the goods and take your money. He helps you to sell them, so that you can buy more. If you handle advertised goods, your first cost is no more for the same quality, your selling expense is less and your net profit larger.

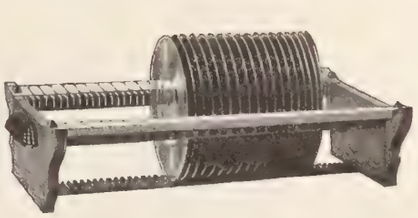
"Advertised goods are better for your customer to buy of you because the manufacturer stakes his reputation and chances for future sales on the superiority of his goods over non-advertised makes retailing at the same price. For advertising to be successful it must be backed up with goods of quality."

EDISON GETS ADELSKIOLD PRIZE.

A despatch from Stockholm, dated April 1, says: "The Royal Academy has presented Thomas A. Edison with the Adelskiold Gold Medal for his inventions in connection with the phonograph and the incandescent light. This medal is conferred only once in ten years. It was handed yesterday to United States Minister Graves for transmission to Mr. Edison."

HERE'S A BIG SELLER FOR YOU

AND WE'LL HELP YOU SELL IT



There are hundreds of talking machine owners in your town that can't pay $10 to $25 for a cabinet, but they will be glad to buy a

CRESCENT
Disc Record Cabinet

for $3.25 or $3.75 (according to finish), and thank you for the opportunity.

The CRESCENT holds fifty records, holds them securely and SEPARATELY—absolutely no rubbing or scratching as the record comes in contact with no other record or surface.

People already owning cabinets will buy the CRESCENT for the new double face records when its advantages are explained to them.

The CRESCENT is convenient, occupies small space, is attractive in appearance. The selections can be inscribed on the white spaces in full and instantly located, thus doing away with the numbered index.

RETAIL PRICES:

Golden Oak or Mission.....$3.25
Mahogany $3.75

GET OUR SPECIAL SALES PROPOSITION TO-DAY. WE'LL BRING THE CUSTOMERS FLOCKING INTO YOUR STORE.

A. E. CROFT & CO.

40 DEARBORN STREET MANUFACTURERS **CHICAGO**

EDISON
Phonographs and Records

Enlarge Your Field for Edison Amberol Records

Your field for these new, long playing Records should be limited only by the number of Edison Phonographs in existence in your territory.

Every style of Edison Phonograph (except the Gem) can be equipped with the necessary attachments to play them.

Every instrument so equipped means a new Amberol Record buyer and an Amberol Record buyer is the most profitable Record buyer there is.

The sale of Amberol Records promises to soon equal the sale of Edison standard Records. This shows what the public thinks of them.

You should use every effort towards getting the Phonographs in your territory brought up-to-date. It is easy. Let any Phonograph owner hear an Amberol Record and you will have no trouble in selling the attachments.

Your trade should know about this. You should have the attachments and make a noise about them. There is good profit for you in putting them on and the profits they make possible will continue as long as people care for entertainment.

There is a jobber near you ready to supply everything you need in Edison goods.

The National Phonograph Company

59 LAKESIDE AVENUE ORANGE, N. J.

EDISON
Phonographs and Records

These Jobbers

handle Edison Phonographs and Records.

Order of the one nearest you.

A

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.

B

Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eiler's Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talk. Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.

C

Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, The Vim Co., Montgomery Ward & Co., Rudolph Wurlitzer Co.
Cincinnati—Ball-Fintze Co., Milner Musical Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.

D

Dallas, Tex.—Southern Talking Machine Co.
Dayton, O.—Nichaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.

E

Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.

F

Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa.—Early Music House.
Fort Smith, Ark.—R. C. Bollinger.
Fort Worth, Tex.—Cummings, Shepherd & Co.

G

Gloversville, N. Y.—American Phonograph Co.

H

Helena, Mont.—Frank Buser.
Houston—Houston Phonograph Company.
Hoboken, N. J.—Eclipse Phonograph Co.

I

Indianapolis—Indiana Phono. Co., Kipp-Link Phonograph Co.

K

Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.

L

Lincoln, Nebr.—Ross P. Curtice Co., H. E. Sidles Phonograph Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.

M

Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Lawrence McGreal.
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.
Mobile, Ala. W. H. Reynalds.
Montgomery, Ala.—R. L. Penick.

N

Nashville—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, The Regina Co., Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey. National Auto Fire Alarm Co.

O

Oakland, Cal.—Pacific Phonograph Co.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Nebr.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.

P

Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence, R. I.—J. A. Foster Co., Household Furniture Co., J. Samuels & Bro.

Q

Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.

R

Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano O. & M. Co., Talking Machine Co.

S

Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—The Bruce & Brown Co., Inc., D. S. Johnston Co.
Sioux City, Ia.—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—The Conroy Piano Co., Koerber-Brenner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Koehler & Hinrichs, Minnesota Phono. Co.
Syracuse—W. D. Andrews.

T

Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book & Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.

U

Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.

V

Vancouver, B. C.—M. W. Waitt & Co., Ltd.

W

Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

The National Phonograph Company

59 LAKESIDE AVENUE **ORANGE, N. J.**

TRADE NOTES FROM "THE HUB."

Coming of Spring Enlivens Business as Does Presence of Grand Opera Company—Changes in Victor Line Please Dealers—Eastern Talking Machine Co. Improve Their Quarters—Employes' Association Formed—New Columbia Store Winner—B. & H. Fibre Needles Popular—Big Talker Business at Houghton & Dutton's—Oliver Ditson Co. Report Good Victor Trade—Other Interesting Trade News.

(Special to The Talking Machine World.)
Boston, Mass., April 10, 1909.

Warm, summerish weather has driven the canoeists and out-door enthusiasts who own talking machines to the stores, and as a result the retail business has taken on quite a little spurt, with Saturdays as a sort of "Rush Day." The presence of the Hammerstein's grand opera company has also acted as an impetus on the high-priced records, which, by the way, continue to make a decided gain in proportion to the total volume of business. Jobbers in Boston report that the demand for high priced goods has grown unusually strong in the little outlying districts. The Constantino records on the Edison, the Melba and Calve on the Victor, and Zenatello on the Fonotipia seem to be the favorites at this time. Tetrazzini has made thousands of friends in Boston.

The changes made in the Victor line seem to please the dealers here, and the exchange proposition has met a good response. About the only complaint heard anywhere is as to the impossibility of getting enough double disc records to supply the demand. The new Amberol record is making itself felt in the Boston market in an ususually strong way.

Not to be outdone by the Columbia people who recently moved into a fine new store where everything is looking very spick and span, Manager Taft, of the Eastern Talking Machine Co., who had his fingers crossed all the time, has just had a very fine new floor laid in his retail wareroom, which is a big improvement and lifts the store up into practically the class of "everything new and bright." He has also fitted up a fine ladies' reception and concert room on the second floor, putting expensive rugs on the floor, and furnishing it in mahogany, so that milady hasn't a finer place in town to go to. On the street floor, too, Mr. Taft has moved the salesmen's desks across the floor, and this leaves a much better opportunity for displaying stock. One of the things that shows the spirit of progressiveness that characterizes this store is the recent formation of a store association which will hold monthly meetings and a little dinner and at which it will be permissible to talk "shop." Thus every man can tell the boss how he thinks the business should be run, and what he would do if HE were manager. A feature of this organization is the appointment of a press representative, a berth which it was felt only Freeman could fill, so hereafter he will see that the newspapers are supplied with correct news about the doings in the store. It is very probable that the Eastern Talking Machine Co. men will organize a ball nine again this summer, and arrange games with nines from the other stores.

The new store of the Columbia Phonograph Co. has proven its worth the past two weeks, for the volume of business there has been much greater than it ever was at the old store. Now that the warm weather has come and the doors can be left open, the store and sidewalk are usually pretty well crowded by listeners. Manager Erisman is out for a record in the amount of business he can pull into the store. Since coming from the West he has fallen in love with the city of Boston.

The B. & H. Fibre needles seem to be "The Thing" at the local stores, and all along the Row come reports of sales of these to customers who had always been complaining of their other needles. The verdict returned on the next visit to the store is that they are perfectly satisfactory, and give a much better tone. The difference is especially noticeable on the grand opera records where a Fibre needle seems to bring out the softness and purity of the singers' voices.

They are talking at Houghton & Dutton's of enlarging the talking machine department again, because of the amount of business being done and the necessity for more room. The Edison line here is being boomed, and there is a great call here for what are known as the "popular" records, such as Lauder, etc. The March list is proving a big seller.

At the Oliver Ditson Co. the double disc victors have the call this month, there being twice as many of these sold as of anything else. The New Victor II and III is especially adapted to the high class trade which this company caters to, and Manager Winkelman says that he cannot get enough of them from the factory to supply his customers, some of whom have waited several weeks for their machines. Mr. Winkelmann is filling orders for quite a number of the big summer estates along the North Shore this spring.

No firm in the city recognizes the value of the talking machine as a business venture more than the C. E. Osgood Co., and they give a great deal of space in their store to this department. The front of the store has recently been remodeled, giving one immense window for display, and the talking machine department has made good use of this window. Considerable advertising has been done on the March lists, and the report of the salesmen is that business is improving every day. There seems to have developed here a big demand for band music.

At the Boston Cycle & Supply Co. the Edison line is being handled with more promptness than ever before. The new system of trays for store use is also in demand.

The Iver Johnson Co. have been making a special window display of cabinets for records, which has attracted quite a lot of attention. This firm is fortunate in being situated on a corner where everybody has to wait for their late-at-night or early-in-the-morning cars, so that their windows get a much larger crowd than most stores. If the windows were kept lighted an hour or so later than they are now it would mean considerable more business to the company, it is generally believed.

The Indestructible records seem to have favor at the Pike store this month, as they are being advertised quite extensively. Mr. Pike was one of the first to introduce these in Boston.

The Hallet & Davis Co. are getting in their stock of Victor machines and records, and will have them on display in their enlarged retail wareroom very shortly.

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

Complete line of EDISON and VICTOR Machines, Records and Supplies.

Send me your new monthly record orders for May and June and try my service.

LAWRENCE McGREAL

174-176 Third St. Milwaukee, Wis.

TO DROP 300 DOMESTIC RECORDS.

National Phonograph Co. Announce That This Will Occur on Aug. 1—Why Dealers Should Get Rid of This Stock.

The National Phonograph Co. announce that they intend dropping from their record catalog to be issued on August 1 three hundred domestic records of which a list is given in the latest number of the Edison Phonograph Monthly. In this connection they state: "As may be seen the list is made up almost entirely of desirable and good selling selections. They are records we would not think of dropping if we based such action upon their sales. They are selling in the aggregate nearly 400,000 records a year, and in dropping them we deprive the trade and ourselves of that much business. We are dropping them solely because the trade has demanded that the total records in our catalog be materially reduced.

"It has been urged that we ought to keep the total as near 1,500 as possible. Dropping 300 will still not reduce the total to 1,500, but it is expected eventually to keep the catalogue at approximately that number. If we continue to issue 20 Standard and 20 Amberol selections to and including August and drop 300 on August 1, our catalog will then contain 1,469 Standard selections and 194 Amberol. This is but little in excess of the desired 1,500 and later cut-outs will reduce the list.

"Between now and August 1 dealers will have four months in which to dispose of all stocks of these records they may have on hand, and they ought to dispose of them so that there will be no necessity of returning any to the factory in exchange for other selections."

RECEIVER AGREES TO A DECREE.

March 30 Judge Lacombe, United States Circuit Court, New York City, filed a decree against the Talkophone Co., defunct, Toledo, O., for infringements of the Jones process patent for the duplication of disc records. Several years ago the American Graphophone Co., the owners of the patent, brought suit against the Talkophone Co., and with the multifarious changes that have occurred in this company for some time this case was allowed to "sleep." Recently the complainants insisted that the case should be adjudicated, and the receiver of the Talkophone Co. agreed upon the decree, which was handed down by Judge Lacombe.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

Sales for March Show Slight Falling Off—Season Practically Over—Trade Not Alarmed Over Increased French Duty—American Copyright Law Arouses Interest—Reduction in Disc Record Prices—Some New Gramophone Records—Other Gramophone News—First British Amberol Records—Some Live Publicity—Censoring Records in Russia—Pathe Freres Win Suit—New Microphonograph Co. Novelties—Beka Co. Reduce Record Prices—New Material for Diaphragms—Fibre Needles Popular—"Ebonite" Five-Minute Records—Russell Co. Win Case—German Firm Increase Capital—H. Lange Successors a Limited Company—New Companies Registered—New Beka Meister Records—Premier Mfg. Co. Demonstating Records—Other News.

(Special to The Talking Machine World.)

London, E. C., April 6, 1909.

A careful canvass in all sections of the talking machine trade discloses a not too happy state of affairs, for sales this month have been rather below the level for the time of year. The season may now be said definitely to be over, and while retailers very wisely devote their attention to selling cycles, etc., the talking machine side of the business should not be altogether neglected, since there is always a certain amount of encouragement for those who have the good sense to keep their customers regularly posted with the current record issues. It doesn't require a large outlay in postage, and the literature is supplied free by the manufacturers. The exercise of this policy, and if possible in conjunction with a small standing advertisement in the local paper, would undoubtedly prove profitable to most dealers. Why not try it?

Questions have arisen in one or two quarters as to the effect of the proposed increase of the French duty charges. There has been no bill yet actually passed by the French Chamber, and if the increase is eventually authorized it will affect the importation of talking machine goods very little to be seriously alarmed about.

The announcement in last month's Talking Machine World of the new American copyright act, which provides that a royalty of 2 cents per disc be paid to the composer, has aroused deep and widespread interest in this country. It is summed up as an iniquitous measure which is only another manifestation that the law is "a hass!" The one and only consolation is the "no monopoly" clause, for which small mercy our thanks go to the powers that be. No similar law has yet been laid down in England, and if at all, we are not likely to be troubled until next year.

One result of the keen competition among the disc record manufacturers has been a general reduction of prices all along the line. The standard price for a double-sided 10-inch record now seems to be recognized as 2s. 6d., which leaves little margin of profit to anybody, since there are three distinct traders with a finger in the pie. But this is the inevitable outcome of too much competition and lack of combination, or any cooperation among makers to control a price sufficient to show a fair working margin to all.

Gramophone Publicity.

In a charming little booklet just issued attention is drawn to three further records by the great prima donna, Mme. Melba, who sincerely appreciates the power of the gramophone, which so faithfully carries her sweet voice to the thousands of admirers throughout the world. The three new records are, Salce (Willow Song), "Otello," Verdi; Ave Maria, "Otello," Verdi, and "O Lovely Night" (Landon Ronald). Another beautiful singer, Maria Galvany, the new soprano, who recently had the honor of singing before Her Majesty the Queen, has made seven gramophone records, all very well recorded. A complete catalog of gramophone records for April, May and June has just been published. It is of handy and practical use to the dealer, since it entirely obviates confusion and delay by its alphabetical and numerical arrangement. The monthly list of records for April contains among other good things the following: "Faust," selection (band of H. M. Coldstream Guards), which also very faithfully renders "Egyptian, Babylonian and Gallic Dances, No. 1" (Herodiade). The Black Diamonds Band gives us "The Dashing Little Duke," selections 1 and 2; "The Lost Chord" and "King of Cadonia"; "Meistersinger," overture (Wagner), La Scala Symphony Orchestra; under concert music John Harrison and Evan Williams figure, while Plunket Greene renders "Off to Philadelphia" with fine feeling; a grand record is that of the closing scene from "Götterdammerung" (Wagner), by Mrs. M. Saltzmann-Stevens; while the world-famous song, "Home, Sweet Home," is sympathetically rendered by Mme. Jones-Hudson. That universal favorite, Bransby Williams, is real clever in his recitation of "Devil-May-Care," which is one of his best examples of dramatic execution. And last, but not least, there is an excellent banjo selection by Olly Oakley entitled "Uncle Johnson." Other records issued this month are a series of titles for the use of Territorials, to enable them to learn quickly the various calls, words of command, etc.

The Library oak bijou grand is a new machine which the Gramophone Co. have just marketed. It is a beautiful instrument containing triple-spring motor, and standing 46 inches in height. The cabinet is of inlaid oak with semi-circular front doors.

Gramophone dealers have received notice that the company will send records on approval from April 1 to Sept. 30. Full particulars should be applied for.

British Amberol Records.

The first list of British Amberol records is to hand, and from the nature of the selections given I venture to think they will be more acceptable to the trade and public alike than the American titles, which, while they received a good reception, were not so suitable for this market. Be that as it may, there can be not the slightest doubt of the success of these first British issues, which in the majority of cases are exceptionally well recorded, and are as follows: "Interruptions," a good comic by Tom Woottwell; "The Bold Militiaman," sung by Arthur Osmond, who also gives us "Nobody's Satisfied," which is all the rage just now at the music halls; "You All Want Something to Cuddle" (Harry Fay), which speaks for itself. Ernest Pike and Peter Dawson harmonize with good effect in singing two duets, "Come Back to Erin" and "The Old Rustic Bridge by the Mill." Two favorite titles are "Always" and "The Death of Nelson," which Ernest Pike sympathetically renders; while the famous Peter Dawson is equally good in "The Trumpeter" and "The Volunteer Organist." It is obviously rather difficult to record a female voice on such a fine thread as 200 to the inch, but in that beautiful song, "Tosti's Good-bye," Carrie Lanceley makes a really satisfactory record. "The One Word, Mother!" a touching piece, is feelingly sung by William McIvor. Under instrumental we have three splendid selections, "Our Troops," "Crown Diamonds Overture," and "The Bells of St. Malo," by the National Military Band; and the last is an excellent concertina solo, "Nautical Airs," by Alexander Prince.

Catch-Phrases

It is indeed very interesting and instructive to observe the many and varied ways in which manufacturers endeavor to bring home the merits of their goods to the advertisement reader. In the publicity put out by talking machine record manufacturers the one dominant and common policy lies in the adoption of a suitable catch-phrase or sentence by which the reader will at once recognize the particular goods advertised. The value of such is in its power to produce a train of thought or association of ideas, and that it does so may be seen from the following specimens picked at random from the publicity matter before me: "His Master's Voice," Gramophone; "For Real Music," Beka; "The People's Favorite," Favorite; "The Record that's half an inch longer," Sterling; "For Titles," Tilley; "For Stock," Stockalls; "Every Record a Picked

Favorite Records

IMPORTANT NOTICE!!!

These SPLENDID RECORDS to be Reduced in Price:

10-inch Double Sided Favorite Records - 2/6.
12-inch Double Sided Royal Favorite Records 4/—
(Exceptional Value.)

Write at once for Special Terms.

NEW ARTISTES—NEW TITLES—SPLENDID BANDS

MONTHLY SUPPLEMENTARY LISTS

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C. 213 DEANSGATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued).

One," Rena; "Money Makers," Clarion. Others, such as Barnett Samuels, National Phonograph Co., etc., have a particular style of setting by which their advertisements may always be recognized. They present a "character," as it were, all their own, which is just as much a trade-mark as the foregoing phrases. And the value of this "distinctiveness" cannot be denied. Every maker should characterize his goods in this way, and thus double the life and value of his publicity generally.

Censoring Records in Russia.

Following on the recent censorship of certain (too) patriotic records in India, comes an announcement that the Russian authorities seek a further outlet for the energies of their secret emissaries. Things have been rather quiet of late, it is true; yet far from being a hopeful sign of regeneration, the Russian police censor regards it in the light of a calm before the storm, and he is evidently greatly alarmed; so much so, that he needs again turn to the talking machine record. It has never yet been found to lend itself to the propaganda of sedition, but the Russian officials have always looked with suspicion upon records; no doubt realizing the power for good or evil which they wield, and so it has come about that all new issues must in future be submitted for judgment before they are distributed. We are in hopes that the continuous verdict of "not guilty" will soon enlighten this absurd government to the annoyance and stupidity of their action.

Pathe Freres vs. Ivatts Hearing.

The hearing was concluded of the action reported last month, brought by Pathé Frères (London) Ltd., against C. P. Ivatts, formerly a director of the company, to recover $1,479, money alleged to have been advanced by the company to Mr. Ivatts to meet his personal expenses. Mr. Ivatts denied liability, contending that the money was spent on behalf of the company and that he had been released from any obligation to pay the amount. In giving judgment His Lordship said that Mr. Ivatts had failed to prove that he was authorized to charge to the company the sums which he had expended in entertaining the artistes. There had been no real release by the company of Mr. Ivatts' obligation to pay. He entered judgment for the company on the claim and counterclaim with costs. Stay of execution was granted on Mr. Ivatts bringing the amount of the claim into court within ten days.

Microphonograph Co. Novelties.

Several novelties have recently been marketed by the Microphonograph Co. "Lubrica" is a high grade flaked graphite preparation, especially recommended for lubricating coiled springs, motors, etc., of any machine. The difficulty of adopting a tone arm for any size machine has been successfully overcome by the use of the "Seymour" tone arm, which comprises a series of tubes, arranged telescopically for adapting to any size either for playing the phono or disc-cut record. Yet another of Mr. Seymour's new goods is a sound-box with a diaphragm of quite a new variety; it is made of horn and I must say the results are indeed excellent and well bears out the claim that it absorbs fifty per cent. at least of the scratch without detriment to the tone. Those wishing to obtain reproduction of their records in the greatest detail with full and rich tone should see that they are not without a Seymour sound-box which may be obtained at a moderate price.

Two Important Price Reductions.

The Beka Record Co. advise me that after very careful consideration they have decided to reduce the prices of their now world famous records from April 1st. The ten-inch double-sided, which hitherto has retailed at 3/, will now be sold at 2/6, while the double 12-inch record is reduced from 6/6 to 5/ each. We understand this applies only in the United Kingdom, and is the result of the company's determination to further popularize their products by getting into line with what appears now to be a standard price. Monthly recording will continue and all the latest hits and best pieces will be secured, while the very high quality in both artistes and reproduction—qualities which have made the name "Beka" stand for "real music" everywhere—is to be more in evidence with each succeeding monthly issue. A further announcement of great interest comes from the Favorite Co., who are also reducing the price of their ten-inch D. S. records from 3/ to 2/6, and the twelve-inch D. S. from 5/6 to 4/ each. As Mr. Vischer aptly puts it, "We are lower in price, but higher in quality." And that sums up the future policy of Favorites, and indeed, they are Favorites all the time.

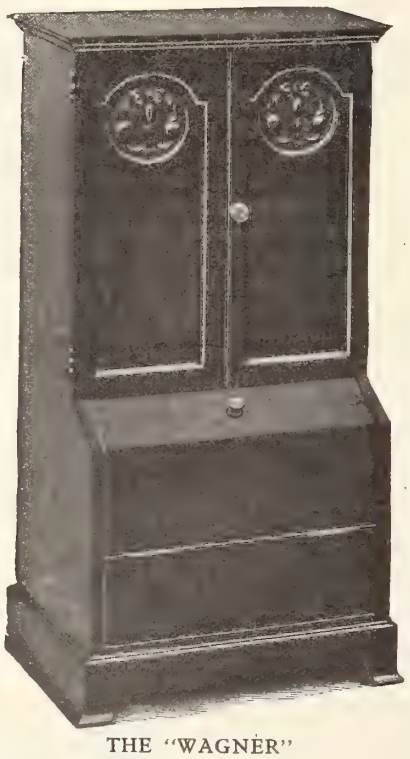
Material for Use of Diaphragms.

Various material for the use of diaphragms is on the increase; each carries claims to be "better," and the result to the man in the street is confusion. Here is a list of diaphragms now in use: Glass, wood, mica, paper, carbon, tortoise-shell, copper, ivory, horn, and amber, not forgetting Pathés air sound-box. As a matter of fact the comparative difference in either is infinitesimal, except in certain instances in relation to reproducers as distinct from a disc box.

Merits of the B. & H. Fiber Needle.

Daws Clarke writes me that the B. & H. fiber needle is gaining a good demand from all real music lovers, and from a personal test I can fully endorse the claim that results from the

KLINGSOR



THE "WAGNER"
Highly finished solid Oak Cabinet

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated ***Klingsor*** Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America

Catalogue Free On Application

THE "SULLIVAN"
No. 90. Solid Oak Cabinet, with Silk Curtains

THE "BIJOU"
Mahogany, Walnut or Oak Cabinet

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

fiber needle are much superior to steel for playing records in an average size room, for the tone comes out more mellow and quite as distinct. Another advantage accrues in saving your records practically for all time, as fiber needles rather improve the sound grooves than wear them out, and at the same time they create hardly any surface noise at all, which in all respects is otherwise with the steel needle. I would recommend all those who detest harsh and loud reproduction to use in future fiber needles in conjunction with Mr. Clarke's tension attachment and Flex diaphragm, which latter, by the way, reproduces faithfully and brings all the best out of a record. Mr. Daws Clarke, 5 Longford Place, Longsight, Manchester, will be happy to forward full particulars upon request.

"Ebonite" 200-Thread Records.

Probably by the time these lines appear the first list of "Ebonite" 200-thread records will have been issued. The latest issues of clarion standard records are as follows: "It's Easy to Pick Up the Chorus" and "Welcoming Him In" (H. Rule); "Sweetheart Days" (S. Kirkby); "Shadowland" (Harry Fay); "I Like Your Old French Bonnet," and "Anywhere Will Do," both by Harry Blackmore; a good song by Frank Miller, "Sweet Western Bell"; "Good-Bye Ebenezer" (Miss Cassey Walmer). There are some well recorded band pieces by the Premier Military Band, "British Patrol," and "Waldmere March"; "The Elephant and the Gnat," Premier Bijou Orchestra, and "Reels and Strathspeys," by the Premier Concert Orchestra. The whole twelve are good numbers and will no doubt sell well.

Walter Gibbons Acquires Premises.

Walter Gibbons, who controls a number of music halls in London, has acquired the premises of the Edison Bell Co. in Charing Cross Road.

Seymour vs. F. M. Russell & Co.

This was a keenly contested case which occupied the courts for a week. The claim was for breach of contract and damages. Both sides called over twenty witnesses and counsels were often at loggerheads through the failure of the defense to disclose certain documents which were put in as evidence. Mr. Seymour came in for some complimentary remarks from Mr. Justice Grantham, who, however, thought he had not fully made out his case. After fifty-five minutes deliberation the jury returned a verdict for defendants.

Rena Manufacturing Co.'s Progress.

For a young concern the Rena Manufacturing Co. are doing big things. Their latest record list is evidence of this, and in up-to-date titles they are supreme.

Carl Lindstrom, Ltd., Increase Capital.

Carl Lindstrom, Ltd., the well known Berlin talking machine manufacturers, have increased their capital from £37,500 to £50,000.

Strange Things Will Happen.

A remarkable instance of a debtor's honesty of purpose comes from Nottingham. A man was made bankrupt as far back as 1887. Little by little he has saved up until just recently with sufficient in hand he was able to pay his creditors in full with the addition of 4 per cent. interest. Such conscientiousness is worthy of the fullest credit, and I trust it may point a moral to all and sundry—particularly in this trade, where of late there seems a tendency to slide monetary obligations in the vain hope of regaining lost ground to other persons detriment at the end.

Company News.

International Talking Machine Co., M. b. H. L. (Berlin) particulars filed 10th March. Capital, 400,000 marks. Registered in Germany on the 3d of August, 1903. British address, 30 City Road, where G. Frampton is authorized to accept service.

Winslow & Co., Ltd. Registered March 4th with a capital of £1,000 to take over the business of gramophone and phonograph merchant carried on by Fanny Winslow at 13 Regents street, Swindon, as Winslow & Co.

Simplex Kinematograph Synchronizer Co. Registered February 26. Manufacturers of a patent device for establishing synchronous running of cinematograph and gramophones. Address, 12 Little Newport street, London, W. Partnership for fourteen years, from 22d February, 1909. General partner: F. A. Thomassin, 20 Gleneagh Road, Streatham; Ltd. Partner: R. H. Miller, Ravenstone street, Balham, contributing £100 in cash.

Becomes a Limited Company.

An important change has been made in the establishment of H. Lange's successors, who through increase of business in the talking machine and record trade, have decided to form into a limited company, which by now has been done. It is a private limited company, with a capital of £20,000. The general manager is Mr. Karl Maurice. New premises in City Road have been secured, and the company will be installed therein very shortly.

Beka Meister 12-Inch Records.

Three more of the famous Beka meister twelve-inch, D. S. records have just been issued, and they are the following: Overture from "Rienzi"; Fantasie from "Flying Dutchman" (Wagner) played by the Beka Symphony Orchestra, which is composed of the chief members of Mr. Henry J. Wood's celebrated Queen's Hall Orchestra; the London String Quartet gives Haydn's "Adagio from Emperor Quartet," and Schubert's "Andante from Quartet in D Minor," while Signor Alleno (baritone) renders with truly sympathetic feeling Valentine's song from "Faust" (Gounod) and Ella Giammai M'amo from "Don Carlo" (Verdi). All these records are remarkably pure in tone and well recorded.

New Tension Attachment.

The very ingenious and practical tension at-

ROYAL APPRECIATION

To H. M. the KING
OF ITALY

BY APPOINTMENT
To H. M. the QUEEN

To T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE
OF EGYPT

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

To H. M. the SHAH
OF PERSIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

"CLARION"

FULL-LENGTH CYLINDER RECORDS

10-in. DOUBLE-SIDED PHONO. CUT DISCS

MONEY-MAKERS

All Jobbers and Dealers should get into touch with us. We can interest you

The First List of the New 5-Minute Records Now in course of manufacture

The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Agents wanted in all towns where we are not represented

tachment for Pathé and other phono sound boxes; the invention of J. Lewis Young, is to be manufactured under royalty by the Microphonograph Co. of Goswell Road, London.

Premier Mfg. Co.'s Exhibition.

Way down Clapham Junction the residents had a most enjoyable time the other evening at Munt's Hall, which the Premier Manufacturing Co. had taken in order to give a concert and demonstration of their five-minute "Ebonite" cylinder record and other new lines. These were very effectively displayed in a well appointed show-salon off the main hall. I have already dwelt in former issues upon the excellent 200-thread "Ebonite" record, and apart from mentioning that it is cased in a very striking box-made square, I would say that from the general all round good qualities of this record there is certain to be a huge demand from the trade. The retail price is 1/6, the material is hard and smooth, and surface noises are conspicuous only by their absence. I was next shown a new cylinder machine, which plays either the 100 or 200-thread record just at will and by the simple movement of a lever. The motor is of strong and good workmanship, as are the other parts, but that of particular interest was the reproducer, which plays both kinds of record. It is done by means of a two-edged sapphire, the alteration for either track being effected by the movement of a small lever. It is a most ingenious arrangement, gives every satisfaction, and is an undoubted achievement worthy of the fullest credit. The diaphragm in this reproducer is of copper. Yet another new device consists of an attachment for the well known Edison standard machine. It is marvellously simple and is easily fixed to make the necessary gear-change to play both records.

These revolutionary new products so carried me away with enthusiasm that I quite forgot to remain throughout the concert, but in nowise did it suffer, for from reports since received I learn that many well known talking machine artists rendered unto the gods of their best, which the crowded audience heartily appreciated. Harry Lauder and George Robey might have been there but for pressing engagements; still, the void was successfully filled by a good demonstration of the five-minute record, at which the enthusiasm was unmistakable. The whole arrangements were organized and carried through without a hitch by that well known sales manager, Mr. G. C. Hallett, to whom: "Tu ne cede malis, sed contra audentior ito."

Meeting of the Creditors.

The first meeting of the creditors in the matter of the Russell Hunting Record Co., Ltd., under winding-up order, dated January 26, 1909, was held March 31 at 33 Carey street before the official receiver, who said that the statement of affairs which should have been received in January was not lodged until March 30. This precludes him from giving complete information on this occasion. But the position of the company on May 4, 1908 (date of the voluntary liquidation) showed that there were seventy-nine unsecured creditors, with claims amounting to £3,847, while the claims amounted to £4,329 13s. 4d; fully secured creditors, (loans or debentures) £2,515; preferential creditors—for rates and taxes, £574. At that time the estimated assets to meet the claims of unsecured creditors amounted to £4,595. But the present position to-day, according to the statements made, resolved itself into the fact that after allowing for all official expenses of liquidation there remained in round figures the sum of between £1,000 to £1,500 available for the unsecured creditors. The following are particulars of assets realized: Sale of records to Mr. Holmes, £3,988; sale of business to Mr. Hunting, £800, and £90 from Mr. D. Rees for the Linquaphone business. In the course of his remarks the official receiver said it would be a matter for the liquidator to consider as to impounding some payments made to certain creditors in preference to others a few weeks prior to the resolution to wind up the company, and also to consider the legality, or otherwise, of certain debentures issued on or about the same time. Application to the court will be made to appoint Mr. E. Johnson as liquidator, with also a committee of inspection comprising three of the principal creditors and two shareholders.

Talking Machines, Records and Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices

Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.

For the past 3 years we have sent goods all over the world and in each case continuous repeat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.

OUR SPECIALTIES ARE

MACHINES, MOTORS, GEAR and GEAR WHEELS
NEEDLES, ALBUMS, REPRO and SOUND BOX-SPARES
FAVORITE, BEKA and ZONO RECORDS, Etc.

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

NORTH OF ENGLAND NOTES.

Manchester, April 4, 1909.

Talking machine trade in Manchester during the past month has been somewhat slow. Money has been rather hard to get in from the retailers, who are undoubtedly feeling the pinch of the scarcity of it as regulated by the spending powers of the middle and working classes. Generally speaking, in the North, the larger mills are only employing their hands three to four days a week, instead of six. This leaves no margin whatever for luxuries, such as talking machine goods, and we are sorry to say that there are at present no signs that these conditions will be any better for some time to come. In fact, it is generally recognized in the trade that there will be a diminution of dealers who cannot stand the strain before the business regains its normal capacity.

At Messrs. Richardson's, of Manchester, Liverpool and Blackburn business generally is reported as moderate. They anticipate that the new British list of the "Amberol" records will give to a large extent a considerable fillip to the cylinder trade and thereby increase the sales in records in a British variety that have been hitherto unobtainable. They report that their new venture in Blackburn is meeting with considerable success.

Both Burrows & Co. and Messrs. Deuve, of High street, also report busines as fairly moderate. At present there is somewhat of a lull, the same as being experienced with other large firms in the North.

The Stroh Violin

¶ A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers. Invaluable for Small Orchestras.

¶ The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

¶ Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
Successor to CHAS. STROH
94 Albany Street, Regents Park, London, Eng.

MELOGRAPH DISC RECORDS CO., Ltd.

22 SIR THOMAS ST., LIVERPOOL

The finest double-sided 10-inch Disc Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

THE ANNUAL TRADE FAIR AT LEIPZIG

Not Quite as Important as in Previous Years—Leading Record Firms Failed to Exhibit—Display of Machines, Horns and Accessories Also Reduced—What the Leading Firms Exhibited—Tendency Toward Hornless Machines—Combined Piano and Talking Machine Shown.

(Special to The Talking Machine World.)

Leipzig, Ger., April 4, 1909.

Peter Strasse was, in appearance, as gay as usual this year for the annual talking machine and novelty exhibition. All reports confirm that the fair was not so important as in previous years, probably owing to the fact that the majority of the leading record firms refrained from exhibiting while the keen competition among manufacturers of machines, horns and accessories also reduced the field of exhibitors. There were, however, some very attractive displays, the chief center of interest being that of a new concern styled the Saechsische Holzwaren Fabrik, Max Bohme & Co., formerly very large cabinet makers who have now entered the field as manufacturers of motors, tone-arms and records. The tone-arm is the well known Columbia pattern, with sound box with patent clip. The motors are unique, being quite different in make to anything else on the market, and needless to say the firm are reaping the reward of their enterprise.

Carl Lindstrom had a very busy time. His display of machines—something like 150 models, ranging in price from 10s. to £100—caused a deal of interest.

A very fine range of machines was also exhibited by Fritz Puppell, who appeared to be doing a thriving business.

Several lines were shown by Herman Thorems.

One or two Swiss firms had displays, but their machines, in appearance at any rate, were somewhat inferior to the German standard.

Pathé Frerés had on show their new 20-inch record, which gave very fine results and was the recipient of much praise.

Another exhibit very much admired was that of the Symphonion Co.

The weather during the fair rather damped the ardor of most people, but for all that trade seemed to be quite satisfactory.

Among the English visitors the following were in evidence: Messrs. S. W. Dixon and Berliner (Gramophone Co.), M. Herzolf and M. Ficker, of the New Polyphone Co., M. G. Murdock and M. Fulton (J. G. Murdock & Co.), Max Samuel and A. Balcombe (Barnett, Samuel & Sons), M. Cullum, of Lockwoods; A. Vischer (Favorite Record Co.), Louis Sterling (Rena Manufacturing Co.), M. Craies (Craies & Stzavridi), O. Ruhl (Beka Record Co.), M. Andres (Homophone Co.), M. Bragg (Universal Talking Machine Co.), and M. Cooper, of Messrs. Cooper Bros., Ltd.

The Deutsche Novophon-Werke, G.m.b.H., Berlin, had on exhibition a new talking machine called the "Serenate," with a new style patented reproducing apparatus. The reproducing apparatus is readily placed on various makes of machines and consequently a large demand is expected for it.

Excelsiorwerk, m.b.H., Köln, Nippes., had a fine line of machines at the fair, including a new automatic model, selling at a moderate price.

A large number of hornless machines were exhibited and seem to be gaining in popular favor, though numerous improved styles of horns attracted considerable attention.

One of the novelties of the show was a talking doll, exhibited by the Intern. Sprechpuppen Gesellschaft, m.b.H. of Newstadt, b., Coburg. The doll speaks and sings to perfection and seems assured of a successful future.

The Magazin-Sprechautomat No. 1 is an improved form of automatic talking machine carrying eight double-sided disc records, it being possible to reproduce any desired selection. The machine was made by the Polyphon-Music-Werke.

Other exhibitors were Ernst Holzweissig, Nachf.; the "Boma" Apparatebau Gesellschaft m.b.H.; Louis Bauer, Mermod Frères, Excelsiorwerke, m.b.H., all makers of machines and records, and the Schwabacher Nadelfabrik, H., Reingrüber and Nürnberger, Schwabacher Nadelfrabrik, G.m.b.H., makers of needles.

Lenzen & Co., of Krefeld, showed a decided novelty that made a great impression, namely, one of their Herold talking machines, built into a player-piano. The piano accompanies the music of the records perfectly. It appears that the records are prepared in the following manner: the disc desired (for instance, a vocal solo) is played and at the same time accompanied by a pianist on a piano fitted with a receiver. In the reproduction the same disc is used, together with a music roll perforated to correspond to the receiver of the piano. The effect is really astounding. All the more so when it is taken into consideration that the price of the instrument is not increased to a very great extent by the addition of the talking machine and the synchronal mechanism. An ear for music is, however, to a certain extent necessary in managing the instrument, as should the pitch of the piano fall away somewhat, the velocity of the talking machine must also be moderated until both have again the same pitch.

Another difficult problem which can now be regarded as solved is the reproduction by mechanical means of the strains of a violin. The best solution has been found by the Ludwig Hupfeld Co., who have constructed a reproduction piano with accompanying violin solo. For this purpose a revolving interminable horse-hair bow is used in connection with a violin with extended neck. The different notes are attained by fingers which are controlled pneumatically and which press on the strings on the neck of the violin at certain intervals, thus shortening the strings as required.

Wilber Gibbs, Bellingham, Wash., jeweler, reports talking machine business in the Edison line has improved every day.

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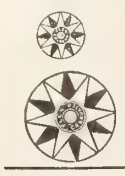

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This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

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EDISON ON COLLEGE STUDY.

He Thinks Very Little of the Arts Part of It—Academic Training, He Says, Is Old and Does Not Keep Pace With the Times—A Scientific Career Spurs Because It Interests —Man the World Wants.

Thomas A. Edison in an interview recently in the Yale News scored academic education as a waste of time for practical business or industrial men. He said:

"My answer to the question 'Is a college education an essential or even a valuable advantage as a preparation for a young man about to enter upon a scientific career?' is that it is decidedly not an essential. As to its being a valuable advantage I should say that, of course, the mental development which a college course brings quickens the perceptions and enables a man to more easily grasp the minute points of science, but it seems to me that a purely academic training is a great waste of time, since in four years no one can learn all the essential points of science, and four years of active and experimental work will be of much greater value than an equal amount of time spent in obtaining a college education.

"I do not mean, however, to depreciate the value of a college education too much, for it is undoubtedly a desirable foundation for any of the professions, such as law, the ministry, medicine or literature. For a scientist four years of academic work seems to me to be a waste of time, in spite of the fact that college men's minds are better trained and therefore attain further learning more easily.

"In scientific work, as in all other work, the chief factor of success is the power of sticking to a thing. I attribute all that I have accomplished to the fact that I hold on where most persons get discouraged. Another fundamental characteristic for a successful scientist is the power of being a close observer. For instance, while I am experimenting to find some special thing by my close observation I often see dozens of other things not connected with what I am after, and thus the scientific field is one that is constantly expanding and broadening out into new fields.

"Unlimited opportunities are offered in the scientific field for good practical scientists, and the higher positions are awaiting the skilled men. For all the $3,000 or $4,000 positions there are many capable candidates, but when it comes to the $10,000, $15,000 or $20,000 positions it is very hard to find the right man. Accordingly at the present time many important high-salaried positions are vacant for want of enough capable scientists. In fact, the modern times are always demanding a higher intellectual standard for all important positions.

"What the country needs now is the practical, skilled engineer who is capable of doing anything. In three or four hundred years, when the country is settled and commercialism is diminished, there will be time for the literary men. At present we want engineers, industrial men, good business-like managers and railroad men. In fact, there is a field for the men everywhere.

"One of the chief attractions of scientific work is that it is extremely and constantly interesting. A literary career often becomes monotonous, while scientific work is always increasing in interest. This spirit is shown, for example, by a machinist who toils at one thing all the time, but just set him at some experimental work for a while and his keen interest is at once manifest.

"My greatest objection to a college education for a scientist is that academic or classic learning is old and does not keep progress with the times. It does not teach a man to think practically. Science is deeper than Latin or Greek. It is easy for a lawyer to get along with small ability, but a poor engineer is found out in less than six weeks, and unless he has learned to think for himself and understands his work he cannot succeed.

"A scientific education is valuable not alone to an engineer, but also to a business man, for it teaches practical lessons. On the other hand, Latin or Greek are of no value to the practical business or industrial man. If colleges could teach their men to become first-class draughtsmen that would be a great advance, for skilful draughting implies that a man can do anything. In my opinion the best course offered at present in the colleges is economics, for this strengthens the mind in many ways and gives one a clear conception of things as they really are.

"In conclusion I say that as it is impossible to learn everything in the world, let each man pick his course, and with care and then follow it. As for the literary or professional man, although this is not the time for the former, he should follow a classical course such as is offered at Yale, Harvard, Princeton or some of the other colleges."

GRAPHOPHONE FOR SUNDAY-SCHOOLS.

Sunday-schools and churches are rapidly recognizing not only the entertaining, but educational features of the talking machine and employing it to good purpose. From a Louisville (Ky.) paper of recent date we clip the following which emphasizes our opening remarks. It reads:

"That the modern graphophone is something better than simply 'canned sounds,' was demonstrated last Sunday morning at Trinity M. E. Church Sunday-school, where under the direction of Morris Silverstein, local manager for the Columbia Phonograph Co., this machine rendered a sacred concert. The introduction of the graphophone into the Sunday-school room was a decided novelty as well as a complete success, the machine rendering in a clear and intelligent way such favorite hymns as 'Holy-Holy-Holy,' 'Nearer, My God, to Thee,' 'Lead Kindly Light,' etc. With the possibilities of the Columbia Graphophone as a part of the church musical organization, thus demonstrated, it is probable that other churches and Sunday-schools will follow the innovation set by Trinity."

INSURE AGAINST PANICS.

Liability Insurance Companies Protect Managers Against Loss—A Board of Censorship to Pass on Films.

Insurance companies, according to Frank L. Dyer, of the Moving Picture Patents Co., controlling ninety per cent. of the film production for moving picture shows, will now cover not only the fittings, furnishings, machines and films of any licensed theatre in the United States, but will issue also a liability insurance for amounts as high as $10,000 for damages or death resulting from fire or panic.

Mr. Dyer, who is also president of the National Phonograph Co., said: "A board of censorship has examined 30,000 feet of films in the last few weeks and I predict that within a short time not one of the 5,000 licensed theatres in the United States will be able to procure films that are not moral, educational or cleanly amusing."

PUBLICITY PAYS.

The advantage of a trader keeping his name before the public was exemplified the other evening at a crowded political meeting held at Ballycastle, County Antrim (Ireland), when one of the speakers, Mr. Crawford, referred to an opportunity of their member (Mr. Glendenning) joining issue with his Tory opponent and doing some educative work in the constituency. "And," went on Mr. Crawford, "if he were himself unable to reply, Edens Osborne would have supplied him on short notice with a gramophone record, with which he could have pulverized his opponent by the simple process of winding up." This sally was greeted with loud laughter and applause. There is no doubt that Mr. Osborne deserves the free advertisement given by the reference.

Alden Bidinger & Co., Waukegan, Ill., have taken a five years' lease on the building next door to their present quarters and have arranged for a double wareroom, in which separate rooms will be provided for Edison phonographs and Victor talking machines.

L. T. Grubb, Dayton, O., has sold his stock of talking machines and supplies to Crawford Jobes, who will continue the business.

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Exported to all Countries of the World

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THE FAMOUS VICTOR ORCHESTRA.

Portraits of the Men Who Make Up This Very Clever Organization—Records to Their Credit of Which Any Body of Musicians Can Well Feel Proud—Produced by Request of Many Admirers Throughout the Country.

Many talking machine dealers and others have frequently expressed considerable curiosity regarding the men who make up the famous Victor Orchestra—that band whose superb playing is reproduced in millions of homes throughout the world by means of the Victor records. We have become familiar with the portraits of the great opera singers, of the popular recording artists and a score of others, but the men who go to make up the orchestra have largely remained unknown except through their work.

SNAPSHOT OF THE VICTOR ORCHESTRA.

This is hardly fair in view of the pleasure given by the instrumental records produced by the Victor Co. It is difficult enough to make the record of a soloist, but the perfected record of the orchestra means that every musician in the band must be above criticism. As the record is virtually a photograph of the playing, so will all errors and mistakes appear; hence each player must be an artist to insure the perfect ensemble. It is with much pleasure, therefore, that we present herewith a picture of the famous Victor Orchestra, whose clever playing has delighted millions and added so much to the prestige of the Victor records.

The photograph herewith shows the following artists: Top row, from left to right, J. Truncillo, T. Levy, A. Levy, A. Trepte, J. Fuhs, F. Schrader, W. Pryor, H. Conrad. Bottom row, from left to right, D. Lyons, H. Rattay, Walter B. Rogers, conductor; E. Kenecke, L. Christie.

The Flick-Hynds Co. are a new firm of music dealers in Nashville, Tenn. They will handle pianos, talking machines and other musical instruments.

J. A. Clore has opened a hospital for talking machines at 1116 Walnut street, Milwaukee, Wis.

NEW COMPANY FOR HOUSTON, TEX.

Houston Phonograph Co. Organized by J. N. Swanson, Who Purchased Stock of Texas Piano and Phonograph Co.

(Special to The Talking Machine World.)

Houston, Tex., April 10, 1909.

A corporation will be organized at once by John N. Swanson, who purchased the stock of the Texas Piano and Phonograph Co., with a capital stock of $25,000. Application to the State of Texas for a charter will be made for the concern under the name of the Houston Phonograph Co. Mr. Swanson has been at the head of the company agency in Galveston for the past two years, and from now on will conduct a jobbing and retail house in this city, maintaining at the same time a branch house in Galveston in the same line of business.

Since selling out his talking machine business to P. A. Powers, of Buffalo, and Rochester, N. Y., and New York city, Alfred Weiss, of the latter place, has gone into the motion picture film business. He is owner of a film exchange and also operates a theatre, and his profits are so alluring that Mr. Weiss says he can hardly realize the way they roll up; in other words, it is "easy money." Mr. Weiss, speaking of the official censoring of films said it was the best thing that could happen to the business, making it cleaner and more wholesome, and eliminating the disreputable features which the best men in his line always deprecated.

Tom ("I. W.") Murray, of the Wooden Phonograph Horn Co., Syracuse, N. Y., favored New York with a visit a fortnight ago. He was warmly greeted and cordially welcomed by the jobbers. Of course he visited Wall street, and disposed of a batch of his high priced stocks at an advance of a dozen or more points. Then they jumped fifteen more points, and Tom sadly remarked regarding the disposal of another lot, "I won't, I won't."

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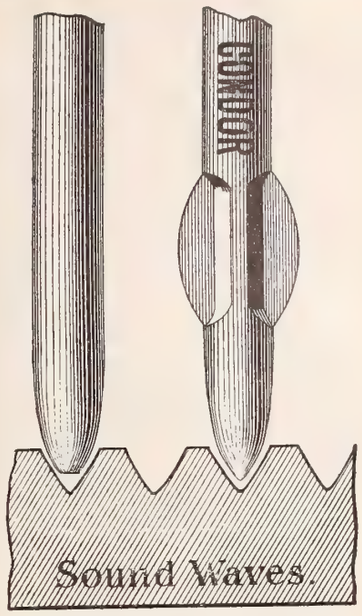

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TIMELY TALKS ON TIMELY TOPICS

Finally the case of the New York Phonograph Co., New York City, against the National Phonograph Co., Thomas A. Edison, Edison Phonograph Works and others, Orange, N. J., has been settled out of court, and arrangements were amicably agreed upon by both sides on the evening of April 8. The terms of the stipulations exchanged are withheld for obvious reasons. Suffice it that they are satisfactory to the parties immediately in interest, and the suits in the Federal and State courts will be withdrawn. This cause celebré has been before the courts, in one form or another, going on ten years, the contest being waged bitterly at times. Eminent counsel have been engaged, to whom retainers startling in their magnitude were paid. The latest stage of the litigation occurred March 17, when the United States Circuit Court of Appeals, second circuit, affirmed the opinion of Judge Hazel in the Circuit Court. It is needless to go into the particulars, for neither Edison jobbers or dealers were directly concerned, although attempts to scare the New York trade "stiff" by threatening to mulct them in large sums of money—running into millions—were occasionally made in the course of the proceedings. It was what is termed a "company fight," the termination of which is happily welcomed no less. The National Phonograph Co. are not likely to issue any formal statement in connection therewith, and as it did not cost a single Edison jobber or dealer a penny, notwithstanding the vast sums that were expended in a case so complex that even experts lost their bearings occasionally, the best the trade can do is to "forget it."

Of course, an exchange of views on business is always in order and the opinions of some men on this topic are naturally more sought and of greater value. The expressions of the mere gossip, shallow-thinker and poorly-informed are like so much chaff, that is blown which way the wind listeth. In the case of J. Newcomb Blackman, of the executive committee of the National Association of Talking Machine Jobbers, it is different. He is a close and an intelligent observer, and being an eminently successful merchant he is entitled to more than passing consideration when talking of current mercantile affairs. Returning recently from visiting several important points where trade affairs were discussed by men of the same caliber as himself, he spoke as follows to The World and in a candid manner: "I found the talking machine business generally quiet, but this is also true of other lines. In the fall, however, I expect a revival of trade, and then the field will be much more fertile, as the jobbers and dealers who have remained are more representative.

"In other words, the best material has remained. Jobbers who played at doing business are survived by those who have done business in a business way; have more capital, keep larger and more varied stocks, and are equipped for and capable of promoting, stimulating and developing trade. It has always been my contention that there were too many jobbers and dealers who were in no manner competent to manage their business successfully and therefore profitably. They were a detriment and a hindrance. The weeding-out process that has been going on for a year or more is of incalculable advantage to the trade at large. The National and Victor companies have formally announced their policy of refusing to create any new jobbers or dealers, unless their lines in the territory in question are not properly represented. The shrinkage that has occurred in this respect strengthens the hands of the people who, as I said before, do business in a business way, and the scope of the fall trade will prove the truth of my judgment. I do not look for a boom, just a steady trade that will keep right on expanding and widening out as conditions improve, as they surely must. If I am wrong in this prediction, then I will be grievously at fault, which hardly seems possible when everything is considered."

The statement above is a reminder of the recent meeting of the executive committee of the National Association of Talking Machine Jobbers in Columbus, O., the particulars of which appear at some length elsewhere in The World. The association is attracting more and more attention on the part of the trade, as well as much greater respect for the practical work it has done, and is doing. This is due, in no small measure, to the painstaking and very efficient executive committee, whose individual members are constantly exchanging views by mail, "drumming up" new members or getting together in formal consultation. Among other matters disposed of at the Columbus meeting was the selection of the time and place for the annual convention, namely, Atlantic City, N. J., July 13 and 14. Hereafter the conferences of the executive committee will not be confined exclusively to members, but any one of the association is invited and is privileged to attend, so as to make the meetings general as much as possible.

Caruso and a few of his colleagues may be the only mortals who make $10,000 to $20,000 a year by singing into phonographs, but there are many humbler singers in all parts of the world who have their songs preserved for all time. Students of folk-song and primitive music are busy making records. Doubts have been expressed as to the reliability of such records on the ground that a primitive musician might not, when in presence of an awe-inspiring apparatus in rapid motion, sing as he usually does, but this objection is founded, as Benjamin Ives Gilman remarks, in his new book on "Hopi Songs" (Houghton-Mifflin Co.), on a wrongful attribution to exotic peoples of our own habitudes of self-consciousness. He says on this subject: "A Kwakiutl Indian, whose performance before a phonograph I once heard through Dr. Boas' kindness, sheepish as was his air before beginning, when once buried in his song crooned away as simply and unhesitatingly as if he had been squatting on damp stones in a circle of his mates by a British Columbian river, instead of being seated in an office amid inquisitive Americans. Among Javanese and Syrians I have found, as I had before among Chinese, neither constraint nor indifference, but instead a very lively interest in and delight over the instrument and great pride at being selected as spokesman to this marvelously docile echo. Dr. Fewkes tells me that his experience in recording the performances of the Hopi was very similar. The Snake chants had all to be repeated to the old priest who sang them, and not until they had passed his censorship and he had breathed upon the cylinders would he consent to give the records over."

The "Side Line Section" of The World has been received with every evidence of approval by the trade. E. A. Schweiger, Brooklyn, N. Y., handling the Victor and Edison lines as leaders, also photographic outfits, sheet music, sporting goods, etc., very frankly said a few days ago: "I am free to say that I think the 'Side Line Section' of The World the best thing ever done for the trade. It shows enterprise of a high order and excellent journalistic judgment. Besides, as it is conducted on the same exalted plane as The World—the best paper of its kind the world over—I have every confidence in the firms who use it to advertise their specialties. To me the 'Section' has been of great advantage, for in addition to putting me in touch with lines that I can handle conveniently and profitably, these same goods bring new customers for my regular stock—talking machines. One helps the other, and I am certain many more talking machine dealers throughout the country are of the same opinion, and have been benefited in the same way likewise."

It will be observed in the tariff bill now being debated in Congress that in the paragraph referring to products of the trade, which is published in a Washington, D. C., special on another page, that the words talking machines are not used. Instead, "phonographs, gramophones and graphophones" are employed. Phonographs and graphophones are all right, as each describes a specific type, but "gramophones" is never heard in the American talking machine business. Our national solons should "get acquainted" with trade usages and keep up with the procession in the employment of correct nomenclature when it comes to framing laws intelligently, especially such as pertain to the tariff, wherein even the misplacement of a punctuation mark has not infrequently led to momentous consequences.

These piping days of spring look good to the motion picture contingent. So much is heard of the profits in this line as to make the margin of ordinary commercial business seem tame, if all the stories one hears can be credited. Almost without exception, if a place is operated in a cleanly and fairly enterprising way, the coin literally rolls in, and with the expenses comparatively light, it can be readily believed that there is more truth than poetry in the tales that are floating around respecting this business. With the introduction of the talking machine in conjunction with the moving picture a very desirable and attractive feature is enjoyed. In fact, unless speaking or singing are added the show is comparatively "stale, flat and unprofitable," though such vast strides have been made in the improvement of the films that they are well night perfect. To be sure, disreputable people are in every line, and the motion picture amusement institutions have their "black sheep," who have brought considerable discredit on the profession, as it were, by pandering to the vicious and evil minded. Fortunately this element is now almost eliminated by the film manufacturers submitting their pictures to a board of censors, and the latter's objections are heeded and their criticism accepted in the best of spirit. Films which the censors declare are not fit to be seen by women and children, not to say men, are not placed on the market, and in this way a pure, clean and enjoyable entertainment is presented. The result is these vaudeville parlors of nickelodeons, or theaters, as you please to call them, are crowded daily and nightly, and the potentialities for wealth of the moving picture institution are described as "beyond the dreams of avarice."

A flying machine with a sound reproducing attachment is an idea of an inventor of Long Island, N. Y. As the party in question has had years of experience as a profesional recorder and is a man of a mechanical bent of mind, the scheme may be more than a passing fancy. The utility of this peculiar combination is still to be demonstrated.

A sound-box that may be heard of in the future has no gravity reproducing needle, and its seating is of a composition that practically eliminates the scratch of a disc record. The material absorbs the foreign mechanical noises on the same principle as it is accomplished in telephony. Great things are predicted for its use when the promoters get ready for the market. Besides these enthusiasts claim to have a new and original method of reproducing that "lays over" everything now known in this line.

Commenting on various improvements embodied in the talking machine of the present day, an expert of international renown remarked the other day: "From what I know and can learn, the machines of the future will be hornless, and of the music-box type. The European trade are more familiar with this pattern, and I am firmly of the belief it is only a matter of a comparatively short time before they will be introduced in this country. They have their advantages, the reproduction being very satisfac-

tory, while their neat, compact appearance is to be commended. My opinion is, also, that within a year we shall see a number of innovations in the trade unheard of heretofore."

The Edmund Treavor L. Williams, who was appointed last month by the president of the Board of Trade, London, Eng., as one of a committee to examine the International Copyright Convention signed in Berlin, Germany, November 13, is president of the Gramophone & Typewriters, Ltd., of Great Britain. The convention differs with the British act, and the committee are to consider whether the existing law should be amended in accordance therewith. As Mr. Williams was placed on the committee to represent talking machine interests, his knowledge of the trade and its position on copyright matters as connected with the production of records will be of great value. No better informed man could have been selected for this complicated and delicate task.

Charles A. Parsons, the famous English inventor of the Auxetophone and also of the turbine marine engine, now being generally adopted on war vessels and the ocean steamship lines, arrived in New York, Friday last, from London, aboard the "Mauretania," the great Cunarder. This is the first time Mr. Parsons has been here in twenty-four years, coming to visit friends and expecting to stay ten days only. He regards the Auxetophone as one of his minor achievements, though it is cutting something of a figure in the talking machine trade on both sides of the Atlantic.

It appears like an easy task to stand before a horn in a laboratory and have one's voice reproduced. But, strange as it is, until the speaker or singer becomes accustomed to the work, nine times out of ten a species of stage fright ensues, the voice gradually sinks to a whisper, then ceases altogether and the novice finds he cannot utter a sound or control his vocal cords in any manner whatsoever. A veteran "lab." man, in relating one of many instances of this kind to The World said: "This breakdown or stage fright is quite an ordinary occurrence with us. The other day a fresh example of this overconfidence in his ability to control his voice happened. You know, of course, that a good reproducing voice must have a certain timbre, resonant quality or tone color, if you please, to get any satisfactory results. Well, the chap in question, when cautioned as to what might occur, and instructed how to throw his voice into the horn, was greatly amused and answered he knew precisely how to act, and so forth. Well, he started in, and before he had finished two sentences he broke down completely. You see, he was recording the nature of a business enterprise that he was promoting, and in order to save the repetition of the same story by himself to every man whom he aimed to become interested, he conceived the novel idea of placing his argument on a record, and then 'turning' it off on a machine whenever the occasion offered. Of course, what the party had in hand was a talking machine proposition, and the idea was not half bad, so to speak. Well, when his voice failed absolutely you never saw a more astonished man in your life. He was speechless, and he grew white and red by turns and then nervous; but not a word was spoken. His jaws wagged, though not a sound came. I laughed, naturally, and after I advised the 'victim' to sit down a while and recover his confidence and nerve, he finished his speech. Not having been trained, as I said, why his effort was so weak as scarcely to be heard after the record was pressed up. But you never saw such an astonished fellow in your life, as he discovered his voice had gone back on him. Well, never mind Balaam's ass, for that is another story."

The reason most great men live in small communities is that they have fewer neighbors to knock 'em.

CUBAN TRADE.

Each Section of the Island Should be Exploited by American Manufacturers Desirous of Securing Trade in That Country.

Vice-Consul H. M. Wolcott, of Santiago de Cuba, writes as follows concerning the necessity of canvassing the trade of the island by districts instead of confining all efforts therefor to Havana:

"A writer in the January number of an American trade publication makes the following statement: 'Commercially speaking, Havana is the last and only word in connection with business in Cuba.'

"While it is not thought that the foregoing statement represents the general opinion of American exporters, it is believed that they give too little attention to the trade of this section of Cuba. Of course, many times it is not possible for salesmen who visit Havana to make the trip across the island, but they should not be deterred in so doing by the erroneous belief that the trade of the provincial cities is not worthy of their attention, nor less secure in the thought that they have accomplished their mission in Cuba when they have visited Havana and established general agencies there. Salesmen representing European firms come to this city and spend a week or more in studying trade conditions, thoroughly informing themselves as to local demands and establishing trade connections.

"While it is true that a considerable part of the trade of Cuba is controlled by Havana firms, it is not, by any means, true of all lines, and it is believed that much valuable trade is lost to American manufacturers by reason of the fact that when Havana is canvassed by their salesmen they consider that a trip over the rest of the island is not worth their while. According to statistics obtained from the local customhouse, there was imported into this port during 1907 over $1,600,000 worth of textiles alone, of which only about 7 per cent. came from the United States. It would seem that more of this valuable trade should have been secured by American manufacturers.

"This section of Cuba is at least keeping pace with the rest of the island in commercial growth, and American exporters will do well not to neglect the trade here. American salesmen who visit Santiago are urged to call upon the consul, who will render them all assistance consistent with the duties of his office."

MUSIC LIKE ELECTRICITY.

William L. Tomlins, in Lecture, Tells of Its Uplifting Force in Life.

"The power of music as an unlifting force in life is as tangible as electricity, and can be utilized as electricity is at present," said William L. Tomlins, former choral director of the World's Columbian Exposition, in an address on "The Moral Influence of Music" before the department of superintendence of the National Educational Association, in Chicago, recently. Continuing to amplify this novel statement, he said:

"Real music does not lend itself to ignoble expression. Music vitalizes as nothing else can. Under the influence the careworn are refreshed and strengthened, hearts are stirred and all feel moved as if by one mighty bond of brotherhood. This power of music can be utilized for the betterment of mankind. Every school in the land should be filled with song. Grown-ups, too, may get out of it something that will impart strength to fight the battle of life.

"The whole nation can be benefited by the power of song. As in electricity, so in music. We have not learned half its uses. Music comes in a flash. Those who hear it are lifted up by its power. A few take the strength and joy that music has given away with them. It is from these that we get an inkling of the power in music."

BRUCE & BROWN CO.'S GOOD REPORT.

The Bruce & Brown Co., of Seattle, Wash., report that business for the month of March showed an increase of 35 per cent. over the month of February, and the present outlook is that the month of April will show an increase of at least 40 per cent. above the month of March. They are doing strictly a wholesale business, sell only to dealers, and are able to fill orders absolutely complete the day they are received.

"THAT'S JUST WHAT WE'VE WANTED!"

Our beautiful New Idea Disc Record Album is proving just what every disc talking machine owner wants.

Have you seen it? Have your customers seen it? They will all want it "BAD" when they do.

A powerfully reinforced, cloth bound book with outside index. It contains 12 Record Envelopes, or pockets, with attractive leather finish, and guarantees systematic record filing, instant access, and perfect protection from scratching and breakage.

It may be kept on the center table, on the piano, or in the bookcase with other books.

Machine owners can now keep Records of certain classes together—can have their Red Seal Album, band and orchestra Album, comic songs, quartets, etc., etc.

The Red Seal enthusiast will have a special Caruso Album—a Schumann-Heink—a Farrar. Nothing like the New Idea Album for Red Seal collections!

And why not? Anybody who pays several dollars for high grade Records will surely pay a small sum for a filing system that preserves them perfectly, and keeps Records of a certain artist or class together.

This Album is protected by U. S. patent and *cannot be sold by other jobbers.* Our name does not appear on it and we will furnish handsome advertising circulars printed in 2 colors ready for your imprint.

How many New Idea Record Albums may we send you on approval?

Dealers' prices, **90c.** for ten-inch size; **$1.20** for 12-inch, (used also for 10-inch Records).

THE RUDOLPH WURLITZER CO.

Victor, Edison and Regina Jobbers at

CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

THE QUAKER CITY'S BUDGET OF NEWS.

Columbia Phonograph Co.'s Store Destroyed by Fire—Secure Retail Quarters at Once and Are Again Equipped to Handle Both Wholesale and Retail Trade—Manager Gouldrup's Appreciation of the Courtesies Extended Him by Local Competitors—Trade Not Startlingly Brisk —Strike Talk in Mining Sections Hurts Trade—Some Attractive Easter Windows—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 5, 1909.

Fire, followed by two explosions in the building occupied by the Columbia Phonograph Co., at 1109-1111 Chestnut street, caused a damage early to-day to that building and adjoining premises approximating $200,000. The first explosion occurred just after the firemen arrived, and blew out the windows of the Columbia Co.'s store, hurling a dozen firemen across the street; soon afterward the second explosion occurred in the rear of the building. A score of fire fighters were scorched by the flames or choked by the fumes, and were treated in near-by hospitals.

The Columbia Co.'s loss was a total one. Manager Gouldrup, however, did not allow the grass to grow under his feet, for within twenty-four hours he was again in business, having established temporary offices in the Stephen Girard building, and from there is handling correspondence and carrying on the usual work of the business as if nothing had happened. He arranged for wholesale shipments being made to dealers direct from the factory. He also arranged for retailing headquarters at 1020 Walnut street, to where a full stock was immediately shipped from the factory. Within a very few days he will be well equipped to meet all demands.

Mr. Gouldrup, by the way, is most appreciative of the courtesy and thoughtfulness of all the local talking machine men. They offered him the use of their warerooms and offices, and he speaks enthusiastically of the good feeling and sympathy which they manifested in his trouble.

The talking machine trade in this city and vicinity has changed very little during the past month either for better or worse, though several of the jobbers express their firm belief that it will not be very long before a decided improvement will be noted. Those houses doing business in the steel and mining regions are far from satisfied with present conditions in the western part of the State, the dealers placing very conservative orders, if any, and practically standing pat, awaiting the settlement of the labor situation in those districts.

When business so far this year is compared with that of the same period for 1908 it is found that there has been a considerable gain which is encouraging. Both Edison and Victor records are in good demand in Philadelphia and the larger cities, and several jobbers are bewailing the fact that they are unable to get Victor Victrolas fast enough to meet the demand for those instruments. Most of the jobbers have installed the handsome Easter window exhibit furnished by the Victor Co., either whole or in part, and credit numerous sales thereto. The exhibit consists of a marbelized covering for the floor and a number of special Easter records by noted artists attractively displayed. The records are surrounded by white cardboard rings upon which appear descriptions of the records and those who make them. The various signs are decidedly handsome and appropriate and attract much attention from passers-by.

Louis Buehn & Bro., since the closing of their Harrisburg branch, a couple of months ago, have been pushing things at a lively rate at their headquarters in this city, and regarding business as a whole, have no particular complaint to make. Only last week they disposed of three Victrolas at retail and filled a dealer's order for over a thousand Edison records. Louis Buehn returned last week from Columbus, O., where he attended the meeting of the executive committee of the National Association of Talking Machine Jobbers. He was appointed one of the committee of arrangements for the annual convention of the association to be held in Atlantic City.

The Penn Phonograph Co. report a slightly improved demand from their dealers, and state that their only difficulty at present is in getting Victrolas in sufficient number to fill orders for those instruments. They placed the entire Victor Easter display in their window, and Manager Barnhill credits a number of good sales to the attractiveness of the exhibit.

Horace Sheble, of the Hawthorne & Sheble Mfg. Co., when seen by The Talking Machine World correspondent, expressed himself as being well satisfied with the amount of business coming to his firm, and especially pleased with the success of the Starola machines. Their representative, who has been traveling through India and the Far East, has established some excellent connections for the line in that part of the world, and the export end of the company's business has become a very important factor.

The Hawthorne & Sheble Mfg. Co. have several new moves in contemplation which, when made public, should prove of decided interest to the trade.

The talking machine department of H. A. Weymann & Son has been getting a good share of the local business, especially in the Edison machines and records, and the near future is viewed optimistically.

C. J. Heppe & Son report a very good business, both wholesale and retail, in view of general conditions. While the single orders sent in by dealers are somewhat small, as a rule, they come with greater frequency, and as a result a very fair average is maintained for the month.

At the local store of the Columbia Phonograph Co., trade in Philadelphia and vicinity was declared to be quite satisfactory, though in the mining regions in the western part of the State the unsettled labor situation was reflected in the general business conditions.

Manager Gerson, of the Musical Echo Co., concurred with the reports of local trade conditions made by the other jobbers and expressed the belief that there would be a decided improvement in the near future. The "Echo" album for disc records has proven immensely popular with those who realize that to get the best results for the longest time the records must be taken care of properly. Certain changes are contemplated by the Musical Echo Co., which will be made public at the proper time.

M. J. Roth, 1495 Third avenue, New York, has inaugurated a series of phonograph recitals which are proving an excellent means of stimulating trade in his territory.

BIG TRADE OPPORTUNITY

On account of outside enterprises, a talking machine concern, situated in the central states, will close out business. This is a splendid opportunity for an enterprising business man.

The only exclusive talking machine store within 150 miles of a large Western city.

No used machines on hand.
No shop-worn or old-style machines.
It will pay to investigate this announcement.
All particulars will be cheerfully furnished.

Address E. T. M.
Care of TALKING MACHINE WORLD
1 Madison Ave., New York

JONES PATENT AGAIN SUSTAINED.

The Jones process patent for duplicating disc records was declared valid a second time by the United States Circuit Court of Appeals, New York, on April 14.

The Los Angeles, Cal., branch of the Columbia Co., of which Wm. F. Stidham is manager, reports an excellent volume of business for the past month. The travelers from the local store cover a large section of Southern California and Arizona and state that conditions in the interior are very satisfactory.

The Houston (Tex.) Phonograph Co. have been appointed Edison jobbers for that territory, the concern taking over the stock of the Texas Phonograph Co., bankrupt. The change was effected April 1.

In retail business it is well to remember the fate of the orator who called upon his friends to witness the defeat of his opponent and the next day found that his friends had gone over to the other side and he was friendless. Opposition is fair; competition is healthful; abuse is unfair and to defame is dishonest.

Overstocked Dealers—Attention!

Write me at once. I buy excess Records—both disc and cylinder—Machines and Accessories. Send list and prices. Music Store, 353 West 59th street, New York.

POSITION WANTED AS MANAGER.

Man of experience in the Victor and Edison lines wishes position as manager of department or store in a large city, where ability to handle and attract the Red Seal trade is desired; basis, salary and commission. Address "Producer," care The Talking Machine World, 1 Madison Ave., New York.

MR. DEALER

Have you a copy of "How to Repair Talking Machines and Phonographs"? Copyrighted. If not, order it *now*, get the use of it *at once*. Postpaid on receipt of price, $1.50. Frank E. Drake, 4245 Tracy Ave., Kansas City, Mo. Rerefence, Gate City Bank.

MANAGER DESIRES POSITION.

Position desired by a competent manager. Thoroughly acquainted with Victor and Edison. Experienced in buying and also selling wholesale and retail by correspondence, mail order, soliciting, canvassing, etc., etc. If you want a wide-awake manager, who has all business-getting propositions at his finger tips, to take charge of your talking machine department, answer this ad. and get next to a live wire—one who can "carry the message to Garcia." Address Box 537, care of The Talking Machine World, 1 Madison Ave., New York.

FOR DEALERS!

A well-selected stock of Victor machines and records. Invoice about $1,000; might divide. Address "Victor Stock," care of The Talking Machine World.

BUSINESS FOR SALE.

Good phonograph business already established in large city in California. Record trade will keep business going. Only business of that kind in that part of town. Will cut down stock of goods to suit purchaser, but must have at least $1,000 cash to put in business. Room in store to handle pianos. Rent low. Best climate in California.

Reason for selling: Owner cannot put personal attention to business. Right party can clear $3,000 to $7,000 per year. Answer quick. Address 735 M, care of Talking Machine World, 1 Madison Avenue, New York.

HARMONY OF WORKING FORCE

Is Most Essential to Success in the Talking Machine or Any Other Business—Some Candid, Straight from the Shoulder, Talk from an Employer Which Has the Right Ring About It—Pays to be Frank With Employes.

How to get the most out of employes is one of the great problems that confronts every merchant, whether he is selling talking machines, or dry goods, or money. As a matter of fact the employer and employe form one large family working for a common cause, the employer being the directing head. No business can succeed as it should unless the employes take an interest in the business, put their shoulder to the wheel and work together in perfect harmony for the advancement of the firm. Talking along these lines recently M. C. Hale, Tulsa, Oklahoma City, said:

"I have found many cases where this lack of harmony was fatal to the business. A jealousy among the clerks, a lack of respect for the employer, and an indifferent interest in the business are all serious handicaps for the success of the business. I believe the trouble with some of us is that we don't take our employes enough into confidence, that we are indifferent to their opinion pertaining to the business, are quick to correct them when they make a mistake, but slow to praise when praise is due. Nothing helps a clerk so much as to receive praise when he has made a good sale or brought a new customer to the store.

"We are all human and appreciate worthy praise. I always talk over with my clerks the advisability of adding new goods to stock and the general policy of the business. Some dealers may think they cannot learn anything from a clerk, but this is not so. I have in mind one of the largest wholesale houses of the country, one whose business system is as nearly perfect as brains can make it, who place boxes throughout the house and agree to reward any employe who drops a suggestion into the box which would prove of value to the firm. This firm has received some valuable suggestions in this way for the improvement of their business methods. One especially was received from the elevator boy, which proved a most valuable suggestion and was put in practice. Our employes must be made to believe that they are a spoke in the wheel of progress; that they are, in a sense, a part of the firm and that the advancement of the firm will mean their advancement. Poor clerks are dear at any price. Even one poor one, when the balance are good, has an evil effect upon the whole force. I claim that a clerk who can't keep busy all the time is not looking for work, and a good clerk can nearly earn his salary by selling goods the customer does not call for.

"It is a good plan to encourage clerks to read trade papers. They can be benefited as much as the dealer by this class of reading.

"We should be frank with our employes if they do something wrong. Correct them on the spot and praise them for the good things they do. Some merchants make the mistake of not teaching the clerks what they themselves know about the business, but let them drift along and kick because they can't handle the business as they should.

We all spend more or less money each year advertising our business, but our greatest advertisement is a complete stock of goods and bunch of congenial clerks who are working in perfect harmony with their employer.

INVADERS HOLD REVEL

In the Summer Home of A. C. Middleton, of the Victor Talking Machine Co., in Sea Side Park, N. J.

The summer home at Sea Side Park, N. J., of A. C. Middleton, of the Victor Talking Machine Co. of Camden, was found to have been broken into and the furniture wantonly broken and destroyed recently, although no articles of value were taken, so far as known. The "burglars" had made a night of it, starting up the heater and warming the house well. Then they invaded the wine cellar, getting some choice wines and canned eatables. It is assumed that the furniture was broken after the wine began to get in its work and the burglars fell to quarreling. The cottage is one of the finest in Sea Side Park.

TAFT FAVORS TARIFF BUREAU.

Says It Will Prove of Great Aid in the Application of the Maximum and Minimum Rates of the Payne Bill and Hopes Congress Will Act in the Matter.

(Special to The Talking Machine World.)

Washington, D. C., March 31, 1909.

President Taft to-day declared himself in favor of a tariff bureau to be created at this session of Congress. He believes that such a bureau would be of great assistance to him in the application of the maximum and minimum principle of the Payne bill in the negotiation of foreign trade agreements, as well as in furnishing detailed information to Congress and to the White House on various tariff questions as they arise.

The President's announcement was made to the executive committee or the committee of one hundred created by the National Tariff convention recently held in Indianapolis. This committee, consisting of H. E. Miles, chairman; Henry R. Towne, of New York, and D. A. Tompkins, of Charlotte, N. C., called at the White House to-day to lay before the President the views of the tariff convention and to recommend a permanent tariff commission.

The members of the executive committee agree with the President that it is necessary for Congress to provide a commission or bureau for the aid of the executive and legislative departments of the government, and they will use their influence as far as possible to secure legislation on the subject at this session of Congress.

LANDAY BUYS MUSICAL ECHO CO.

The Well Known New York Jobbers Buy Out This Concern Which Will be Closed Out on May 1st.

Landay Bros., Victor distributers, New York, bought out the Musical Echo Co., Philadelphia, Pa., last week, Max Landay being over there for several days closing the deal and getting back home Monday. The business of the Musical Echo Co. will be continued until May 1, in the meantime the Edison, Columbia and Zonophone goods being disposed of, and the Victor stock being removed to New York, and placed on sale in the regular way with Landay Bros. After concluding his negotiations in the Quaker City Max spent Sunday in Atlantic City, N. J.

MURPHY TO BECOME COLUMBIA JOBBER.

On the first of the month, H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, went to Buffalo, N. Y., where a change was made in the local establishment. S. O. A. Murphy, the Columbia Co. manager, who was in New York the previous week, has taken over the business as an independent Columbia territorial jobber under his own name, which was recently incorporated. Mr. Yerkes closed up the details of the deal while in Buffalo. He also visited Detroit, Mich., and Cleveland, O., before returning.

The Guernsey Music Store, North Yakima, Wash., under the able management of C. W. Harris, is going after the talking machine business strong. They are carrying a complete stock of Victor and Edison goods, have sound-proof rooms in which to demonstrate the merits of the goods, are wide-awake, and will get a goodly share of the business in that vicinity.

EDISON BUSINESS PHONOGRAPH

Has Become a Necessity With Every Progressive Business Office—Is the Greatest Economizer of Time—Graphically Portrayed.

As an economizer of time in the despatch of correspondence the Edison business phonograph stands high in the esteem of busy men. As the company truly say, it "saves the time of high salaried men, increases their letter writing capacity, improves their diction, gives them more time for other duties, equalizes the work in the typewriting department, insures perfectly written letters and decreases the cost of correspondence."

The accompanying illustrations graphically depict, in a very practical way, just what the Edison business phonograph does.

"Usually one stenographer takes the notes of four persons.

Do three of your men stand around while one tries to think of what he wants to say

or do all think and dictate at the same time

and let this same one stenographer write the letters of all and have them ready to sign at quitting time?"

MARCH RECEIPTS SHOW GAIN.

(Special to The Talking Machine World.)

Washington, D. C., April 5, 1909.

The statement of Government receipts and expenditures for March shows a gratifying increase in the receipts, both as to customs and internal revenue. While, as a whole, they do not equal those of the period just before the panic of 1907, the receipts from customs are within $1,000,000 of the figures for March of that year. The internal revenue receipts, however, are over $2,000,000 short of March, 1907. The expenditures continue to increase, although they are considerably less than was anticipated one month ago, when the Sixtieth Congress adjourned.

NEW EDISON DEALERS.

The Maine Jewelry & Optical Co., are new Edison dealers in the city of Everett, Wash., having removed from the state of Maine. They believe the outlook for business in the Golden West is much ahead of the outlook way back East, where they came from. They have a full catalog of Edison records and are doing a very nice business.

The John C. Walling Co., Seattle, Wash., have refitted their store on Union street and equipped it with a balcony of four sound-proof rooms, in which to demonstrate talking machines and records.

Millions of Readers Se

And We Are Sending T

No advertising campaign ever had a more plain and def purpose than this one of ours.

We had an extraordinarily interesting story about Colur Double-Discs, to tell to owners of disc machines. We had a no interesting story about Columbia Indestructible Records to tel owners of cylinder machines. We had a somewhat more educati but no less important story to tell concerning Columbia Disc Cylinder Graphophones to those who have not yet come to an ap ciation of these peerless musical instruments and all-round er tainers.

We are illustrating on these pages some of the magazine general circulation which have carried our story repeatedly during last few months, and in which that story is still being told to somet like ten million readers.

WHERE DEALERS MAY S

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Burlington, Vt., R. C. Smith & Co., 68 Church St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., S. O. A. Murphy Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 88 Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., G. J. Probeck Co., 420 Prospect Ave.
Dallas, Tex., Columbia Phonograph Co., 515 Main St.
Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 704 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
Duluth, Minn., Columbia Phonograph Co., 116 W. Superior St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Jacksonville, Fla., Lu
Johnstown, Pa., Porcl
Kansas City, Mo., Co
Little Rock, Ark., Ho
Livingston, Mont., Sc
Los Angeles, Cal., Co
Louisville, Ky., Colun
Memphis, Tenn., Colu
Minneapolis, Minn., St., South.
Norfolk, Va., Kraeme
Nashville, Tenn., Pi Ave., N. (College
New Orleans, La., delet St.
New York City, Colu
Omaha, Nebr., Col. P

COLUMBIA PHONOG

TRIBUNE BU

Columbia Advertising

n Straight to Your Door

We don't tell our story and leave the reader up in the air—*we d him to you for proof.*

It's gotten far by the theory stage now—we know quite well that ousands of interested people every week are following our suggestion d asking for proof and demonstration in the scores of our dealers.

But this is not a history of the past. It's the future we are all erested in and we want to give you our assurance that, sensational the results have already been, *we have only just begun.* The Columbia aler who has secured exclusive Columbia rights and gotten started th the Columbia line in this month of April, 1909, has built himself e solidest foundation that a business could want—and he will see it ore and more plainly every month.

The exclusive Columbia agency is *the one real live issue in the busi- s this minute.* Take that hint.

RE COLUMBIA PRODUCT

nith Co.
Franklin St.
ph Co., 809 Walnut St.
Co.

h Co., 518 S. Broadway.
Co., 207 Fourth Ave.
h Co., 32 S. Second St.
graph Co., 13 Fourth

Plume St.
Mfg. Co., 223 Third

graph Co., 126 Caron-

Co., 111 Chambers St.
1311 Farnam St.

Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Maine Phonograph Co., 28 Preble St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sioux City, Ia., W. A. Dean & Co.
Sacramento, Cal., Kirk, Geary & Co., 519-23 J St.
Salt Lake City, Utah, Columbia Phonograph Co., 25 W. Third St.
San Francisco, Cal., Columbia Phonograph Co., 951 Van Ness Ave.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 412 Sprague Ave.
St. Louis, Mo., Columbia Phonograph Co., 908 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 386 Wabasha St.
Toledo, O., Columbia Phonograph Co., 233 Superior St.
Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.

PH COMPANY, Gen'l
G, NEW YORK

RECLASSIFYING FREIGHTS.

Small Goods Trade Will be Interested in Move to Classify Commodities for Shipment According to Their Value Instead of Weight.

(Special to The Talking Machine World.)

Washington, D. C., March 29, 1909.

A move on the part of experts to revise freight classification along railroad lines will concern the shippers of small goods as well as piano manufacturers. It is understood that at a meeting to be held in New York Wednesday of next week, the official classification committee will consider the advisability of classifying commodities for shipment according to their value, instead of weight and bulk. The subject is also before the uniform classification committee in Chicago. It would be a drastic departure from time-honored practice and its object is to simplify the working out of a uniform classification which was actively begun about a year ago.

The proposition had its inception in a suggestion made last December by Commissioner Prouty of the Interstate Commerce Commission, when he said: "While we decline to establish a rating upon the basis of value, it must not be understood that we have reached a final conclusion that such a principle might not with propriety be introduced into the classification. There is much to commend the idea. If the carriers could suggest a workable plan, it would meet with the approval of the commission."

Should the idea be carried into effect rate-making methods of American railroads would undergo a revolution, and as it is now broached for the first time in a manner to demand serious attention its reception by the shippers of the country, especially those connected with organized bodies, will be awaited with much interest. Under present methods articles of widely varying values are so classified as to be given the same rating. For instance, it costs no more to ship cheap tables than the most expensive mahogany furniture. Pianos properly boxed are in the same class as bamboo settees. The same is true of books, whether they are editions de luxe or cheap novels and probably the rule applies to certain grades of small goods.

HENRY BABSON A VISITOR.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 24, 1909.

Henry Babson, of Babson Bros., Edison jobbers, Chicago, Ill., was a visitor at the plant of the Victor Talking Machine Co., Camden, N. J., recently. Later in the week he went to New York City, calling on some of his old-time friends in the trade there, then going West. Mr. Babson, while here, in speaking of affairs, said business was brightening appreciably and stocks were moving into the hands of the aggressive and enterprising dealers very satisfactorily. As an illustration of how sales were with their firm particularly, Mr. Babson stated that in February they had paid the National Phonograph Co., Orange, N. J., $40,000 for goods.

VICTOR RECORDS DESTROYED BY FIRE.

(Special to The Talking Machine World.)

Boston, Mass., March 29, 1909.

About 2,000 talking machine records were destroyed by a lively fire which was discovered in the five-story brick building at 35 and 37 Arch street, occupied by the M. Steinert & Sons Co., shortly after 10:30 last night.

The blaze, which was one of the smokiest small fires seen in the city proper in a long time, is believed to have been burning for several hours before its discovery.

Early in June a successful jobber and dealer, who is going abroad for a vacation of a couple of months, and will visit the chief capitals of Europe, invites inventors and patentees to communicate with him regarding any devices, improvements, appliances, attachments, etc., connected with either disc or cylinder machines, with a view of introducing them in the foreign trade. The particulars of this offer are presented on page 49. Correspondence will be strictly confidential.

TRADE SLIGHTLY IMPROVING.

Business Getting Better With Both Dealers and Jobbers as Spring Advances—Foreign Trade a Strong Factor and Expanding Rapidly.

Trade is showing some slight improvement during the past ten days. As a matter of fact, as the spring advances business is getting better, both with jobbers and dealers. The eastern section of the country is making a better showing, with the West still holding its own, with the possible exception in a couple of the cities, notably Chicago and St. Louis. The factories are fairly busy, especially on foreign trade. This branch of the business is expanding very rapidly, especially in the Spanish-American countries.

The disappointment in not hearing from the United States Supreme Court in the Berliner case is expressed by everybody, including the contestants.

NO DECISION YET IN BERLINER CASE.

Again The World goes to press and the Supreme Court of the United States is still mute on the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.) this has been before them since January 14. Possibly the learned justices may conclude their ponderings in time to give an opinion before the summer recess.

In the cases of the Columbia Phonograph Co., general, New York, and the Victor Talking Machine Co., Camden, N. J., against W. V. R. Bradley, Brooklyn, N. Y., and others, for "dubbing," Judge Chatfield, United States Circuit Court, eastern district of New York, has not filed an opinion also. It was stipulated between counsel, however, that the defendants should stop "dubbing," pending the court's action in the matter.

COLUMBIA QUARTERS IN ATLANTA, GA.

The store of the Columbia Phonograph Co., Atlanta, Ga., on May 1 will be removed from 26 Whitehall street to the new building of the Cable Co., the prominent piano manufacturers of Chicago. This is one of the finest business buildings in the South, and the Columbia Co. will fit up their space with demonstrating booths, carrying stock under their own supervision, the department being managed solely by them. Manager Terhune has made a sales record for his establishment.

CAN'T SELL BELOW SPECIFIED PRICES.

(Special to The Talking Machine World.)

Minneapolis, Minn., April 3, 1909.

A preliminary injunction has been sought in the Federal Court by the New Jersey Patent Co. and the National Phonograph Co. to have Thomas C. Hough and James A. Latta, trustees in bankruptcy, desist from selling any of the Edison phonographs belonging to the estate of T. C. Hough at public auction at prices less than specified in an agreement with the National Phonograph Co.

The Turner Music Co., Wallace, Idaho, have secured larger quarters and now have soundproof rooms in which to demonstrate their talking machine business. They have one of the nicest stores for a town of that size in the country.

McDonald's Talking Machine Store in the city of Bellingham, Wash., is hard after business and is doing a better business this year by far than last. A much larger increase in the near future is looked for.

Shaw & Hodgins, Everett, Wash., say their Edison business has increased at least 25 per cent. in the last four months.

PERTINENT APHORISMS

Of Interest to the Talking Machine Man as to Everyone Else Contributed by J. C. Rahming to The Traveling Salesman.

A salesman should look upon himself as a storehouse and should take an inventory of the stock he works with every day.

Call the stock the faculties of the mind—which are intelligence, memory, imagination and will.

Look into yourself and learn whether you are improving this stock of faculties by true education.

True education means the cultivation of the faculties, developing thereby the positive qualities of the mind.

Keep a full supply of the positive quality of judgment and concentration.

Get rid of the negative quality of prejudice and heedlessness.

Always take in a large stock of initiative and self-control.

Let go that old stock of laziness and indecision.

Place your supply of "I wills" to the front and take your stock of "I can'ts" and bury them.

The salesman who will take the mental stock of himself and act on the good suggestions every day, practising them constantly until they become a fixed habit, will find himself climbing out of the rut of the ordinary salesman by increasing his business with the old and making new customers.

It is the positive qualities that win.

It is the negative qualities that lose.

Do you want to be a winner? Then get busy now cultivating the qualities that win.

As Hubbard says: "The greatest reward goes to the man who takes the initiative, the next best to the one who is told once."

Cultivate the following habits until they become as natural to you as breathing.

The habit of gripping good suggestions and making use of them.

The habit of doing it now.

The habit of making notes of specials you have to offer on certain days.

The habit of keeping posted on everything concerning your business.

The habit of being thorough in all you undertake, realizing that which is worth doing at all is worth your best efforts.

The habit of being prompt.

The habit of cheerfulness.

The habit of making new customers.

The habit of perseverance.

The habit of writing your orders plainly and correctly.

The habit of stimulating old customers.

The habit of telling your troubles only to the right man—the one concerned, and who can adjust the difference or misunderstanding.

The habit of always talking the profitable lines—talking quality, not prices.

NOT GOOD DAYS FOR BUSINESS.

Rainy days are not good days for business, but they are good days to plan for business and to get ready for the days of sunshine that are sure to follow. No store can be conducted successfully without some good, hard thought. The merchant who stands about his place of business on rainy days with a long face and his hands in his pockets, complaining about the weather, is losing valuable time that should be put to use in the rearrangement of stocks, writing advertising copy and attending to the numerous details of the business which slip past him on busy days.

The various branches of the lithographic industry who have failed to change the schedules affecting the duty on imported post cards in the Payne bill are now turning their batteries on the Senate, where the bill is now up for consideration.

FAMOUS EDISON SUIT SETTLED.

The End of Years of Litigation—An Adjustment Reached That Closes the Legal Strife Which Has Been Waged With Much Energy—The Amount Paid Not Given Out, Although Reports Vary—They All Agree That the Figures Were Large—All of the Various Companies Included in the Settlement.

When the March issue of The World went to press the case of the New York Phonograph Co., New York, against the National Phonograph Co., Thomas A. Edison, and others, Orange, N. J., an appeal to the United States Circuit Court of Appeals, second circuit, had been argued. The following day, namely, March 16, the court handed down their opinion, affirming the decision of Judge Hazel, in the Circuit Court, and a little more. At any rate the findings of the Court of Appeals was not altogether agreeable to the defendants, and subsequently a motion was duly made and argued, with a filing of supplemental briefs, for a stay of mandate, the matter coming again before the judges in this regard April 2, with decision being reserved. The ultimate purpose of the defense was to take the case to the Supreme Court of the United States on a writ of certiorari.

This was the state of affairs until the 9th succeeding, when official announcement was made by the National Phonograph Co. that a settlement had been effected with the New York Phonograph Co. the night before, and the suits in the Federal and New York State courts and all other actions, were discontinued. Just what the nature of the arrangement was, is a matter of conjecture, the money consideration being variously estimated from half a million to two million dollars; though a party in a position to know, and who acted in a confidential capacity throughout the entire negotiations, stated to The World that the amount of cash passed was comparatively modest, whatever that may mean. At any rate, it has been agreed between the parties in interest that the precise terms of settlement will not be revealed for publication.

An all-night conference was held in the Union National Bank, Newark, N. J., on the date above mentioned, at which the following were present: William H. Fahnestock, president of the New York Phonograph Co.; James L. Andem, secretary, and John C. Tomlinson, counsel; Frank L. Dyer, president of the National Phonograph Co., representing also Mr. Edison in person and all the other Edison companies; William Pelzer, vice-president; Carl H. Wilson, general manager; Alfonse Westee, secretary and treasurer; and Judge Edward W. Hatch, of Sheehan, Parker & Hatch, representing the Edison interests and those of the other defendant companies.

Suits that have been brought in the various States by practically the same complainants against the National Phonograph Co. and others, are included in this friendly settlement. It is learned the New York Phonograph Co. will not be "wiped off the map" in a legal sense, as several National Phonograph Co. people will go on the board of directors and control its future, the same as is now done with the New England Phonograph Co. The National Co.'s policy will not be changed in any sense so far as the trade is concerned.

ENGELHARDT ISSUES NOTICE

To the Trade Regarding the Hobart Patent—Infringers Warned on April 1.

The Peerless Piano Player Co. (F. Engelhardt & Sons, proprietors) have sent out under date of April 1, the following notice to the trade, bearing on the Hobart patent decision, and which was fully covered in these columns several weeks ago:

"Gentlemen: We hereby give notice to the trade that the Hobart patent No. 765,240, which covers a removable drawer containing an endless tune sheet and tune sheet rollers in a pneumatic piano, has been fully sustained by the Circuit Court of the United States and by the Circuit Court of Appeals in our suit against Louis H. Harris, doing business as the Automatic Musical Co.

"We warn all jobbers and dealers against handling instruments that have such infringing drawers and that otherwise infringe our patents. We shall sue every infringer and collect full damages from those who may be found to violate our rights. Very truly yours,

"PEERLESS PIANO PLAYER CO.,
"Per A. D. Engelhardt."

"N. B.—Copy of decision will be sent by us to anyone who desires it."

PHONOGRAPH A WITNESS.

Records Used at Sunday Ball Game for Sunday Law Test in Jersey City.

The war on Sunday baseball in Jersey City took a new turn last Sunday, when large phonographs were taken to the West Side Ball Park by the management to obtain a record of the volume of sound made by the crowd which assembled to see the Giants play the Jersey City team.

The object was to prove to the Court of Chancery at the court hearing next week that Sunday baseball games at the park are not a nuisance. The records taken will be turned on in court for the benefit of the Chancellor, who will determine from the sounds he hears whether the noise constitutes a nuisance. Vice Chancellor Stevenson will hear the case. Affidavits of citizens in favor of Sunday baseball will also be submitted.

Several phonographs of unusual size were used in to-day's experiments. They were placed at various points of vantage about the grounds.

TO BUILD A CHAIN OF THEATRES.

It is the purpose of the Powers Amusement Co. (Powers, Kaiser & Henkel) to build a chain of theatres of their own. Of these two will be erected in the Bronx, New York city; two in Brooklyn and two in Jersey City, N. J. New Dorp, S. I., may also have another. Moving pictures will be the feature of these places, with special vaudeville numbers on the program. These theatres will be models of their kind, and embody all the latest improvements and safeguards.

A "VICTOR, JR."

A. M. Buchner, proprietor of the Newark Talking Machine Co., sends us the above photograph with the statement that they have named the dog Victor, Jr., and that his photograph was taken while he was listening to His Master's Voice.

The Newark Talking Machine Co., since moving to their present quarters, have been very much pleased with the increasing demand for their machines.

They have parlors attractively fitted up and command a very exclusive trade.

The World hears with regret of the death on April 9, in her home at Highwood, N. J., of Mrs. Louis Hicks, wife of Louis Hicks, the eminent New York patent attorney, well known in connection with all the leading talking machine cases that have been before the courts during the past ten years. The funeral took place Monday. Mr. Hicks is on the legal staff of the National Phonograph Co., Orange, N. J.

One of the latest bits of news set afloat is that an Edison machine of the famous Victor Victrola type is a possibility of the near future. This is interesting, if true, but neither official confirmation or denial is forthcoming.

An Opportunity for European Business

A WELL-KNOWN talking machine dealer and jobber who is going abroad in June would be pleased to take along and introduce any American invention of merit, such as attachments, horns, needles, sound-boxes and anything whatsoever in the way of patented novelties in the line.

Correspondence invited in confidence and prompt attention given all communications. Address

"EUROPE"
Care of THE TALKING MACHINE WORLD
1 Madison Avenue, New York City

VICTOR FOR REV. THOS. DIXON.

Sale Made by Excelsior Phonograph Co., Which Is Rapidly Closing Out Stock—Premises to be Occupied by Columbia Phonograph Co.

The Excelsior Phonograph Co., (formerly the Douglas Co.), 89 Chambers street, New York, are rapidly closing out their stock, preparatory to the Columbia Phonograph Co. taking possession of the premises. It is thought that the place will be vacated before the middle of April. Great regret is heard in "talking machine row" over the closing of this business, at one time the largest and most important on the street. Last month John Kaiser, manager of the Excelsior Co., sold a Victor outfit to the Rev. Thomas Dixon, Jr., the celebrated divine and author of those well known and widely read books, "The Only Woman," "Leopard Spots," etc. The equipment consisted of a Victor 4 machine, a mission record cabinet and a quantity of standard and Red Seal records, which were shipped to Baltimore, Md., to go aboard the reverend gentleman's yacht, "Conrades," since lying in New York harbor. A duplicate of the same goods was also purchased subsequently by Mr. Dixon for presentation to a friend. So pleased was the popular writer with the Victor that later, on request, he agreed to deliver an address to-morrow (Sunday) at 4 p. m. before the mission class of Calvary P. E. Church, New York, which is presided over by Mr. Kaiser.

NOTHING WASTED NOW.

The late P. D. Armour once said that the only thing that went to waste at the stock yards was the pig's squeal, but now inventive genius has found a way to make even the squeal pay. Recently a man visited the Chicago Stock Yards, set up a phonograph to receive the squeals of

the hogs to be used in a five-cent theater, illustrating a pictorial story, entitled "A Day at the Stock Yards." Now that their real value has been discovered the public will have to pay for the squeals just the same as it pays for the hams, the loins and other parts of the American porker.

* * * *

We take the above clipping from one of our daily paper contemporaries, and it will be observed that the artist is not acquainted with the talking machine, for he uses a disc to make records in the stock yards, and on the floor will be found a lot of cylinder records cartooned. The artist cannot be blamed for this, however, for the writers in the daily papers, even some of the "specialists," cannot seem to understand the difference between the disc and cylinder talking machine.

In their new store at 27 West 34th street, New York, Landay Bros. are about to overhaul the place, put in entirely new and more handsome fixtures and fittings, and otherwise greatly improve and embellish the premises, which are centrally located.

George Rammelsberg and Harry J. Enders, at one time both well known in the talking machine trade of New York City and elsewhere, are in partnership in another line of business.

BIG CALL FOR VICTOR-VICTROLAS.

The Victor Co. Find It Difficult to Supply Demands for These Creations.

The demand on the Victor Talking Machine Co. for Victor Victrolas is a striking feature of an otherwise quiet season. The distributers in all parts of the country are writing and wiring in for the biggest hit ever made in the history of the American talking machine trade. Complaints are general at the delay in filling orders for Victrolas, but the company claim that they are doing their level best to supply the demand. When the resources of the Victor Co.'s plant are considered, this gives an idea of the immense demand for these instruments.

POWERS CO. LEASE OFFICES.

The Powers Co., who will manage a motion picture business, leased a suite of offices on the eighth floor of the New York World Building, New York City, Monday. This is the company composed of P. A. Powers, of Buffalo and Rochester, N. Y., and C. V. Henkel, also former manager of the Douglas Phonograph Co., dissolved, and John Kaiser, of the same company, and manager of the Excelsior Phonograph Co., New York City, who closed out their business this week.

BUTTON TO SUCCEED GAINES.

On May 1, H. S. Gaines, in charge of the promotion bureau of the wholesale department of the Columbia Co., will sever his connection, to enter another line of business. He will be succeeded by John C. Button.

THE NATIONAL CO.'S POLICY.

Conserving Trade and Eliminating Weak Dealers and Jobbers to the End of Helping Business.

The policy of the National Phonograph Co., Orange, N. J., is to eliminate as many Edison dealers and jobbers as possible consistent with the proper representation of their line. They will create no new dealers in territory more than amply covered, and where one, two or several in a large city or good sized town desire to withdraw from the field the company arrange to sell the stock on hand to a competing firm who are regarded as a stronger and better representative, and one who will push and market the goods by up-to-date methods and progressive merchandising. Quite a number of dealers who have become faint-hearted and are possessed of that "tired feeling" have sold out under such conditions, leaving the really right kind of people to reap the benefit of lesser competition. In this way the "survival of the fittest" are better protected, do a larger and more satisfactory business, and everybody concerned is naturally pleased.

IMPORTANT COPYRIGHT DECISION.

Court Holds That Printed Play Is Not a Book and Can be Copyrighted Here Although Put in Type Abroad.

Paul Hervieu, the French dramatist, has won his long standing suit against the J. S. Ogilvie Publishing Co., which was brought to test the validity of the copyright of a five-act play called "Le Dedale." M. Hervieu wrote the play and had it printed in Paris on the press of L'Illustration. He then had the printed play entered in the copyright office at Washington in December, 1903. Two years later the Ogilvie company copyrighted a play in English based on the Hervieu drama and entitled "The Labyrinth; or a Case for Divorce," by George Morehead.

M. Hervieu promptly brought suit for infringement of copyright. Counsel for the company declared that there could be no infringement because the copyright secured by Hervieu was invalid, for the reason that a book set in type outside the United States could not be copyrighted here. The plaintiff contended that the play was not a "book." The copyright law clearly distinguishes between books and musical and dramatic compositions and provides different penalties for infringement of the several copyrights. Judge Martin in his opinion filed Tuesday holds that M. Hervieu's play is a dramatic composition and as such has a valid copyright.

THE "DUBBING" CASE.

Decision of Judge Chatfield Eagerly Awaited—Victor Co. Also Complainants.

When the "dubbing" case against W. V. R. Bradley, Brooklyn, N. Y., sales agent of the Continental Record Co., was argued in the United States Circuit Court, eastern district of New York, Judge Chatfield sitting, with the Columbia Phonograph Co., General, and the Fonotipia Co., Milan, Italy, as joint complainants, on March 4, the Victor Talking Machine Co., Camden, N. J., also were heard against the same defendants. The Victor Co. proceeded against Mr. Bradley and others for "dubbing" their "Red Seal" records, and the opinion of the court will dispose of the entire matter in controversy. As the Victor Co. record their own "talent," manufacture the master dies or plates, and do their own pressing, their bill of complaint differs materially from that of the Columbia Co., as the masters they use in duplicating the Fonotipia records, Columbia series are supplied from abroad. These interesting cases are awaited with more than ordinary curiosity by the entire trade. As yet Judge Chatfield remains silent.

A BIG INITIAL ORDER.

In our San Francisco letter, elsewhere, reference is made to the appointment of the Southern California Music Co., of Los Angeles, as Columbia jobbers. Their initial order was for $25,000 worth of Columbia double disc records alone, and a full line of grand opera double discs, including both the Symphony and Fonotipia series. In a chat this week the Columbia Co. stated that their proposition is appealing more and more to music dealers, and added "Forty per cent. of the new dealers we are signing up right along are music dealers already established, and we have been holding that proportion for three months."

The Spokane Phonograph Co., Edison jobbers, have purchased the Inland Phonograph Co., which they formerly owned as a retail establishment, so they now have their old stand back again.

Eilers Piano House, Spokane, Wash., are refitting their talking machine rooms and propose to push the Edison retail as hard as they now do the Victor.

Sherman, Clay & Co., Spokane, Wash., are remodeling and enlarging their Victor, talking machine rooms to take care of their increasing business.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, left New York, Monday, for a trip of inspection of the company's stores between here and Chicago. He will be on the road a couple of weeks.

E. N. Burns, manager of the Columbia export department, states business is very much improved in Havana, Cuba. He is now in the City of Mexico, and expects to be at headquarters again May 1.

The Novelty Parlors, Seattle, Wash., owned by Mead & McGuire, are pushing the Edison line hard and are very much pleased with the results as business is daily improving.

W. R. Barry, of Rochester, Vt., has purchased the talking machine business of J. E. Jerd, Randolph, Vt., and will continue same.

SOUTHERN CALIFORNIA NEWS.

Fine Weather Welcomed—Two New Stores Opened and One Closed During Month—Holmes Music Co. and Fitzgerald Music Co. Handling Talkers—Victor Styles in Great Demand—Edison Amberols Increase in Favor—Dealers Would Like Records of Pacific Coast "Hits"—Dusy & Sawrie Open in Selma—Columbia's Good Trade.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 4, 1909.

Rain and unsettled weather has not affected the trade as much as it does as a general rule. All southern California has shared in the uncertain condition of the weather, which seems now to have ended. Municipal affairs have commanded a great deal of interest among the prominent dealers, involving as they do the leading citizens who are interested in the future of the city. If present plans are successful Los Angeles will be a seaport city; that is, if San Pedro and Wilmington are consolidated with Los Angeles. Many important changes have taken place since the middle of the month—namely, the closing of one store and the opening of two new ones.

The store of the Exton Music Co. was closed for all time about the last of the month after a special sale, which was under the direction of F. A. Ingersoll, who was appointed superintendent by the owner.

Of the two new stores recently opened the Holmes Music Co. was first in the field, although they have not entirely completed alterations. They are located in the old Fitzgerald store at 113 South Spring street, which has undergone considerable remodeling. The interior is fitted up in a splendid style, allowing four large rooms for their talking machine department. Sibly Pease has been appointed manager and prides himself in the new store. They have started business in a very promising manner.

The other new store is that of the Fitzgerald Music Co. at 523 South Broadway. The entire fourth floor of their new building has been given to make a first-class department which will consist of five large demonstrating rooms, which will have glass partitions, with woodwork of Mission finished pine. They have been doing a nice business, although not fully prepared to handle the trade. John Fuente, who is in charge, has been busy arranging stock and preparing the department for the formal opening.

The Wiley B. Allen Co. have made several very original window displays which have attracted much attention. They have received a large shipment of Victor goods, including the new style machines.

The Geo. J. Birkel Music Co. are having splendid success with the new automatic brake for Victor machines which they have recently announced to their customers.

Fred Sherman, of Sherman, Clay & Co., has been a visitor in this city. As this is his first trip in this direction for several years he expressed a great surprise in the rapid growth of this city.

Sherman, Clay & Co. have received their first shipment of the new style Victors II and III, which they are sending to the trade. These new styles are meeting with great favor. The second list of double-faced Victor records are also liked. Manager Chas. Ruggles has been a busy man, as the demand for Victor goods has been very large with the opening of several new stores.

The Columbia Phonograph Co. are enjoying a good share of trade and the wholesale department is filling orders for several new dealers. The new list of Fonitipia records has been the source of much interest, especially the new Bonci records. During the recent visit to this city of David Bispham his records listed by them were in great demand.

The W. H. Clune Film Co., 727 South Main street, are among the oldest talking machine dealers of the city, and have lately decided to push that line more vigorously than ever.

Geo. Snider, of Kern, Cal., is greatly pleased with the increased volume of busines he is doing with the Amberol goods.

Dusy & Sawrie, well-established Edison dealers of Selma, Cal., have fitted up one of the finest stores on the coast. Their department is exceptional for a city the size of Selma, having as it has a population of 1,500. The volume of business recently done with the Edison Amberol goods has led to the enlarging of their facilities.

A good mail-order business has been received from Lower California by the dealers of southern California since the better steamship service has been established. Occasionally a visitor arrives from the south with orders for talking machine goods as well as small goods and sheet music.

W. W. Jones, manager of the Record Exchange and Music Co., 213 Mercantile place, in this city, is greatly pleased with present conditions.

The great success of the Edison Amberol record has been the main business attraction for the Southern California Music Co. The volume of business done in this line already surpasses that of the two-minute by a very large margin, especially on the new monthly issues. A shipment of record cabinets in various styles and finishes has lately been received by this firm. Foreign records have been in great demand and much attention is paid to this department by the dealers.

It is the opinion of the dealers of the Pacific coast in general that much money is lost in not being able to furnish their customers with talking machine records of hits which are popular on the Pacific coast only. It would be well for the manufacturers to take into consideration these facts when making up their monthly lists.

Carl J. Schultz, representing the Rudolph Wurlitzer Co., of Chicago, has just left for the East, after spending several days in and about Los Angeles. While here he entertained members of the Chicago White Sox in the talking machine department of the Southern California Music Co. Edward Borgum has returned from a tour of the most southern points of the State, reporting very favorable conditions.

There are rumors to the effect that a new fiber needle, which is to be manufactured in Watts, Cal., will be placed on the market in a short time.

The T. T. Jones Co., manufacturers of disc record files and indexes, have received many orders for their new style product which is carried in stock by most all dealers in this city.

The handsome display windows gotten up by Manager Raynard for the Southern California Music Co., of Santa Barbara, have come in for general commendation.

The Beard Music Co. is a new concern in Beatrice, Neb. They handle pianos and Victor and Edison talking machines and records.

REGINA SALES FORCE IN WEST.

Group Assembled Seeing Mr. Sachs Off to Pacific Coast.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

The accompanying cut shows the western sales force of the Regina Co. in the act of seeing I. S. Sachs, who has long represented the company of the middle western states, off for his initial trip to the Pacific Coast. The gathering of the clans in Chicago was due to the recent

visit of General Manager J. Blumberg, who spent a week at their western office, coaching the boys on some of the Regina Co.'s new productions and laying plans for the spring and summer campaign.

The names of the gentlemen ornamenting the rear platform of the coach, reading from left to right, are as follows: C. Huebsch, city salesman; A. M. Jansen, Illinois; I. S. Sachs; T. H. Walker, Michigan, Iowa, Southern Indiana, Missouri and Kentucky; M. J. Faber, manager of the Chicago office.

W. P. Ainsworth, a partner in the late firm of Leonard & Ainsworth, recently dissolved in Rantoul, Ill., has decided to enter the field again under the name of the Ainsworth Piano Co. In addition to pianos and organs a full line of talking machines and records will be carried.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

BALTIMORE TRADE GLEANINGS.

Decided Betterment in Trade—Big Call for Victor Victrolas at the Leading Stores—Cohen & Hughes' New Department—Columbia Activity—Cooper Establishing Agencies.

(Special to The Talking Machine World.)

Baltimore, Md., April 5, 1909.

From reports given out by those engaged in the talking machine business in Baltimore there seems to be nothing the matter with the trade here. All the dealers talk prosperity, and in this they appear to be much better off than most of those who are wrestling with the piano-selling proposition in this city. The reports given out do not merely pertain to the sale of records, but to the machines as well—and the most expensive ones at that. The Victor Victrolas, particularly, seem to have a big run. Sanders & Stayman, Cohen & Hughes, H. R. Eisenbrandt Sons, E. F. Droop & Sons Co. and others report that the demands for these machines are quite lively. The high-priced Victors, Columbias, Starrs and Edisons have all come in for a brisk demand.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., states that his store had the best month during March of any since December. He reports that the instalment business has shown wonderful improvement, while the collections have been excellent right through the month. One of the machines which the Columbia are having great success with is the new popular-priced one with the wooden horn. As for the records, the greatest call has been for "I Wish I Had a Girl." In this connection Mr. Lyle says the record has proven so popular that he has had the hardest time to keep enough of them in stock to supply the rush of demands.

W. O. Cooper, traveling representative for the local branch, is busy in West Virginia establishing new agencies and taking orders for new goods in the stores where the stock has been reduced by the demands for Columbia records.

The Baltimore branch has notified the Philadelphia branch of its readiness to assist in filling any rush orders which the Quaker City store may be unable to handle in consequence of the fire which wiped out the place.

Manager Arthur Ansell, who has charge of the talking machine section of Cohen & Hughes, representatives here for the Victor machines, is busy these days in superintending the work of completing his section of the new store, 315 North Howard street, which will be occupied by both the talking machine and piano branches of the firm within the next week. Manager Ansell will have two floors exclusively for the handling of the Victor in the new store.

EMPLOYES FORM ASSOCIATION.

Employes of Eastern Talking Machine Co. Organize to Promote Social Feeling Among Themselves.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1909.

The employes of the Eastern Talking Machine Co. met last week in one of the parlors of the store and formed an association for the purpose of promoting closer social relations among themselves. E. F. Taft, secretary and general manager of the company, presided at the meeting and expressed the appreciation of the company for the earnest efforts of the employes. The meetings of the association will be held monthly and it is expected that ideas will be exchanged which will prove helpful to all members.

NEW LINE OF UDELL CABINETS

Specially Made for Cylinder Records—Clamps Substituted for the Usual Pegs.

The Udell Works, Indianapolis, Ind., have recently brought out a line of cabinets for cylinder records, in which the records may be placed in their original flannel-lined cartons, a set of clamps being substituted for the usual pegs in the cabinet.

The advantages of the new arrangement is that the record is protected from dust and the danger of being broken. The new cabinets in general design are fully up to the Udell standard and have proven decidedly popular wherever introduced.

NEW RECORD HOLDING DEVICE.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

A new and inexpensive record holding device for home use is illustrated in the advertisement elsewhere in this issue of A. E. Croft & Co., 40 Dearborn street. It holds fifty disc records securely and in a manner that prevents them from coming in contact with each other and is thus particularly adapted for the new double-faced records. The white spaces are provided for the inscription of the names of the selections, thus doing away with the numbered index. The "Crescent" is made in either mahogany or golden oak or mission finish and should prove a good seller. The manufacturers have a special plan for aiding the dealer in pushing sales, which they will explain to enquirers.

BLACKMAN TALKS ECONOMY.

Competition among dealers in the talking machine business is so keen that it is extremely important that dealers practice every economy possible. J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City, says dealers are realizing this fact more and more every day.

Most dealers are handling both Edison and Victor goods, and where, in many cases, they were in the habit of buying each line from a different jobber they are now beginning to realize the importance of dealing with a jobber who handles both Edison and Victor.

The Blackman Co. explain the economy of ordering both Edison and Victor goods from one jobber in their advertisement on page 29 of this issue, and it might be well for dealers to look into the matter.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY

400 FIFTH AVENUE, NEW YORK, N. Y.

TALKING MACHINE JOBBERS HOLD EXECUTIVE SESSION

Executive Committee of the National Association of Talking Machine Jobbers Meet at the Warerooms of Perry B. Whitsit, in Columbus—Many Matters of Interest Discussed—Annual Convention at Atlantic City in July—Dolbeer Addresses Jobbers—Banquet Enjoyed—New Members Enrolled.

(Special to The Talking Machine World.)

Columbus, Ohio, April 3, 1909.

The called meeting of the executive committee of the National Association of Talking Machine Jobbers, held in the salesrooms of the Perry B. Whitsit Co., of this city, Sunday, was most interesting from several points of view. The sessions, which lasted the entire day, were of the most practical character from a trade standpoint, and the work accomplished demonstrates that the committee are "on their job" and attend strictly to business when they come together in conference.

Standing (left to right)—T. H. Towle, Geo. E. Mickel, Max Strausburg, J. C. Roush, J. F. Fintze, W. F. Davison. Those sitting are: Lawrence McGreal, Perry B. Whitsit, W. D. Andrews, J. F. Bowers, Louis Buehn, J. N. Blackman, and W. E Henry.

President Bowers presided. Secretary Whitsit reported the results of the last meeting, the most important of which was that regarding the concessions by the Victor Talking Machine Co., Camden, N. J., of the committee's request to give distributers the usual margin of profit on their ten inch double-face records. When the matter was made plain to the Victor Co. they acted promptly and favorably on the suggestions.

G. E. Mickel, of the Nebraska Cycle Co., a member of the association, addressed the meeting in behalf of the Missouri Valley Jobbers' Association. In the course of his remarks, Mr. Mickel assured the committee that the Missouri Association were and would be in hearty sympathy with every move and purpose of the National Association of Talking Machine Jobbers, and would give it unequivocal support. They would also endeavor to increase the membership of the national organization in their territory.

When the selection of a place for holding the next annual convention of the National Association came up it was evident everybody, East and West, not only favored but voted for an eastern place. As J. Newcomb Blackman, chairman of the press committee, explained: "The main reason is that the plants of the National Phonograph Co. and the Victor Talking Machine Co. are located in that section, and it is a good time and season to get a line on what will be ready for the market in the fall. This information can be gained by making factory calls. New York City is so large and has so many diversified attractions that there would be danger of our people getting scattered. On the other hand, Atlantic City is a seaside resort and a place where one would naturally go for a vacation."

At any rate New York and Atlantic City, N. J., received the majority of votes. Atlantic City, however, was chosen and President Bowers appointed J. Newcomb Blackman, of New York, and Louis Buehn, of Philadelphia, a committee of arrangements. While it is intended to make the Hotel Chalfonte headquarters it has not been definitely settled as yet, as there is plenty of time for the selection to be made. The date of the convention will be July 13-14. The committee, however, will use every effort to duplicate or even exceed the attendance of last year. It is also about fixed that the banquet will be given at the Marlborough-Blenheim, and that no "switching" will occur this year under any circumstances. While Messrs. Blackman and Buehn will look after the details of all the arrangements, an additional special or sub-committee, to be known as a reception committee, will be named by them, to be composed of members in their respective territories to secure pledges for a record attendance at Atlantic City. This committee will consist of half to a dozen members.

Ten new members were enrolled in the association, as follows: Southern California Music Co., Los Angeles, Cal.; O. K. Houck Piano Co., Memphis, Tenn.; Knoxville Typewriter and Phonograph Co., Knoxville, Tenn.; Julius A. J. Friedrich, Grand Rapids, Mich.; Bruce & Brown Co., Seattle, Wash.; Jones Piano Co., Des Moines, Ia.; A. T. Pommer Co., Sacramento, Cal.; Talking Machine Co., Birmingham, Ala.; W. H. & L. C. Wolfe, Altoona, Pa.; H. R. Eisenbrandt & Sons, Baltimore, Md.

The following members were present: J. F. Bowers, Chicago; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, Philadelphia, Pa.; Perry Whitsit, Columbus, O.; Lawrence McGreal, Milwaukee, Wis.; W. E. Henry, Pittsburg, Pa.; and J. Newcomb Blackman, of New York City. This represented the entire committee with the exception of Carl A. Droop, of Washington, D. C.; and E. H. Uhl, of Chicago, Ill., who were unable to attend. In addition the following jobbers and members of the association were on hand: T. H. Towle, of the Eclipse Musical Co., Cleveland, O.; J. F. Fintze, of the Ball-Fintze Co., Newark, O.; Max Strausburg, of Grinnell Bros., Detroit, Mich.; Geo. E. Mickel, of the Nebraska Cycle Co., Omaha, Neb., and J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa.

Frank K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., addressed the meeting on a matter of importance. In his informal address Mr. Dolbeer said the company contemplated introducing something that would, they considered, be of great benefit to their trade. At the close of his remarks the committee expressed themselves in hearty sympathy with the matter presented. Other questions regarding the policy of the National Phonograph Co. were introduced, the purport of which are deemed inadvisable to reveal just now. Afterward Mr. Dolbeer invited the jobbers to be his guests at dinner. The invitation was accepted, the committee adjourning especially to accept the invitation. The dinner, which was elaborate enough to be properly styled a banquet, was served in the Southern Hotel, and was greatly enjoyed both by the host and his guests.

Matters of great interest to the trade came up for discussion and will be presented later to the manufacturers. The meeting adjourned at 6.30 p. m., and was pronounced one of the most successful ever held.

Subsequently Mr. Blackman, who is also chairman of the membership committee, stated to The World that they had been sending out letters to jobbers and distributers in all parts of the country, directing their attention to the work accomplished by the association, and they will continue the propaganda and that of membership solicitation until every representative man was enrolled.

On his way home from the meeting Mr. Blackman, accompanied part of the way by Messrs. Andrews and Buehn, reported to Secretary Whitsit that he had secured three new members, through a personal appeal, which was found most effective and seldom fails, he said, when rightfully exerted. These include Collister & Sayle, Cleveland, O., who filed their applications; A. F. Ferris and Wm. Harrison, both Edison jobbers, Utica, N. Y., also followed suit, this making a solid delegation from that city; and in Schenectady, N. Y., J. A. Rickard, an Edison and sporting goods concern, will likewise sign the roll.

A curious similarity of voices among the record "talent" is that of Pete Murray, who is on the artist staff of the Universal Talking Machine Mfg. Co., Newark, N. J., and of the widely known Billy Murray, whose services are exclusive with the Victor Talking Machine Co., Camden, N. J. Both are baritones of about the same pitch and quality, and each has a slight lisp. It takes an expert to differentiate the two voices on the records.

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE

NEW BEDFORD, MASS.

Success! (Our Secret)—Service Rendered

10,000 square feet devoted exclusivley to **wholesaling** Victor goods, "The Cabinet that Matches," Exhibition Needles and other valuable Talking Machine Accessories

Don't these views seem to spell **"Wholesale?"**

Here's clean, fresh goods.

Here's ability to fill your orders **Complete.**

Here's the most complete, up-to-date **Repair Shop** in the country.

The Talking Machine Co.
72-74 WABASH AVE.
CHICAGO ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade Well Pleased With Conditions and Look for Good Year's Business Total—Lyon & Healy Changes—New Columbia Quarters Well Arranged—Some News of the Travelers—Bowers Enthusiastic Over Progress Made by Talking Machine Jobbers Association—Suggest New Moving Picture Film—Some Recent Trade Visitors—"Tiz It" Horn Connections Popular—Special Columbia Records in Great Demand—E. D. Easton in Chicago on Tour of Inspection—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1909.

Jobbers are all well pleased with the showing made by March, and in every instance reports reveal a marked increase over the same month a year ago. This is the first time that an increase of material proportion, as compared with the preceding year, has been reported universally by the jobbers since the depression set in the latter part of 1907, and therefore indicates a progress towards a restoration of fully normal conditions, which is very gratifying. Furthermore, the volume of business since the first of the year has been steadily increased, while during the first three months of last year the tendency was in the opposite direction. The general belief in the trade here is that each month the balance of the year will show a strong improvement over last year and that with the fall trade the percentage of this increase will be notably larger, with perhaps a return to something like the figures of 1906.

Local retail trade has made a very good showing, indeed, last month with the large establishments within the loop, and while it has been a little spotty the last two weeks, owing, no doubt, to the approach of Easter, with the accompanying expenditure for fine array, there have been some excellent days. The proportion of the sales of higher grade machines to the total business done seems to be steadily increasing rather than diminishing. This is noticeable in all of the several makes as far as the local trade at least is concerned and is reflected to a certain degree in country business of the regular established jobbers selling the dealers' trade.

C. E. Goodwin Succeeded by Wiswell.

The resignation of C. E. Goodwin as manager of the talking machine department of Lyon & Healy, which took effect on the 16th of last month, came in the form of a general surprise to the trade. Mr. Goodwin has made no announcement as to his intentions regarding the future and in all probability will not re-embark in business until fall. After his long years of efficient and energetic service in the trade he naturally feels that he is entitled to a good vacation and in all likelihood will leave shortly on a European trip. L. C. Wiswell, who has been connected with the department with Mr. Goodwin almost since its inception a decade ago, first as salesman and for the last four years as assistant manager, has been promoted to the position of manager.

Columbia Co.'s New Quarters.

On May 1 the Columbia Phonograph Co. will desert the location that they have occupied for many years at 88 Wabash avenue, and go south three blocks on the same thoroughfare to number 210, where they will be in the very heart of the music trade district. The new location possesses advantages over the old one, both from retail and wholesale viewpoints. The store is a few doors south of Adams street on the east side of Wabash avenue and is now occupied by the Thurber art galleries. The new quarters comprise not only the ground floor store at 210, but the rear half of the adjoining store at 212, which will be utilized for stock room for machines and accessories and a balcony constructed for the repair department, etc. A second-story addition on the rear of and the main store, which was formerly used as a photograph gallery, is also included in the lease and will be given up to the bookkeeping department. Although the store is 170 feet deep it does not run back to the alley line and a brick addition, 20 x 10 feet, with cement floors, will be constructed in the rear for the shipping department. The front of the store will be fitted up for a handsome reception room. Back of this along the south side of the room seven demonstration booths will be erected. They will have glass fronts and with solid walls between them making them as soundproof as possible. The retail record stock will occupy shelving along the walls behind the booths and on the back of the booths themselves. In the rear of the booths will be located the private offices for District Manager Fuhri, Local Manager Baer, Assistant Manager Cass, Western Wholesale Manager Plume, City Salesman Blimke and also the order department. The store is excellently lighted as the second story of the building is built up only in the front and the back, the main portion of the building being only one story and provided with skylights every few feet. The store is equipped with a ventilating system which changes the air every fifteen minutes and this will of course be especially appreciated by the customers while in the record booths. Taken all in all, the Columbia Co. will benefit greatly by the move, both in location and in store arrangement, and when the improvements and alterations are completed will have one of the most up-to-date talking machine establishments in the country.

Arthur D. Geissler in the East.

Arthur D. Geissler, general manager of the Talking Machine Co., left on Tuesday of this week for the East, to be gone for about ten days, dividing his time between the factory at Camden and New York city. Mr. Geissler is enthusiastic regarding the improvement in trade last month, which proved one of the largest Marches in the history of the business. The company has recently augmented its traveling force by the addition of two new salesmen, W. E. Clark and F. C. Phillips. Mr. Clark is a man of long experience in the retail talking machine business, both in Chicago and elsewhere. He is showing the advantage of this training on his present trip in Wisconsin, as he has sent in an order from one dealer for three Victrolas, which he aided the merchant in selling. Mr. Phillips, who has Michigan and Indiana, is proving himself another live wire and is sending in some nice business.

May Establish Jobbing Department.

Mr. O'Neill, of the O'Neill-James Co., the large talking machine premium house, returned this week from an eastern trip. While away he started negotiations which may result in their establishing a general jobbing department, which will enable them to offer the trade a special proposition which he claims will prove interesting to dealers.

E. H. Uhl's Pacific Coast Trip.

E. H. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., who is now on the Coast, is expected back in Chicago the latter part of next week. Assistant Manager Fred Siemon says that last month not only showed a large improvement over the same month of last year, but rolled up a total which threw either January or February of this year very much in the shade. The Wurlitzer Co. have six salesmen on the road, including Hans Schloessing, their local man, and they are all working aggressively and effectively as shown by the orders they are sending in, both for talking machines as well as small goods and other lines. Rudolph Wurlitzer spent several days in Chicago last week and Farney Wurlitzer the head of the automatic department, was here in the course of a general western trip.

Recent Visitors.

Con Hogan, the Victor and Edison dealer of Ashland, Wis., was in the city this month buying goods. He is rated as one of the most successful dealers in his state, and yet has worked under a handicap which would have totally discouraged many men, as he is totally blind. He comes to Chicago quite frequently and always travels alone, but employs a messenger boy to conduct him around the business district. He is a model of optimism and cheerfulness and is always a welcome visitor in the trade.

Oliver Jones, credit manager of the Victor Co., called on the Chicago jobbers last week on his return East after a brief trip among the western trade.

President James F. Bowers.

President James F. Bowers, of the National Association of Talking Machine Jobbers, returned from an executive committee meeting at Columbus, Ohio, enthusiastic as ever regarding the progress being made by the organization, the work

The Economy Racks

A NOTABLE INNOVATION

The Economy Disc Record Rack—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, $3.50; 12-inch, $3.75; Rack for insertion in cabinet, $1.50.

The Perfection Disc Record Racks—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, $1.50 for 10-inch records; $1.75 for 12-inch.

The Ideal Negative Rack—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, $1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, $1.75.

We can now make prompt shipment in Jobbing Quantities.

COMING—*The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.*

R. H. JONES, Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**

Let Us Increase Your Sales

You, Mr. Talking Machine Dealer, can only increase your sales—and thus your profits—by giving prompt service and furnishing reliable goods.

A satisfied customer is always the best advertisement and the basis of a larger and more profitable business.

It is not necessary for you to carry a large stock, but when a customer says: "I want a Victor or an Edison Outfit," he usually wants it quick.

And you simply can't afford to take any chances of losing a profitable sale by allowing your customer's ardor to cool while he waits a fortnight or so for you to fill his order.

You may not be to blame for the delay in filling the order, but the firm from whom you order may be at fault by reason of faulty methods or faulty employees.

It behooves you, therefore, to deal with an established house, where improved methods and a large and capable sales force can fill your orders promptly and accurately.

It is just such dependable service, supported by forty-five years in the music business that we offer you.

If you are not already on our list of

Victor and Edison Dealers

write us at once. We want to keep you posted on all kinds of money-making merchandise. Victor and Edison goods of all kinds, in vast quantities, are constantly on hand.

We sell "Everything known in Music."

Lyon & Healy

CHICAGO

it is doing for the trade, its growing membership, and the character of his associates. George E. Mickel, of the Nebraska Cycle Co., of Omaha, and who attended the meeting as a representative of the Missouri Valley Jobbers' Association, spent several days in Chicago on his return. Lawrence McGreal, of Milwaukee, dropped in on a few of his Chicago friends en route.

Wiswell Pleased With Activity.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy expressed himself along the lines of the other men of the local trade and is well pleased with the increased activity, as evidenced in March as compared with last year. April so far has opened up in a gratifying manner, dealers showing an increased liberality in orders for machines as well as records. The department now has two exclusive talking machine men on the road, besides reaping the benefit of a large force of the firm's general travelers. These are W. A. Voltz, who returned to the house a couple of months ago after a year's absence, and J. Pelatier, formerly in the retail talking machine business at Martinton, Ill., and who is now on his initial trip.

Fern in the Retail Business.

E. A. Fern, who has been with James I. Lyons for a number of years, and for the past two and one half years manager of his retail store at 1041 Lincoln avenue, will engage in the retail business for himself at the same location, having bought the fixtures from Mr. Lyons and installed a complete stock of Victor and Edison goods.

George Hardin, western representative of the Edison Co., is reported to have furnished a suggestion for a new moving picture film to be entitled "The Man from Mexico," and in which the hero appears in many a touching scene.

Malcolm B. Henry, the energetic representative of the Hawthorne & Sheble Mfg. Co., is a very busy man these days and from reports that float in from various quarters is evidently getting in some good work on Star machines and records.

B. Feinberg, representing the Universal Talking Machine Co., is again in the city this week headed westward on a special trip which will probably eventuate the establishment of a very large jobbing representation on Zonophone goods.

Kreiling & Co., manufacturers of "Tiz-It" the all-metal, ball-joint horn connection for cylinder machines, reports a steady expansion of the demand for their specialty. He recently received an order for 2,000 "Tiz-Its" from one firm for immediate shipment. J. W. Kreiling has been working his inventive faculties overtime of late and as a result, a new contrivance which will add greatly to the convenience of phonograph users will soon be placed on the market.

Patent Allowed on Record Sweeper.

The Record Sweeper Co., of Highland Park, Ill., have just received a notification from Washington that the patent on their automatic record sweeper and attachment for Victor machines has been allowed. The device does its work of cleaning the grooves of the record simultaneously with the playing thereof and is evidently proving a distinct success judging from the constantly increasing demand.

Col. F. B. T. Hollenberg, of Little Rock, Ark., the well known Columbia jobber, was a Chicago visitor last week.

Friends of George M. Nisbett, now manager of the Mexican National Phonograph Co., which controls the Edison interests in the sister republic, gather from letters received from the popular ex-Chicagoean that he is happy, likes the climate, and is getting "biz."

Talker Represents Absent Alumni.

At a banquet of the Chicago Alumni of Amherst College, held at the Grand Pacific on March 25, a number of talks made by prominent graduates and members of the faculty for the occasion by absentees were listened to through the medium of a Columbia graphophone. Several records by prominent Chicagoeans who were present, but who made the records at the Chicago Columbia headquarters for the benefit of the Alumni celebration in New York last month were also listened to. The records are in great demand and will be shipped to various cities within the next few months for gathering of Augustus Thomas, the famous playwright through phone took place at the gathering of the "Lambs," a famous organization of actors in Chicago the other day when the guests were addressed by Augustus Thomas, the famous playwright through the medium of the graphophone. The toastmaster was Mr. Sain Polis, now appearing here with the "Via Wireless Company," and he introduced the absent speaker to the audience with great eclat. The graphophone also favored the guests with a number of musical selections during the evening.

The B. & H. Fibre Manufacturing Co. report that March was the biggest month in the point of sales of the fiber needles that they have ever had. Considerable new special machinery which will greatly increase the output of the factory is being added in order to meet the heavily increasing demand without delay.

The Schubert Extensible Racks for cylinder machines are steadily gaining ground according to G. H. Schubert, of 199 West Madison street, Chicago. Each shelf holds twelve records which cannot fall out and the dealer can furnish his customers with additional racks as the machine owners' stock increases, thus creating a continual source of revenue from his established trade. Mr. Schubert expects shortly to establish a downtown office.

A. V. Chandler, Illinois representative for the National Phonograph Co., has returned from a month's trip through the state of a kind that maketh the heart of the jobber glad.

Death of Henry W. Chester.

Henry W. Chester, a director of the Hibbard Spencer Bartlett & Co., and a prominent factor in the business of the great wholesale hardware house for over a quarter of a century, died on March 25 after a week's illness of pneumonia. He was prominent in public affairs, was secretary of the Citizen's League, and chairman of one of the committees of the Chicago Association of Commerce. Mr. Chester had general supervision of the sporting goods department, including talking machines, which branch of the business is in immediate charge of J. F. Jones.

President Edward D. Easton, of the Columbia Phonograph Co., General, spent a couple of days in Chicago the latter part of last month on his return from a tour of inspection of the company's agencies in the Far West. W. C. Fuhri, district manager of the company met Mr. Easton at Kansas City and together they visited the St. Louis branch before coming to Chicago.

Lyon & Healy are preparing to take advantage as usual of the Metropolitan Grand Opera Season, which commences next Monday by special opera recitals in Victor Hall. Each day the Red Seal records from the opera to be produced that night will be played and the fact advertised vigorously in the dailies and via the window route.

The big talking machine cabinet factory of the Salter Manufacturing Co., of this city, is kept very busy on their extensive line of disc and cylinder record cabinets. Their new flat felt-lined shelf cabinet is proving very popular.

The Columbia branch at Salt Lake City is now moving to a much better location at 23 West Third South street. George F. Standke is the manager.

The splendid facilities for handling stock enjoyed by the Talking Machine Co., as shown by the illustrations in their advertisement in this issue.

The Economy and Perfection Disc Record Racks made by R. H. Jones, are being heard from with great persistence and in a favorable way.

The Davidson Bros. are having a fine Victor trade at their store, the talking machine shop on Michigan avenue. They do quite a little effective advertising in the dailies. During the opera weeks they will have on exhibition in the store's crystal front, a fine collection of autograph photos of the artists appearing with the opera and who are represented in the Red Seal list.

TAKE OVER DENHAM CO. LINES.

The importing, phonograph and novelty end of the business of the Edwin A. Denham Co., 500 Broadway, has been taken over by the Manufacturers' Outlet Co., 89 Chambers street, New York, who will in future handle many of the articles formerly carried by the Denham Co.

AMERICAN PHONOGRAPH CO. TO REMOVE.

The American Phonograph Co., Detroit, Mich., Edison jobbers, announce that on May 1 they will remove from their present store at 106 Woodward avenue to new quarters at 252 Woodward avenue.

Edison Jobber

Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS

for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS

265 Fifth Avenue

CHICAGO

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Ave. and Le Moyne St.

CHICAGO, U. S. A.

TRADE NOTES FROM CINCINNATI.

Conditions in Both Wholesale and Retail Fields Steadily Improving—Demand Principally for the Higher Priced Goods in Both Records and Machines—Edison Business Phonograph Grows in Favor in the Commercial World—Expensive Victrola for Standard Oil Magnate—The Wurlitzer Record Album—Other Items Worth Recording.

(Special to The Talking Machine World.)

Cincinnati, Ohio, April 7, 1909.

The past month was not a bad one for the dealers in talking machine goods. This is perhaps the best way of saying that conditions generally are improving and that the dealers are hopeful of better things this spring. The wholesale situation is also improving from month to month and jobbers figure out that the smaller dealer would not place orders unless he saw a fine chance of disposing of the goods. Moreover, these dealers are placing canvassers out who are stirring up trade.

Locally the sale of machines shows improvement in the high grade class. The cheaper machines are still on the stand-still, waiting for the workingman to get on his feet, where he can again indulge himself. The sale of records here in the city also indicates improvement. The dealers have been featuring the music of the shows that appear in town each week. This catches the popular ear and results in quite a large number of sales. April is looked upon with favor by dealers, who say that the increase of trade will be more in evidence than any month so far of this year.

The Columbia Phonograph Co. have the same good report to make for March that was made for February. The month held up in fine shape and showed the healthy increase over February, which leads Manager Nichols to be assured of a fine spring trade. Both the retail and wholesale departments show this increase. The trend of trade is to the high class instruments. The double disc and Edison indestructible records continue to pull orders from all sections. Several exclusive agencies were placed during the month. Manager Nichols stated last week just before he left for a swing around his territory for a call upon the dealers that he is confident that trade will hold strong all the way up to next October, and that he is more confident of the next few months than ever.

The Rudolph Wurlitzer Co. found the past month a good one in the way of results. The talking machine trade showed strong improvement, both locally and from the outside dealers. The small dealers are replacing orders more freely, which the local company takes to mean that the dealers are now waking up to spring possibilities, and to that end are placing men out to dig it up. The statement is made that fully ninety per cent. of the dealers had neglected the line on account of a lack of business. The expressions of confidence from these and the placing of orders lends encouragement to the wholesaler. Local business shows the largest increase had in the past twelve months.

The record trade has been marked by a tendency to the popular hits of the hour, which the Wurlitzer Co. call attention to by some splendid avertisements. The coming and going of the Merry Widow Co. caused a large sale of these records. De Wolf Hopper and his famous "Casey at the Bat" stunt created a demand for these records, resulting in a good sale. Week before last Mischa Elman, the violinist, was here in a recital, and his records show a large sale. The coming of the original Merry Widow Co. from New York this week has added interest again in the beautiful music of the opera and Wurlitzer is calling attention to the Victrola and its records. The company expects to entertain the Merry Widow cast while here at their warerooms. The coming of each celebrity to this city is marked by a visit to the Wurlitzer warerooms, where pictures are taken of the renowned one listening to the Victrola. That of Admiral Evans was the last to be added to the collection.

Red Seal records show up in true style during March. The salesmen give this line of records their personal attention, with the result that each month shows a large sale.

The sale of Victrolas are up to normal. The country dealers report a larger number of sales. The Wurlitzer Co. have booked an order for a fine Victrola in white and gold, style XX, to be delivered to the Standard Oil magnate, Alexander McDonald. This will be the highest priced outfit ever sold in this city.

The past month found an increase in the number of sales of the Edison Business Phonograph. The Wurlitzer house takes this to mean that trade conditions are improving sufficiently for business houses to take on new equipment, and that this useful instrument is becoming more popular each week.

The Wurlitzer Record Album was placed on the market last month. Orders for these are coming in from local and small dealers. These are very neat and hold a dozen records. Each record is slipped into an envelope. Each album can then be placed on any regular book shelf.

The Wurlitzer house says April will be a good all-around month for trade.

The Milner Musical Co. report a fairly good talking machine and record trade for March. The sheet music department made a good showing. In the small instrument department the month's showing was satisfactory. Manager Strief says April will be a good month for business.

On the 1st of April the Universal Talking Machine Mfg. Co., Camp and Mulberry streets, Newark, N. J., issued their first complete catalog containing 443 double-side 10-inch records and 46 double-side 12-inch records. The company say they are sending this catalog so the trade can see the way they have paired up the different selections. As is known, the Universal Co. have double-faced their entire list, and they have ceased to press single-faced records.

NEW AUXETOPHONE FEATURES.

Victor Co. Sends Out Circular to Trade Explaining Them in Detail.

On April 1 the Victor Talking Machine Co., Camden, N. J., sent the trade a circular concerning the re-exchange of Auxetophone sound boxes and blowers for the new type of machine, in which they say: "The Auxetophones which are now being delivered from our factory are equipped with a few new features, which we find materially increase the efficiency of this instrument. First—The sound box has been made lighter, which we have found to be an advantage in reproducing. Second—The blower is of the end-bearing type, with a new lubricating system. This blower runs quietly, and is kept properly lubricated by the new arrangement of oil cups, insuring longer life to the motor, and in addition it is less liable to get out of repair than the former type. It is very desirable that all instruments now outstanding should be brought up to date."

SOL BLOOM TO INVITE TRADE

To Inspect His Palatial Talking Machine Quarters at 466 Fifth Avenue.

When Sol Bloom has his new place, 466 Fifth avenue, New York City, finished the various rooms—Greek, Japanese, Egyptian, the nursery and the auditorium, seating about 150—in the basement, he intends giving a "trade matinee." That is to say, he proposes to invite the jobbers and dealers of Greater New York to be his guests and look him and his place over, with a luncheon, etc., to be served on the premises. Despite rumors to the contrary, Mr. Bloom does not intend to lease his building at 40 West 34th street, though he has received an offer of $75,000, which he refused, for the place.

NEW REGINAPHONE STYLE

Just Being Placed on the Market by the Regina Co.—A Most Attractive Creation.

The Regina Co., New York, are showing a new type of Reginaphone, namely, a hornless cabinet, combining the music box and talking machine. It is designed on beautiful lines, and the finish of the woodwork and mechanical parts is of the well-known high standard for which this company are famous. Two cabinets are displayed, one in golden oak with a special fine figure, and the other comes in solid mahogany. These machines materially strengthen the Regina line, and the management is confident they will prove strong sellers.

E. C. Beach, of the Cleveland (O.) Phonographic Record Co., when in New York recently, stated that they would open up in this city with a line of their own machines and indestructible cylinder records. Mr. Beach also said the company were making arrangements to establish their own jobbers and dealers.

You can make dollars out of the horn trade with such a product as this.

Just glance over a few of the many selling points that are contained in the

MUNSON FOLDING HORN

OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Retails $7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

650-652 NINTH AVENUE - - - - - NEW YORK CITY

CLEVELAND'S BUDGET OF NEWS.

Trade as a Whole Slightly Disappointing, but Compares Well With Other Lines of Business—Dealers Generally Optimistic—New Records Made for "The Wolf"—Louis Devineau Sued—F. K. Dolbeer a Visitor—What Various Talking Machine Houses Have to Report Anent Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, Ohio, April 9, 1909.

As in other lines of trade, the awakening of business in talking machine circles has not proven as satisfactory as was anticipated early in the year. But the bulk of trade in this line will compare favorably with that in most others. The demand is for the higher grade machines and records, and the main complaint of dealers is their inability to procure from the manufacturers sufficient Victrolas to supply the demand.

Dealers generally are optimistic in their views as to future prospects, and are making preparations to meet a sure-to-increase season's demand.

An indication of the growing popularity of the talking machine and moving picture show, is in their installation in a Sunday-school at Canton, Ohio, with an enrollment of 2,200. Through their instrumentality the pastor has made his church and Sunday-school the most popular and attractive one in northern Ohio.

When the play of "The Wolf" was given at the Colonial last week it was discovered that the original records for the production, which were made at the New York Zoo had been damaged. As the long, dreary wolf howl bears an important part in the play the manager decided to have new records made, and accompanied by C. J. Ross, visited the five wolves at the Wade Park Zoo. Some good howls were canned and the finishing touches put on at the talking machine store of W. J. Roberts, Jr.

Suit, charging forgery and embezzlement, has been brought by the city solicitor in Common Pleas Court against Louis Divineau, inventor of the Ideal Horn and the Divineau Biophone. He was, and had been for several years, secretary of the city sinking fund commission, and as such was bonded by the American Bonding Co. of Baltimore, in the sum of $25,000. The sum alleged to have been embezzled is $12,800. The bonding company refusing to make good the deficit in accounts are included in the suit.

Cleo S. Bourgeois, formerly with the Columbia Phonograph Co., and later with the International Talking Machine Co., is now engaged in the automobile business with the Oldsmobile Co. He is figuring on connecting up a graphophone with an auto.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., was a visitor with the talking machine dealers of Cleveland March 31st.

Conditions were reported but little changed from the previous month at the store of W. H. Buescher & Sons. The demand for records was said to be excellent and all the while broadening, and fairly good for machines, especially those of the higher grade. Mr. Buescher said the double-faced Victor records for April were unusually good and selling well, while the Red Seal records were as popular as ever. "The many admirers of Madame Sembrich are acquiring a store of her great operatic airs and concert songs, of which we have a complete list," said Mr. Buescher.

"Business is very good and has been for the past two weeks," said Miss Loretta H. Byrne, manager of the talking machine department of Brown Bros. "We have recently made sales of several high-priced graphophones—sold three today—and customers all express themselves highly pleased with their purchase. Purchasers also express themselves delighted with the double-disc records."

W. J. Roberts, Jr., reports business moving along about the same as for several weeks past. His sales of machines continues good, and record customers usually monopolize the demonstration rooms from morning until night. He stated the demand was for the higher grade of machines and records. May 1st Mr. Roberts will move to a larger and more suitably located store, and contemplates largely extending his business.

Mr. McMillin reports that the demand is largely for Victrolas and the high grade records, and that the greatest trouble experienced is that Victrolas cannot be procured as fast as the demand requires. Mr. McMillin said: "We are reaching the high class trade, and this requires the best in machines and records, as well as all classes of musical goods."

The Rudolph Wurlitzer Co., No. 206 Prospect avenue, have in stock a large number of various kinds of instruments, and are doing a good business.

Business, said A. W. Robertson, of the G. J. Probeck Co., is going along as usual. The demand for machines, he said, was fairly good, and excellent for records, the April lists of double discs and indestructible cylinder records being accorded high praise. Mr. Robertson stated that the indestructible cylinder records had largely increased the demand for cylinder machines. The company are doing a nice business in both the retail and wholesale departments.

Mr. Probeck, who has been confined to his house for the past six weeks, is convalescing and expects to be back to business in a few days. He has passed through a dangerous and prolonged siege of erysipelas.

The Arcade talking machine dealers, B. L. Robbins & Co., are having a fine run of trade. Since occupying their new quarters their sales have increased 50 per cent. The company carry a complete stock of Edison and Victor goods.

Business is somewhat interfered with in the talking machine department at the Bailey Co.'s, owing to the building of the annex now under way. E. A. Friedlander, manager, said: "Considering our torn up condition and the difficulty of properly serving customers, business continues remarkably good."

All the leading concerns report good business and this includes Collister & Sayle, who are doing well with the Edison and Victor; the May Co., who report increasing sales of Victor machines, Cuban and Mexican records; C. H. Denslow, who are having an excellent call for Victrola and Triumph machines; Aldrich, Howey & Co., who report good sales of Columbia disc graphophones and double disc Columbia records. At Mr. Denslow's warerooms, 27 Taylor Arcade, I noticed on exhibition in the show window an auto-talking machine, said to be the only one ever imported from Germany. It is a small imitation of an automobile in detail, the phonograph hidden in the body of the auto. It is operated by electricity, plays a disc record and everybody passing stops to examine it.

Flesheim & Smith say trade is quiet.

Managers of Cleveland picture shows express their pleasure at the establishing of a censorship by the New York companies controlling the manufacture and output of films. They say it will have a tendency to improve the standard and more thoroughly popularize their business, and admit that there are certain features which may be eliminated without havoc being done.

A NOVEL EXPERIMENT.

A novel experiment is in process of development at the McNeil Island Federal penitentiary, near Tacoma, where the convicts are rearing Chinese pheasants and Rouen call ducks for the market, affording the prisoners a diversion that relieves their minds from the pall of prison life and gives them a small income which they are devoting to the purchase of books, newspapers and magazines and which has enriched them also by a phonograph, the vocal and instrumental strains from which resound to their delight through corridors and cells. The experiment is the result of an idea which originated with United States Marshal C. B. Hopkins, whose headquarters are in Seattle and who advanced the prisoners the necessary fund for the purchase of original stock.

"No one really fails who does b'3 best."

Keep stocked up

Nothing disgusts a customer quicker than to find you are "just out" of what he asks for. Ten chances to one he'll go to the other Victor dealer for the next records or needles or supplies that he wants.

You know how you've felt yourself when you've tried to buy some article that *you* wanted, and the store-keeper didn't have it right then. You can't blame *your* customers for getting huffy, can you?

There's one thing sure—the dealer who has the goods gets the business, and keeps his customers.

Right here is where we come in. We will keep you stocked up. You can send to us for anything in the Victor line and you'll get it. And what interests you more—*we'll ship it the same day we receive your order.*

We have a great stock of Victors, Victrolas, Victor Records, record cabinets, horns, fiber cases, English needles, and all Victor parts and accessories. In fact, we are one of the largest Victor distributors in the United States. We handle Victor goods exclusively. We do *one* thing, and do it well.

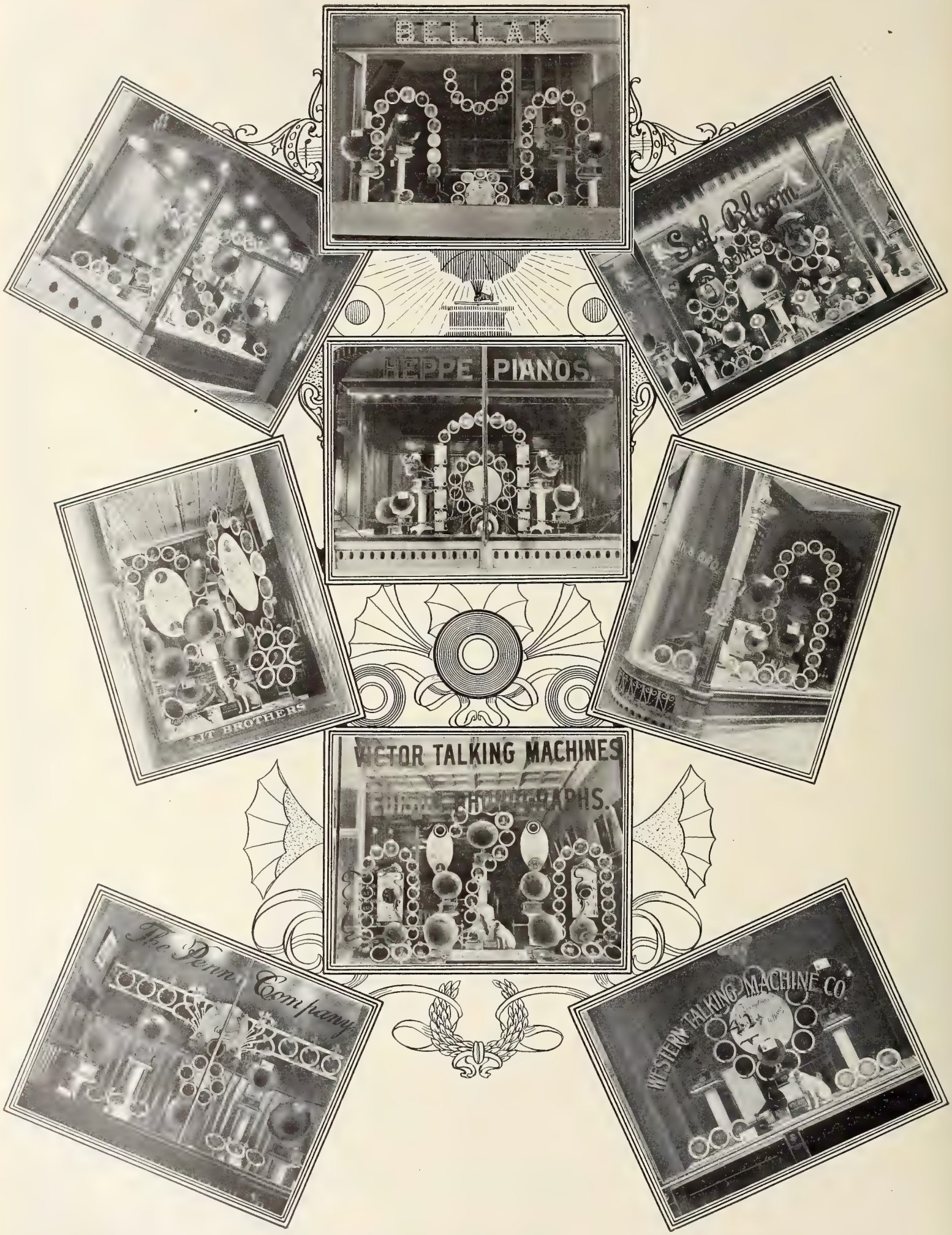
We'll guarantee you four results of buying from us: You will get just what you send for; you will get it immediately; you will not pay more than elsewhere; you will be completely satisfied.

Drop us a line to-day for our handsome booklet, "The Cabinet That Matches," and our catalogues.

New York Talking Machine Co.

Successors to
The Victor Distributing and
Export Company

83 Chambers St., New York


BELLAK
Sol. Bloom
HEPPE PIANOS
VICTOR TALKING MACHINES
The Penn Company
WESTERN TALKING MACHINE CO.

VALUE OF ATTRACTIVE WINDOWS

So Often Overlooked by Dealers Emphasized by Victor Co. Who Have Employed a Specialist to Arrange Special Displays for Dealers All Over the Country—Some Philadelphia Victor Windows Seen Recently.

The value of the window as a publicity promoter is too often overlooked by some of our progressive talking machine men. There is perhaps no better means of concentrating attention on one's stock than a properly displayed window—that is a window gotten up in an attractive style—in a style to be entitled peculiarly individual. For it must be out of the ordinary to win the desired amount of notice.

The Victor Talking Machine Co. have realized the tremendous value of window display, and are now employing a specialist in the person of Ellis Hansen, who has been associated with the noted houses of Sherman, Clay & Co., in San Francisco, and Lyon & Healy in Chicago, and he is developing plans to arrange special Victor windows for all the leading Victor men in the principal cities from New York to the Coast.

On the opposite page are reproduced photographs of Mr. Hansen's work in the windows of the leading Philadelphia talking machine stores and the pictures of the actual displays emphasize better than any words their attractiveness. Of the windows illustrated the three on the left beginning at the top are H. A. Weymann & Son, Lit Brothers, Penn Phonograph Co.; the center windows are: James Bellak's Sons Co.; C. J. Heppe & Son, and the Musical Echo Co., while the three on the right are Sol Bloom, Inc., Louis Buehn & Bro., and the Western Talking Machine Co.

The various jobbers and dealers were highly pleased with the displays and stated that they had brought considerable business into the respective stores.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past eight weeks from the port of New York:

FEBRUARY 17 AND 24.

Berlin, 38 pkgs., $135; 31 pkgs., $200; Bombay, 9 pkgs., $227; Calcutta, 35 pkgs., $1,156; Callao, 4 pkgs., $240; Copenhagen, 3 pkgs., $105; Guayaquil, 10 pkgs., $210; 3 pkgs., $475; Hamburg, 1 pkg., $189; Havana, 2 pkgs., $110; 3 pkgs., $387; 7 pkgs., $195; Hong Kong, 11 pkgs., $287; London, 13 pkgs., $1,034; 569 pkgs., $7,668; Panama, 12 pkgs., $887; Para, 14 pkgs., $1,046; Progreso, 107 pkgs., $2,156; Puerto Plato, 3 pkgs., $258; Rio de Janeiro, 4 pkgs., $248; San Francisco, 6 pkgs., $715; Shanghai, 151 pkgs., $5,751; Southampton, 6 pkgs., $160; Valparaiso, 4 pkgs., $136; Vera Cruz, 33 pkgs., $640.

MARCH 3 AND 10.

Amsterdam, 2 pkgs., $100; Berlin, 2 pkgs., $200; Buenos Ayres, 7 pkgs., $622; Caracas, 2 pkgs., $118; Cartagena, 21 pkgs., $1,596; Colon, 15 pkgs., $277; Havre, 4 pkgs., $109; London, 5 pkgs., $231; 4 pkgs., $3,280; 462 pkgs., $12,143; Montevideo, 31 pkgs., $2,531; Puerto Plata, 4 pkgs., $115; Rio de Janeiro, 29 pkgs., $911; 29 pkgs., $926; Shanghai, 20 pkgs., $297; Tampico, 15 pkgs., $219; Trinidad, 13 pkgs., $733; Valparaiso, 24 pkgs., $936; Vera Cruz, 129 pkgs., $1,779; Wellington, 2 pkgs., $502.

MARCH 17 AND 24.

Amapala, 10 pkgs., $432; Bangkok, 5 pkgs., $347; Barranguila, 5 pkgs., $172; Berlin, 34 pkgs., $300; Buenos Ayres, 150 pkgs., $3,002; Cape Town, 13 pkgs., $298; Georgetown, 36 pkgs., $1,229; Guayaquil, 3 pkgs., $217; Havana, 6 pkgs., $342; 18 pkgs., $450; Havre, 6 pkgs., $181; Iquique, 3 pkgs., $207; Kingston, 5 pkgs., $129; La Union, 3 pkgs., $110; Limon, 4 pkgs., $404; London, 192 pkgs., $4,882; 21 pkgs., $738; 103 pkgs., $3,246; Manila, 4 pkgs., $245; Madrid, 3 pkgs., $375; Montevideo, 12 pkgs., $1,702; Para, 9 pkgs., $543; Puerto Barrios, 3 pkgs., $130; Rio de Janeiro, 7 pkgs., $816; 17 pkgs., $767; 9 pkgs., $813; Shanghai, 253 pkgs., $26,904; St. Johns, 9 pkgs., $171; Surinam, 15 pkgs., $383; Tampico, 42 pkgs., $698; Trinidad, 13 pkgs., $342; Valparaiso, 1 pkg., $207; 8 pkgs., $111; Vera Cruz, 31 pkgs., $1,375; 109 pkgs., $1,368; Wellington, 14 pkgs., $172.

APRIL 1 AND 8.

Antofagasta, 8 pkgs., $365; Batavia, 9 pkgs., $282; Berlin, 38 pkgs., $478; Buenos Ayres, 3 pkgs., $297; 2 pkgs., $172; Cape Town, 5 pkgs., $161; Cartagena, 7 pkgs., $862; 12 pkgs., $789; Cienfuegos, 5 pkgs., $114; Colon, 5 pkgs., $171; Corinto, 7 pkgs., $685; Hamburg, 3 pkgs., $220; Havana, 7 pkgs., $418; 5 pkgs., $276; Kingston, 5 pkgs., $126; La Guaira, 20 pkgs., $510; Liverpool, 1 pkg., $133; 23 pkgs., $3,910; London, 4 pkgs., $326; 398 pkgs., $10,074; Manila 20 pkgs., $925; Montevideo, 5 pkgs., $114; Para, 7 pkgs., $466; Porto Barrios 9 pkgs., $102; Rio de Janeiro, 6 pkgs., $175; 14 pkgs., $390; Singapore, 19 pkgs., $561; Tampico, 3 pkgs., $106; Trinidad, 16 pkgs., $474; Valparaiso, 19 pkgs., $1,744; Vera Cruz 47 pkgs., $3203; 77 pkgs., $2,937.

SOME INTERESTING VIEWS

On Copyright Law—How Royalty Plan Has a Broad Application in Patent Matters—A Remedy for Monopolies Suggested.

Commenting upon the new copyright law the Grand Rapids, Mich., Herald believes that the protection given to composers by the compulsory payment of two cents royalty by the manufacturers of talking machine records and perforated music rolls has a broad application in the patent field. It says:

"An act passed by Congress on the eve of its adjournment suggests a remedy for patent and other similar monopolies that might with advantage to the public be made more general, if not uniform, and without detriment and possibly with material benefit to inventors. The act in question, passed for the protection of the composers of "canned" music—that is, records or rolls used in talking machines and piano players—provides for a 2-cent royalty to the composer on each record or roll so used; while monopoly is guarded against by the provision that, if reproduction of the music is permitted at all by the composer, any record manufacturing concern shall have the right to reproduce it on the payment of the same royalty. This, of course, was a case of copyright, and not of patent proper; but the principle is the same. How to safeguard the rights of inventors to their legitimate earnings without at the same time building up patent monopolies, has long been a troublesome problem. The existing patent laws, both in this country and Europe, as a rule, do neither. In certain cases—as in the cyanide process for gold mining, for instance—the New Zealand government has sought a remedy for such monopolies by buying up valuable patents and making their use free to all on equitable terms. But, as in many, if not most cases, the value of a new invention is problematical, the royalty plan adopted by congress in the case of talking machine records seems decidedly the better.

PHONOGRAPH SAFE LOCK.

Charpiot's Invention Referred to Before in This Paper Now Demonstrated a Success.

A couple of months ago in The World there was a long story relating to a safe lock phonograph apparatus. This lock, which is the invention of Geo. J. Charpiot, of Denver, Col., was given an exhaustive test by the authorities in that city recently, and found to be absolutely perfect. In fact, it is a device of great value which will undoubtedly come into general use. It has in place of the ordinary knob the mouthpiece of a telephone transmitter. Attached to its diaphram is a delicate needle, its end resting in a groove of a sound record made on a phonograph cylinder.

The phonograph cylinder is part of the mechanism of the lock. The record is the countersign spoken by a certain voice.

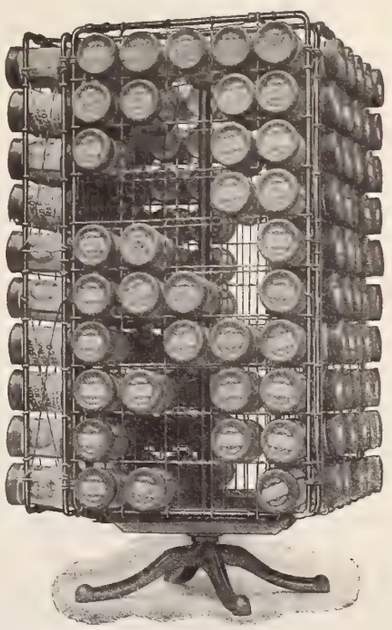
When this countersign is spoken into the safe by the same man the vibration of the needle coincides with the record on the cylinder and a continuous electrical contact opens the safe door. No other voice will do it.

FILMS AND TALKERS BURNED UP.

(Special to The Talking Machine World.)

Portland, Ore., April 1, 1909.

Six hundred thousand feet of motion picture films were destroyed in a fire in the supply depot of Sam Newman, 293 Burnside street. Loss, $16,000, fully covered by insurance. In addition to 600 reels of moving-picture subjects, each carrying 1,000 fee of film of value of 10c. a foot, 800 illustrated song slides of value of $5,000, seven motion picture machines worth $2,100, six stereopticons totaling $900, phonograph records of the estimated value of $1,000 and four $60 phonographs.



The Monarch Midget IS IT.

¶ You don't know how good it is if you don't use one.

¶ Revolves on Ball bearings and sets on your counter giving access to every one of the 200 records without the necessity of the demonstrator stepping away from his machine.

¶ Keep all your latest and most popular numbers in a Midget and let it assist you in selling.

¶ If your jobber hasn't them in stock give us his name. **DO IT NOW.**

Syracuse Wire Works
SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.

INDIANAPOLIS TRADE NOTES.

Business Rather Dull During March—Various Reasons Given—Columbia Co. Doing Good Advertising With Symphony Grand—Indestructible Records Shipped Unwrapped—Wanted Worst Talking Machine to Combat Piano-Player—Musical Echo Co. Report Good Demand for Red Seal Records—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 6, 1909.

Business has been quiet among the talking machine dealers for the last month. Unsettled weather has been the chief cause, and not much better is expected until the weather improves. The penny arcades and moving picture shows also did a quiet business last month. The first few days of the present month, however, were better, as the Northern Indiana Teachers' Association and the Southern Indiana Teachers' Association met in Indianapolis at the same time, and there were thousands of school teachers in the city, so many, in fact, that they had great difficulty in finding lodging places, even when the supply of private lodging houses was drawn on. These visitors brought business to many.

The Columbia Phonograph Co. have been making good use of the Symphony graphophone in advertising among the wealthier classes of the city. On the opening night of the Indianapolis Club, the aristocratic Jewish organization of the city, one of these machines was on display and was used with the famous series of Fonotipia records. During automobile show week one of these machines was on display at the Willis-Holcombe Co.'s show rooms and was viewed by thousands of people. The automobile show continued for one week—week before last—and was a grand success, bringing thousands of people to the city.

Somewhat of a curiosity was received at the Columbia store last week. It was a crate, 3 by 12 feet, containing about 2,000 indestructible records. The records were placed in the machine without any excelsior packing, which is usually used in such shipments. This is regarded as the champion single package shipment of talking machine records ever received in Indianapolis, and goes to show the possibilities of the indestructible records when it comes to shipping.

Thomas Devine, of the local Columbia store, has noted a marked increase in the sale of 12-inch records since his company originated the scheme of issuing double records at the price of the old single record. Among the best-selling 12-inch records, Mr. Devine says, are "The Old Folks at Home," by Mrs. Holt, and "The Phantom Brigade," as played by the Princess orchestra. "The Phantom Brigade" seems to make a hit, especially among the lodge men.

An Indianapolis talking machine dealer was greatly surprised the other day when a customer came in and wanted the worst old machine he could find and one of the most weird and tiresome records he could get. The sale was made, and then the customer explained. He said he lived in a double house, and that on the other side the family kept a piano player going constantly. It was the first thing he heard in the morning and the last thing at night. He had hired a man to keep a talking machine wound up and he proposed to keep the machine going all of the time until he killed out the piano player. The music he got was a weird bagpipe selection.

Charles Koehring, of the Musical Echo Co., the new store in North Pennsylvania street, says that business is most promising. There is a great demand, he says, for the Red Seal records, and the "hit" they are making is very pleasing to the company. The display rooms of this company have been fitted up tastily with large framed pictures of some of the famous musicians of the world. They handle Victor machines only.

The Kipp-Link Co., jobbers and dealers in Victors and Edisons, are advertising records to give the actual voice of Admiral Evans in his farewell address to the navy. The Edison Amberol four-minute records are selling fast at this store.

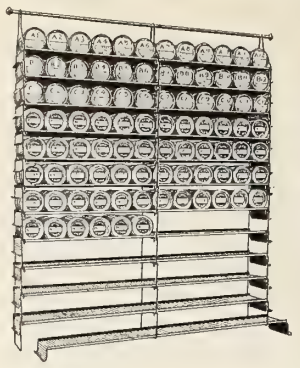
The Musical Echo Co. have sent out pamphlets giving warning to those who take records on approval. It is explained that records sent out on approval are not sent for the entertainment of those who get them, and that it is expected they will not be played more than one time and must be kept only one day. It is also stated that damaged records will not be taken back.

The first recital of the Indianapolis talking machine companies which was given to show off the March records was a success, and there were large crowds at all of the stores. The business of giving monthly recitals will be kept up by all of the stores that have entered into the plan. The stores in the plan are the Kipp-Ling Co., Joseph Joiner, Frank Teasley, E. E. Hall & Co., Joseph C. Pfleger, William F. Burns and George W. Maze.

The New Orpheum Theater opened the first of the month in East Washington street, near Pennsylvania, one of the best locations in the city. The house is to be devoted to moving pictures and other attractions. The cost of the theater was $10,000, and the seating capacity 475.

Walter Rosengarten, an accomplished pianist, has been engaged to play for the big four circuit of moving picture shows owned by E. S. Sutherland, including the Bijou, the Bijou Dream, the Mystic and the Casino, four of our best houses.

A preliminary injunction has been granted in the Federal Court, in the case of the New Jersey Patent Co. and the National Phonograph Co., against the Paxton & Baker Co., of Hammond, Ind., by which the defendant is restrained, until further order of the court, from selling certain phonograph records at less than the prices stipulated in a contract with the National Phonograph Co. It was alleged in the complaint asking for an injunction that the defendant company had entered into a license agreement with the National Phonograph Co., by which the defendant company was to sell the records at not less than specified prices. It was alleged that the defendant company had sold the records at less than these prices.



Patented July 28, 1908

Mr. Dealer: The Schubert Extensible Rack Shelves

for keeping cylinder records in the home are proving a "Business Builder" for dealers who are pushing them.

Something entirely new which appeals to every Phonograph owner for the reason that it can be had and made into any required size, beginning with but one shelf and then adding as needed, at a cost less than 5c. per record.

Made entirely of metal, nicely enameled, shaped so when put together a rack any size can be made ranging from 1 to 20 or more shelves holding from 12 to 240 or more records.

It's the simplest thing you ever saw, hangs on the wall like a picture, and with the printed matter that dealers are supplied with brings in the extra dollars.

If your jobber has not told you about them yet, send your address and your jobber's name and learn the "Secret" about them to

G. H. SCHUBERT, 199 W. Madison St., Chicago, Ill.

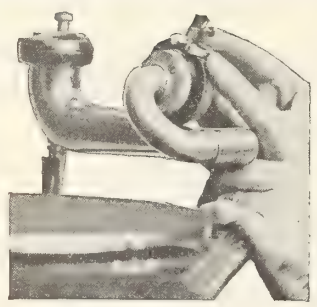
EXPRESS CO. LOSES.

Court Gives the Law on Legible Addresses on Parcels—A Decision of Interest.

In a decision in the Appellate Term of the Supreme Court, affirming, to the extent of $50, a judgment which Julius Magnus recovered in the First District Municipal Court against Thomas C. Platt, as president of the United States Express Company, Justice Maclean reviewed at considerable length the history and obligations of express carriers. He said in part:

"There is no legal rule that carriers will only take parcels legibly addressed, or that parcels without address at all may not be given to and taken by the carrier's driver. The pioneers of parcel transportation between the Hudson and the Pacific, and who became chiefs in their line, could hardly read; scarcely write at all. Even now, at least within a few years, systematic stowage in the vehicle is or was the mnemonic aid for distribution of the parcels carried, because the capable driver, intelligent in other things than letters, could not even make out the tags on the star route pouches of the United States mail."

Magnus sued in the Municipal Court to recover $82.50 for the depreciation in weight of woollen goods which it was said had been mislaid in transit by the defendant company. He secured a judgment for the full amount. This verdict was affirmed by the Appellate Term on the condition that the plaintiff accept $50 in settlement as express contract is limited to that amount.



Attaching the Sweeper

ATTENTION!

Jobbers and Dealers

If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment,** for **Victor Talking Machines. ¶ Cleans while playing.** ¶ It not only polishes the surface of the record, but digs the dirt out of the grooves. ¶ Every record customer will buy one.

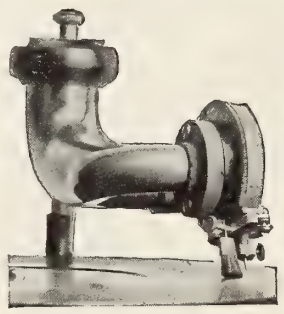
A popular priced Sweeper and Attachment

TWENTY-FIVE CENTS *Regular Trade Discount*

Manufactured by

RECORD SWEEPER COMPANY

Highland Park ILLINOIS, U. S. A.



Record Sweeper in Action

DEMURRER IS SUSTAINED

And the Bill Brought Against the Hawthorne & Sheble Co. by Victor Co. Is Dismissed.

The demurrer of the Hawthorne & Sheble Mfg. Co., manufacturers of talking machines, records, horns, etc., Philadelphia, Pa., to the bill of complaint by the Victor Talking Machine Co., Camden, N. J., charging the defendants with infringing patent No. 832,896, known as the Dennison hollow arm patent, was sustained and the bill dismissed by Judge McPherson, United States Circuit Court, Philadelphia, on March 12, for lack of invention. The opinion in full follows:

"It is true that the improvement covered by the patent in suit (No. 832,896) is prima facie novel; the grant of letters carries with it such a presumption, but the presumption must give way if the court is clearly convinced, from examining the improvement, that the element of invention does not appear. In my opinion, such a situation is presented, as it seems to me no invention is disclosed by the device in question. What the patentee did was simply to take the old amplifying horn of a talking machine, cut it in two for reasons of convenience, and provide well-known means for refastening the parts when the occasion to operate the machine should arise. The specification does not refer to the reasons that suggested the change of construction, but they are thus stated—and no doubt correctly stated—in the brief of complainant's counsel:

"'It will be evident to this honorable court that a talking machine having an amplifying horn, such as is shown at 11 in Figure 1 of the drawings, immovably fixed to its supporting bracket, would be most unsuitable for transportation and shipping purposes; and furthermore, when not in use, the amplifying horn would occupy a large amount of unnecessary space, and if it should be desired to store the talking machine having its amplifying horn immovably mounted upon its bracket the clumsiness and inconvenience of handling and storing the talking machine will be obvious. And furthermore, it may be desired to change horns.'

"As thus stated, all this is 'evident,' and I think that the device of the patent by which these inconveniences are avoided is evident also, and did not call for the exercise of the inventive faculty, but merely for such skill as a capable artisan is not likely to lack. The demurrer is sustained and the bill is dismissed."

Indorsed: U. S. C. C., E. D. of Pennsylvania. No. 179 October Session, 1908. Victor Talking Machine Co. against Hawthorne & Sheble Mfg. Co. Opinion; McPherson, J., sustaining demurrer; filed March 12, 1909. Henry B. Robb, clerk.

A motion for an appeal has been filed.

PIANO DEALERS FALLING IN LINE

And Taking on Talking Machines—Increasing Number Join Jobbers' Association.

It will be noticed that of the ten new members of the National Association of Talking Machine Jobbers, whose applications were favorably acted upon by the executive committee at their meeting in Columbus, O., on March 28, all are piano dealers with the exception of a couple. They are representative firms in their respective localities and therefore valued acquisitions to this live, progressive and practical organization.

CHANGE IN FIRM NAME.

The Rhodes & Haverty Furniture Co., Savannah, Ga., large dealers in Columbia graphophones in that city and vicinity, have changed their firm name to the Haverty Furniture Co.

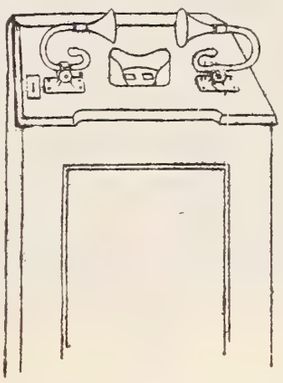
PACIFIC PHONOGRAPH CO. FORMED.

The Pacific Phonograph Co., of San Francisco, Cal., has been incorporated. The object of this company is to take over the talking machine department of the Kohler & Chase Co., and keep it as a distinctly separate institution.

BOTH SING AND TALK.

Combined Talking and Exhibiting Machines.

In view of the success which is obtained by the moving picture apparatus, the idea naturally occurred to use the phonograph in connection with it, so as to hear the voice at the same time that we see the picture. Among such devices is a combined talking and picture-exhibiting machine recently devised and patented by a New York man. At the top is an opening for viewing the pictures, and adjacent thereto, where they will come in contact with the ears of the user, are



sound tubes. The latter are adjustable to accommodate the many sizes of heads naturally encountered. In making the pictures for these moving pictures that sing and talk, the actor takes his position before the camera and his movements are photographed. Coupled with the moving picture machine is a phonograph. While the latter is repeating the actors' words he goes through the necessary motions to accompany the words. The moving picture machine thus secures the photographic record of the series of gestures during the whole time that the phonograph is working. Duplicates of the pictures are then made from the original for use in the penny-in-the-slot machine, the mechanism operating the phonograph in conjunction with the moving of the pictures.

NEW COLUMBIA DEALERS IN FLORIDA.

Thos. K. Henderson, special eastern ambassador of the Columbia Co.'s wholesale department, paid an extended visit recently to the Ludden-Campbell-Smith Co., of Jacksonville, Fla. He has made a trip over the State, and besides establishing a large number of small dealers has secured orders from J. L. Stowers, a dealer in pianos, organs and everything in the line of musical instruments in Key West, Fla. Mr. Henderson also closed a contract with the South Florida Music Co., of Tampa, Fla. Mr. Henderson reports that the Florida tourist crop this year was a hummer, and, as a consequence, all of the dealers in the State are wearing a broad smile.

"VICTOR SALESMANSHIP."

A Volume of Exceeding Interest Just Issued by the Publicity Department of the Victor Talking Machine Co.

Recently the publicity department of the Victor Talking Machine Co., Camden, N. J., presided over by C. M. Brown, issued what is entitled "Victor Salesmanship," a book of over sixty-three pages, with a stiff paper cover, and the famous fox terrier trade-mark embossed thereon, printed in the company's usual elegant manner and fully illustrated. It contains "a series of salesmanship lessons compiled for the benefit of those interested in the sale of the Victor and Victor records." Every detail in the manufacture of the Victor goods is interestingly described, and regarding the selling proposition the following general observations are given in the brief preface:

"In these lessons we have endeavored to impart to you a comprehensive knowledge of Victor salesmanship acquired through years of intimacy with the Victor and Victor records. Everything depends on the way you read these salesmanship lessons. We assume that everyone interested in the sale of the Victor is ambitious and anxious to increase his or her value to the limit of their ability, and we believe, and in fact know, that a thorough reading and study of these lessons will increase the efficiency and income of everyone who sells the Victor, be he employer or employe."

WURLITZER PUBLICITY.

The Rudolph Wurlitzer Co., of Cincinnati and Chicago, are issuing some effective talking machine publicity in the form of miniature newspapers covering the wholesale and retail field. They are skilfully "made up," and reflect the ability of C. W. Page, the Wurlitzer Co.'s clever advertising manager.

INCORPORATED.

The Wooden Phonographic Horn Co., of Syracuse, N. Y., has been incorporated with the Secretary of the State of New York, with a capital of $8,000, for the purpose of manufacturing talking machines and horns.

We Want Your Business

¶ Our message is specifically to the dealers of Northern Ohio, and Indiana, and all Michigan. We want your business because we are in shape to care for your orders promptly, immediately. This does not mean that we will fill them to-morrow, or the day after, or next week, but on the day received. Within the hour your order is received, we will begin work, getting it ready for shipment.

¶ Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance 'phone, you will not be disappointed.

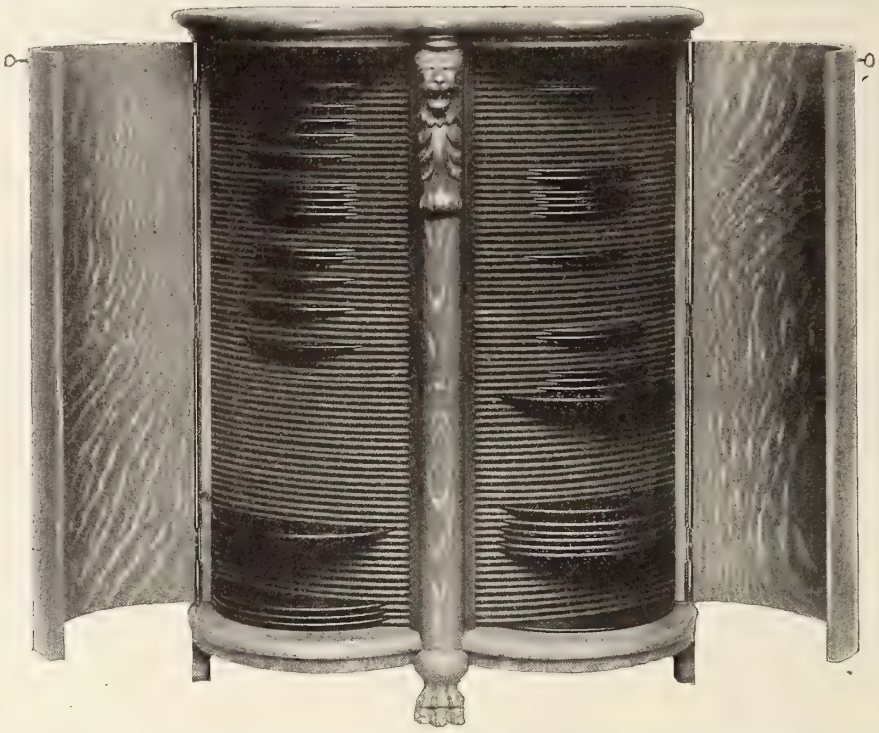
¶ Our lines in every department are most complete. Stocks are full, running over. We have everything and anything you want. We make it a point to keep forearmed at all times so that our customers shall not suffer through detail. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

¶ We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

American Phonograph Co.

160 Woodward Avenue, Detroit, Mich.

Salter's Improved Cabinets



Salter's New Goods

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

SALTER'S IMPROVED CABINETS

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

SALTER MFG. CO., 102 to 108 N. Oakley Avenue CHICAGO, ILL.

RECORDS FOR THE CHILDREN.

Every Dealer Can Add to His Record Sales by Striving in Behalf of Their Introduction.

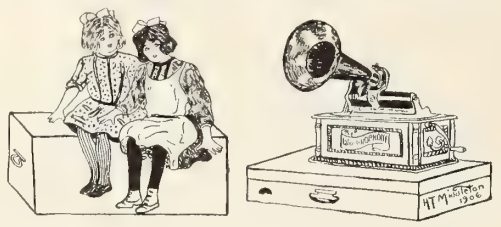
Juvenile records are not nearly so numerous as they should be, but there are a few to be found in every talking machine catalog, and it will pay you, Mr. Dealer, to demonstrate to your customers their ability to amuse.

Just think for a moment of the millions of children who tax the patience of mothers and nurses every evening at that fretful hour which comes just in advance of the sandman. They grow weary of the same old story heard so many times before. Even their favorite nursery rhyme, crooned to them ever so softly, loses its charm at last, and they wail for something new. Would not a talking machine concert comprised of a few good tales, well told, a lullaby, or a Mother Goose ditty, be eminently to the point? Instead of the wakeful, obstreperous youngster, you possess the power to create in his place a happy and contented child reveling in the delight of bedtime, lulled to sleep by a storyteller who never tires.

Very often, I'll wager, children visit your store in company with their parents, and are compelled to submit to a long program of Wagner, Beethoven or from Suppe, perched on a chair with their little legs dangling a foot from the floor, and all the while, within the very room, perhaps, are records capable of bringing a cry of sheer joy to their lips. Would it not pay you to play a juvenile record occasionally for their benefit? Most assuredly, for it would show the parents your interest in their children. Your interest is reciprocated, and there you are.

Did you ever think of suggesting to a doting father of a large family, who has just purchased an outfit from you, that in order to protect his machine from rough usage at the hands of his diminutive but highly inquisitive progeny, he should buy them a cheap machine and a few indestructible records for their very own? If this were done, they would be pleased and satisfied, having no desire to experiment with the more expensive instrument. Instruct every new customer who has children along the above mentioned lines, and if he does not deem it expedient at first to abide by your advice, refuse to be discouraged. Your victory will not be long in coming. Wait until the nursery squad make a successful raid on the record cabinet, and Father comes to you with a long face and a tale of woe about mischievous kids and broken records. Then bring once more to his attention the subject of the cheap outfit. He will see the point very clearly this time and will thank you for your suggestion. Result:—Another outfit disposed of.

Conversing with a veteran talking machine man the other day on the subject of records for



children, he told me that during the days when the phonograph was a novelty in school houses, churches, halls, etc., he went from town to town giving entertainments.

"In all my travels," he stated emphatically, "I never forgot the children. I made it a point to include something of a juvenile character in every concert, and the result was always gratifying. Often I was compelled to spend the night at a farmhouse, and that proved a paradise for the little ones. Seated on my luggage, they would beg for a certain selection that had taken their fancy at the exhibition the night before, clapping their chubby hands in ecstacy at its conclusion. I think it very strange," he added in closing, "that manufacturers do not turn out more records for children. They would meet with a ready sale the year round, and at Christmastime, if judiciously advertised, their sale would be extremely satisfactory."

There is a logic in this gentleman's opinions, Mr. Dealer; give them your consideration.

Just a suggestion in parting: How would it do to add one juvenile record to each monthly record supplement?

HOWARD TAYLOR MIDDLETON.

HEAR ALUMNI BY PHONOGRAPH.

(Special to The Talking Machine World.)

Chicago, Ill., April 1, 1909.

Phonographic addresses by graduates of Amherst College now occupying positions of trust and honor in various departments of the United States government, illustrated with stereopticon views of the Massachusetts college, were features of the seventeenth annual banquet of the Amherst Club of Chicago, given at the Grand Pacific Hotel last week. President George Harriss of the college was the guest of honor and reviewed the ten years of his connection with the institution. Thirty-five classes were represented at the banquet from 1856 to 1911, the class of 1890 with five members being the largest present.

ACHIEVING NEW TRIUMPHS.

Commenting upon some late inventions in the talking machine field, the Troy Times, in a recent issue, said: "The talking machine, like other inventions, is achieving new triumphs. A Denver man has invented an attachment to a telephone transmitter, in connection with a phonograph cylinder, by which the mechanism of a lock can be controlled and a safe unlocked by use of a countersign. However, provision against tampering with the safe is said to be assured by the fact that the mechanism can be worked only by the voice of the man who gives the countersign in the first instance. Any other voice will fail of the desired effect. Whether a cold in the head or any other influence that will change the voice will make a difference is not explained."

A PROGRESSIVE MAINE JOBBER

Is John Dunn, of Portland, Who Has Built Up a Great Business, Now Known as the Maine Phonograph Co.

One of the men who can claim the title of "the pioneer talking machine dealer of Maine" is John Dunn, of Portland, who is said to be known to more talking machine dealers in Maine than perhaps any other man.

Four years ago Mr. Dunn made the first quantity purchase of talking machines, possibly excepting one, necessary to become a jobber in the State of Maine, and opened the first store devoted to talking machines exclusively. At that time, only four years ago, conservative business men thought it a venturesome proposition to

JOHN DUNN.

endeavor to maintain a store in the metropolis of Maine with nothing to sell the public but talking machines and records. At that time $10,000 would have probably represented the purchase price of all talking machines and records in the entire State. The goods were carried as a side line in the back part of hardware stores, etc. No one then realized the wonderful possibilities of the business. To-day $100,000 would not cover the jobbers and dealers' investments in Portland alone. Four years ago there was but one jobber and three dealers in Portland, all of whom handled talking machines as a side line in a small way. To-day in Portland there are six jobbers and ten dealers. This is a wonderful illustration of the development of the industry in this one State. It is a known fact that the development has been just as rapid and pronounced elsewhere throughout the country.

The talking machine industry is based on the firmest foundation in the world—the home. The strength of our country is represented by our homes—anything that will increase the prestige and our interest in our homes is in turn reflected in the security and greatness of our country. Talking machines are used principally to furnish wholesome amusement in the home—they keep the members of the family together in the evening—they make the family more solidly united.

A short time ago Mr. Dunn associated himself with David H. Watson and organized the Maine Phonograph Co., incorporating it for $25,000. This company handles Columbia goods only—they have the exclusive jobbing rights for the entire State of Maine and a portion of New Hampshire.

In retail business it is well to remember the fate of the orator who called upon his friends to witness the defeat of his opponent and the next day found that his friends had gone over to the other side and he was friendless. Opposition is fair; competition is healthful; abuse is unfair and to defame is dishonest.

TRADE IN THE SAINTLY CITY.

Business for March Shows Improvement Over Last Year—E. D. Easton a Visitor—Good Report from St. Louis Talking Machine Co.—News of the Travelers—Columbia Graphophone for Alumni Meeting—Grand Leader to Handle the Victor—Other Items of the Month Which Merit the Consideration of Readers.

(Special to The Talking Machine World.)

St. Louis, Mo., April 7, 1909.

The talking machine business is in a fairly good state of activity, and has been better for the last month than it was for the same period last year by a good percentage. The demand for high-class machines is quite good.

E. D. Easton, president of the Columbia Phonograph Co., accompanied by his wife and daughter, spent Wednesday and Thursday, March 17 and 18, here. They were returning from a three weeks' tour of the leading offices of the company in the South and West, going as far as San Francisco. Mr. Easton expressed himself as being well pleased with the showing made by the various offices visited. He left here for Chicago and from there to New York.

W. C. Fuhri, western district manager of the Columbia Phonograph Co., spent the same two days here that Mr. Easton was in town.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that their trade is very good. This concern recently closed a large deal with the Grand Leader, our leading department store here, for a complete Victor line, which they will handle exclusively. They have installed three handsome sound-proof booths on their third floor, and their new department is very finely equipped in every modern detail. Mr. Meyers is manager.

Mr. Gressing recently returned from a ten days' trip to Evansville, Ind., points in Kentucky, Memphis and Little Rock and reports that he found things picking up very nicely in those parts and that prospects look very good in those sections.

L. A. Cummins, traveler for this concern, recently returned from a successful trip through Illinois, on which he sold a $500 Auxetophone to A. Sellner & Co., dealers at Quincy, Ill. Mr. Cummins will leave on another trip shortly.

The annual meeting of the Amherst College Alumni Association was held Saturday evening, March 27, at the Buckingham Hotel, one of our swell hostelries here. The Columbia Phonograph Co. furnished one of their B. C. Graphophones to reproduce special made records of the leading Amherst College professors, who were unable to attend the banquet. This entertainment was received with great enthusiasm by those who heard it, and it was pronounced a great success.

E. B. Walthall, manager of the Columbia Phonograph Co., states that their trade for March is about double that for the same month one year ago, but not quite as good as their February business for this year. W. S. Byrd, traveler for this company, returned recently from a successful trip through Illinois and is now in southwestern Missouri. D. E. James, late with Jenkins & Co., of Kansas City, is now a member of the selling force of this company. B. F. Phillips, salesman for this concern, was called to New York suddenly on March 15 on account of the serious illness of his sister. She is now out of danger and Mr. Phillips has returned home.

D. M. Myers, the well known Zonophone jobber here, reports having had a good month's business, and that trade is moving well with him.

The Knight Mercantile Co. report having had a good business during the last month, and that their record trade has been very active.

The rest of the concerns stated they had only a fair trade during the last few weeks.

When a man is caught in a business injustice there are just two things to do—acknowledge it, or get mad; but he usually gets mad.

Reg. U. S. Pat. Off.

Be the satisfied

DEALER

¶ Hitch your wagon to the Distributor who

"Never Disappoints"

and whose

Perfect Service

is famous.

¶ We are not satisfied unless we give our patrons better service; goods in absolute factory condition; and WHAT they WANT WHEN they WANT it.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

RECORD BULLETINS FOR MAY, 1909

EDISON STANDARD RECORDS.

10117 Venus on Earth—Waltz.....National (London) Military Band
10118 Won't You Even Say "Hello"?..Manuel Romaine
10119 Oh, La, La, La, La, La.....Sallie Stembler
10120 Sterling Castle and Harvest Dance..Wm. Craig
10121 A Confidential Chat.....Press Eldridge
10122 Make a Noise Like a Hoop and Roll Away .....Collins and Harlan
10123 Beautiful Eyes.....Ada Jones
10124 Golden Trumpets.....Albert Benzler
10125 Ayesha, My Sweet Egyptian....Herbert Payne
10126 How Firm a Foundation. Edison Mixed Quartet
10127 I Used to Be Afraid to Go Home in the Dark .....Billy Murray
10128 A Coon Band Contest.....Maurice Levi and His Band
10129 The Heart of Ninon.....Florence Hinkle
10130 When the Humming Birds Return, Sweet Irene .....Harlan and Stanley
10131 Uncle Josh at the Dentist's.....Cal Stewart and Len Spencer
10132 Hallowe'en Dance..American Symphony Orch.
10133 I Don't Care if There's a Girl There..Harry Fay
10134 Shine On, Harvest Moon.....Ada Jones and Billy Murray
10135 The Model Minstrels.....Edison Minstrels
10136 Amina.....Edison Concert Band

EDISON AMBEROL RECORDS.

115 Reinzi Overture.....Edison Concert Band
116 It is Enough.....James F. Harrison
117 Love and Devotion...Venetian Instrumental Trio
118 To the End of the World With You.....Manuel Romain
119 Casting Bread Upon the Waters.....Empire Vaudeville Co.
120 S. R. Henry's Barn Dance.....New York Military Band
121 Prize Song—"The Mastersinger".....Reed Miller
122 Golden Rod.....Mabel McKinley
123 Awakening of Spring..American Symphony Orch.
124 Jerusalem.....Edison Mixed Quartet
125 Good-Bye, Molly Brown.....Ada Jones
126 Nina.....Hans Kronold
127 Even Bravest Heart.....Thomas Chalmers
128 I Feel Thy Angel Spirit.....Miss Chapman and Mr. Harrison
129 New Creation Two-Step. New York Military Band
130 I'm Awfully Strong for You.....Billy Murray and Chorus
131 Come Where the Lilies Bloom.....Metropolitan Quartet
132 Roses Bring Dreams of You—Medley.....American Symphony Orchestra
133 Si Perkins' Barn Dance.....Ada Jones and Len Spencer
134 Fair Harvard Waltzes.....Maurice Levi and His Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A655 Ladies Beware (Harry Fragson) Baritone Solo, orch. accomp.....Harry Fay
Anywhere Will Do (Fred Godfrey) Baritone Solo, orch. accomp.....Harry Fay
A656 Red Rose March..Accordion Duet.....Daniel and Peter Wyper
The De'il Among the Tailors—Accordion Solo, piano accomp.....Peter Wyper
A657 Gavotte Caprice (Siegel)—Mandolin Solo, harpsichord accomp.....Samuel Siegel and R. H. Butin
Serenade d'Amour (F. V. Blon)—Violin Duet, piano accomp.....George Stehl and Hans Von Wegern
A658 The Hot Tamale Man (Ingraham)—Baritone Solo, orch. accomp.....Arthur Collins
Smiling Star—Tenor Solo with Minstrel Chorus, orch accomp.....Billy Murray and Rambler Minstrel Company
A659 For All Eternity (Mascheroni) Baritone Solo, orch. accomp.....Alan Turner
I'll Sing Thee Songs of Araby (Clay)—Baritone Solo, orch. accomp.....Alan Turner
A660 Himno Nacional De La Republic De Panama (Santos Jorge A.).....Prince's Military Band
A Bunch of Roses—Spanish March (Chapi).....Prince's Military Band
A661 Baby's Sweetheart—Serenade (Corri).....Prince's Military Band
Recuerdoz de Cadiz—Fandango (Schwartz).....Banda de Artilleria
A662 Valse de Concert (also known as "Durand's First Waltz") (Durand).....Casino Orchestra
Sympathie Valse (Mezzacapo).Casino Orchestra
A663 When Other Hearts Have Closed Their Doors (Snyder)—Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
I'll Be Home at Harvest Time (Solman)—Vocal Trio, Mixed Voices, orch. accomp. ..... Metropolitan Trio
A664 The Three Twins—The Yama-Yama Man (Hoschna)—Soprano Solo with Chorus, orch. accomp.....Ada Jones and Chorus
Did He Run? (Albert Von Tilzer)—Vocal Quartet, Male Voices, orch. accomp..... Columbia Quartet

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5092 Die Dollarprinzessin—Nach motiven, "Dollarwalzer"—Dance Music (Leo Fall)..... Prince's Orchestra
Bad'ner Mad'ln—Waltz—Dance Music (Komzak) .....Prince's Orchestra
A5093 Jubel Overture (Weber)..Prince's Military Band
Mendelssohn's Wedding March (Mendelssohn) .....Prince's Military Band
A5094 The Prima Donna—Selection (Victor Herbert).....Prince's Orchestra
Arab Love Song Medley, introducing: "Meet Me in Rose Time, Rosie," "Kiss Your Minstrel Boy Goodbye," "Sweetheart Town," "Arab Love Song," "I'm the Man," "Sullivan"—Arranged by C. A. Prince.....Prince's Military Band
A5095 Acis and Galatea—Recit. and air, "O, Ruddier Than the Cherry" (Handel)—Baritone Solo, orch. accomp.....David Bispham
Believe Me if All Those Endearing Young Charms—Irish Melody (Thos. Moore)—Baritone Solo, orch. accomp..David Bispham

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1046 Gun Fire March (Heed).....Military Band
1047 Good-Bye, Molly Brown (Jerome)—Soprano Solo, orch. accomp.....Ada Jones
1048 Pansy, the Moon am Shining (Ted Snyder) —Tenor Solo, orch. accomp.....Tom Fortune
1049 Evening Star (Wagner)—Violoncello Solo ..... Victor Sorlin
1050 I Wish I Had a Girl (Grace LeBoy)—Tenor Solo, orch. accomp.....Chas. F. Orr
1051 Under the Honeymoon (Jerome)—Soprano and Baritone Duet, orch. accomp.....Stanley and Stevenson
1052 My Sweetheart Waltz (Bacucci).....Orchestra
1053 Schoolmates (Edwards)—Tenor Solo, orch. accomp.....Byron G. Harlan
1054 I Want a Little Corner in Your Heart (Kerry Mills)—Soprano Solo, orch. accomp.....Ada Jones
1055 Roll On, Thou Dark Blue Ocean (Petrie)—Bass Solo, orch. accomp.....Edgar S. Allyn
1056 Ada, My Sweet Potato (Cole and Johnson) Baritone Solo and Chorus, orch accomp.....Bob Roberts and Chorus
1057 Oscaleeta (Savasta).....Band
1058 Just One Sweet Girl (H. Von Tilzer)—Baritone Solo, orch. accomp.....E. J. Brown
1059 Who's Your Friend (Rogers)—Baritone and Tenor Duet, orch. accomp..Collins and Harlan
1060 Situation (Hubbell)—Soprano Solo, orch. accomp.....Jane Elwot
1061 Flower Girl Intermezzo (Wenrich)....Orchestra
1062 Trans-mag-ni-fi-can-bam-dam-u-al-i-ty (Smith) —Baritone Solo, orch. accomp..Arthur Collins
1063 Did He Run? (A. Von Tilzer)—Vocal Quartet, Male Voices, orch. accomp.....Quartet
1064 When I Dream in the Gloaming of You (Ingraham)—Baritone Solo, orch. accomp.....Geo. S. Madden
1065 Fan's March (Kost)—Accordion Solo.....J. J. Kimmel
1066 Dancing Sunshine (Ted Snyder)—Baritone and Tenor Duet, arch. accomp.....Stanley and Burr
1067 Uncle Josh and the Lightning Rod Agent (Original)—Laughing Story.....Cal Stewart
1068 Blitz and Blatz (Duprez)—Vaudeville Sketch .....Duprez and Porter
1069 Marching Through Georgia (Arranged by Lacalle) .....Band

NEW VICTOR RECORDS.

NOTE—Selections listed in double-faced form cannot be had singly, and are available only in combinations indicated. Accompaniments are by the Victor Orchestra.

NO. SIZE

UNITED STATES MARINE BAND.
5686 Salute to Mexico March.....Brooke 10
5690 Marsovia Waltzes .....Blanke-Belcher 10

ARTHUR PRYOR'S BAND.
5684 Frozen Bill—Cakewalk..... 10
5685 Amina—A Serenade .....Lincke 10

CORNET SOLO BY ARTHUR S. WHITCOMB, ACCOMP. BY U. S. MARINE BAND.
31730 Pride of the Nation.....Droop 12

A BASEBALL RECORD BY DIGBY BELL.
31731 The Boy on the Right Field Fence (Marion) A Baseball Monologue....Digby Bell 12
16293 (a) Uncle Josh and the Billiken. Cal Stewart 10
(b) The Hot Tamale Man (Ingraham) .....Arthur Collins 10

SCOTCH SPECIALTY BY HARRY LAUDER, WITH ORCH.
58005 The Wedding o' Lauchie McGraw..... 12
16294 (a) Si Perkins' Barn Dance (Rural Specialty).....Jones and Spencer 10
(b) Schultz on Woman's Suffrage.....Frank Kennedy 10
35074 (a) Possum Supper at Darktown Church .....Victor Vaudeville Co. 12
(b) Barn Dance Medley No. 1—"Cuddle Up a Little Closer," "Starlight Maid," "When You Steal a Kiss or Two".....Arthur Pryor's Band 12

WHISTLING SOLO BY CHARLES CAPPER, WITH ORCH.
52015 Kiss Waltz (Il bacio).....Arditi 10

THE AMERICAN MALE QUARTET, WITH ORCH.
5683 Denver Town .....Botsford 10
16291 (a) I Wish I Had a Girl (Le Boy)..... Billy Murray 10
(b) Broke (Jean C. Havez).....Edward W. Meeker 10
35068 (a) Over the Waves Waltz (Sobre las Olas) (Rosas) .....Pryor's Band 12
(b) Militaire Waltz (Waldteufel).....Victor Dance Orchestra 12
16296 (a) Ah! Cupid (Herbert) from "Prince Ananias" .....Herbert L. Clarke 10
(b) The Birds in the Forest (Strange)..... Rattay, Levy and Lyons 10
16292 (a) Pansies Mean Thoughts and Thoughts Mean You (Brown-Spencer).....Harry Macdonough 10
(b) To the End of the World with You (Reed-Ball) .....Henry Burr 10

COUNTER-TENOR SOLO BY WILL OAKLAND, WITH ORCH.
5691 Silver Threads Among the Gold.....Danks 10
16289 (a) Queen of My Heart (from Dorothy) (Cellier) .....Alan Turner 10
(b) Come Back to Erin (Claribel)..... Haydn Quartet 10
35075 (a) Angels Ever Bright and Fair (Handel) .....Lucy Marsh 12
(b) Unfold Ye Portals (Gounod).....Trinity Choir 12

PIANOFORTE SOLO BY ALFRED GRUNFELD.
58006 Walküre—Magic Fire Spell (Feuerzauber) Transcription by Brassin.....Wagner 12

NELLIE MELBA, SOPRANO.
Twelve-inch, with orch.—In Italian.
88148 Otello—Salce, salce (Willow Song).....Verdi
Twelve-inch, piano acc. played by Mme. Melba—English.
88156 Believe Me if All Those Endearing Young Charms .....Moore

A FOLK SONG BY SCHUMANN-HEINK.
Twelve-inch, with orch.—In German.
88155 Es ist bestimmt in Gottes Rath—German Folk Song (It Is Ordained by God's Decree) .....Mendelssohn

TWO ENGLISH SONGS BY GADSKI.
Ten-inch, with piano accomp.—In English.
87026 (a) How Much I Love You.....La Forge
(b) The Year's at the Spring.....Beach

A MIGNON NUMBER BY FARRAR.
Twelve-inch, with orch.—In French.
88152 Mignon-Styrienne, "Je connais" (I Know a Poor Maiden) .....Thomas

MISCHA ELMAN, VIOLINIST.
Ten-inch.
61183 Swing Song .....Barns
Twelve-inch.
71039 (a) Gavotte .....Grossec
(b) German Dance (Deutscher Tanz) ..... Dittersdorf

CLOSE AFTER PRICE CUTTERS.

The National Phonograph Co. continue right on the trail of price cutters. They recently secured restraining orders in the Federal Court against Henry C. Hopkins, doing business under the name of H. C. Hopkins & Co. at Dover, N. H., Joseph G. Williams, a retail dealer at Worcester, Mass., who advertised the Edison records at cut prices, claiming he was closing out that stock, and E. H. Martin and the Martin Telephone Co., of Webster City, Ia.

BUILDING WILL COST $93,000.

The four-story brick building which is now being erected in Camden, N. J., for the Victor Talking Machine Co., to meet the increasing demands of their business is scheduled to cost $93,000.

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INDIANAPOLIS, IND.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., April 7, 1909.

REPRODUCING STYLUS FOR TALKING MACHINES. George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 915,936.

This invention relates generally to talking machines and consists more specifically of an improved form of reproducer adapted for use in connection with the sound record described and claimed in co-pending application Serial No. 160,431 filed June 6, 1903. The record referred to is preferably of the disc type having a spiral groove cut or otherwise formed in its face and the record in the form of a connected series of indentations contained on the thread or that portion of the surface of the disc remaining between the turns of the spiral groove.

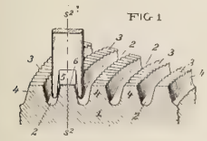
FIG. 1.

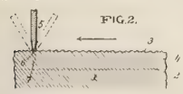
FIG. 2.

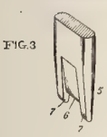
FIG. 3.

FIG. 4.

The reproducer point is preferably of suitable form to engage both the record thread and the groove on one or both sides thereof, it being thereby guided and maintained in proper relation to the record, also fed across the disc as the latter is rotated.

By reducing the bearing surface of the reproducer to the extreme point of the stylus and forming the spiral guide groove with perfectly smooth walls, unpleasant sounds, such as harsh, shrill tones and grating noises, may be either entirely avoided, or so greatly reduced as to be rendered unnoticeable.

In these drawings: Figure 1 is a view in perspective on a greatly enlarged scale, showing a portion of a disc sound record and the reproducer point or stylus in operative relation thereto. Fig. 2 is a vertical sectional view taken centrally of the record thread, on the line s^2, s^2, of Fig. 1. Fig. 3 is a detail view in perspective of the reproducer point, and Fig. 4 is a vertical sectional view thereof.

GRAMOPHONE. Luther T. Haile, Philadelphia. Pa., assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., same place. Patent No. 914,826.

This invention has for its object to provide means for operatively supporting and propelling the sound-box mechanism and its adjunctive stylus or needle over the rotating sound-record or tablet, in order that the latter shall be relieved of the necessity, as in the known type of such machines, for the performance of that function. Advantages flowing from this invention, in the performance of that function by means distinct from the record-tablet itself are manifold, chief of which are that considerable of the weight of the sound-box mechanism is no longer borne by the record-tablet, resulting in its sound-grooves being less worn by any given amount of use of the machine, and also tending largely to compensate for inequalities in the record; and the needle has less, if any, scratching against the non-vibration producing bottom of the sound-grooves; and last, but of equal if not greater importance, the needle is kept in closer contact with the side walls of the sound-grooves, resulting in imparting to it stronger vibratory movements and consequently effecting like vibrations of the sound-box diaphragm and consequent louder and clearer tones therefrom.

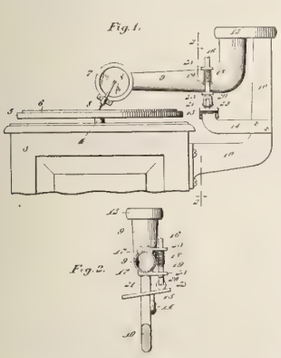
Fig. 1.

Fig. 2.

In the accompanying drawings wherein Figure 1 is a side elevation, and Fig. 2 a section on line 2—2 of Fig. 1, is shown the invented mechanism as applied to a known type of gramophone, only so much of the latter being shown as is necessary to understand and apply the invention thereto.

TALKING MACHINE. Dean S. Edmonds, New York, assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 915,022.

This invention relates to talking machines, particularly those of the type employing a disc sound-record.

The invention is directed to the provision or means for exerting a yielding pressure upon the part carrying the reproducing mechanism, to move the latter across the grooved portion of the record disc, rather than permitting the sound-box to be propelled across the disc by the record-groove.

In accordance with the invention, the reproducing mechanism is moved across the disc by the yielding-pressure device in correspondence with the rotation of the disc so that the stylus will track in the record-groove and give a faithful reproduction of the recorded sound, the sound-box being restrained against too rapid movement by the wall of the record-groove toward the end of the spiral. The provision of such a yielding-pressure device for feeding the stylus across the record offers many advantages; the stylus will move automatically under the pressure into the beginning of the record-groove, the wear on the record is materially decreased, and when a groove-wall is worn through the machine will not repeat. In accordance with the invention, a spring is employed for providing the yielding pressure. The reproducing mechanism may be secured to one end of a sound-conveying device, such as a tone-arm or amplifying-horn, and this device may be pivotally mounted upon a suitable support adjacent to the holder for the sound-record. The spring is preferably arranged between this support and the sound-conveying device and exerts yielding pressure on the latter to turn it about its pivot so as to move the reproducing mechanism across the record. With such a spring is also employed means for precluding movement of the sound-box entirely across the record to the center thereof. Such means is of importance, in order to guard against injury to the stylus and sound-box, for if the reproducing mechanism were moved by the yielding-pressure device beyond the end of the record-groove, the stylus and the lever carrying the same might engage the shaft of the record-holder or such a projection as is sometimes provided on the holder extending through an opening in the record.

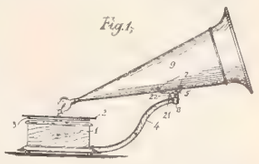
Fig. 1.

Fig. 2.

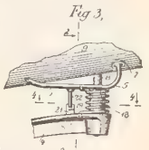
Fig. 3.

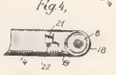
Fig. 4.

Figure 1 is an elevation of a talking machine; Fig. 2 is a section through the support and cradle on line 2—2 of Fig. 3; Fig. 3 is an enlarged detail view of some of the parts shown in Fig. 1; and Fig. 4 is a detail view in section on line 4—4 of Fig. 3.

PHONOGRAPH HORN. Francis M. Murphy, Jersey City, N. J. Patent No. 915,874.

The present invention has for its object to provide an improved form of horn of the sectional type, designed most especially for sound-reproducing machines, such as phonographs, although adapted for use where sound is to be amplified.

The invention relates to the means for connecting the sections of the horn, whereby close, firm, substantial and neat joints result, and which joints strengthen, brace and stiffen the horn in the direction of its length, while at the same time admitting of the structure being light and cheap.

For a full understanding of the invention and the merits thereof and also to acquire a knowledge of the details of construction and the means for effecting the result, reference is to be had to the following description and accompanying drawings.

Figure 1 is a perspective view of a horn embodying the invention and comprising a body portion and a base; Fig. 2 is a longitudinal section of the upper portion of the coupling end portions of the body and base, showing the parts on a larger scale. Fig. 3 is a view of the inner

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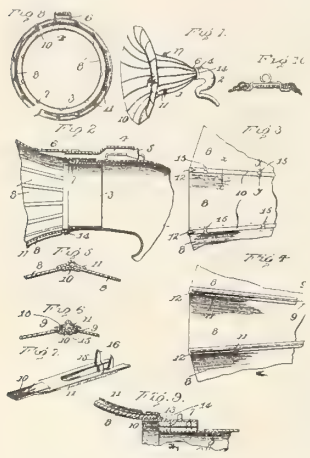
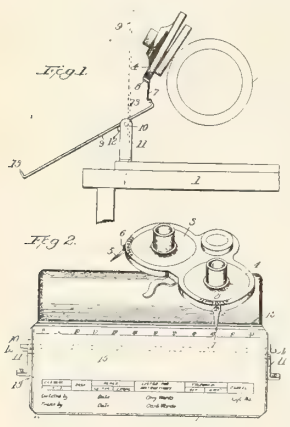
side of the joint formed between adjacent sections; Fig. 4 is a view of the parts illustrated in Fig. 3, as seen from the outer side; Fig. 5 is a section on the line *x*—*x* of Fig. 3; Fig. 6 is a section on the line *y*—*y* of Fig. 3; Fig. 7 is a perspective view of the outer end of an outer rib; and Fig. 8 is a transverse section of a part of the inner end of the body, showing the same on a larger scale. Fig. 9 is a sectional view of a portion of the horn and base showing more clearly the connection between the two and the ring provided with the valve controlled openings. Fig. 10 is a sectional view of a portion of the horn showing more clearly the manner of connecting the suspending loop thereto.



PHONOGRAPH. Richard C. Farrington, Boise, Idaho. Patent No. 916,287.

The invention relates to new and useful improvements in phonographs and has for its object to provide a device whereby predetermined positions on a record receiver may be readily found and instructions indicated in connection therewith, if desired.

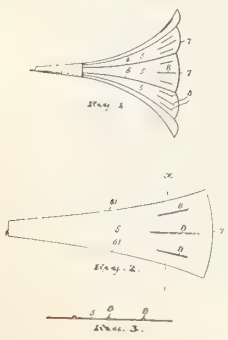


In the drawings which show by way of illustration, only one embodiment of the invention: Figure 1 is a side elevation of the essential parts of a phonograph embodying the invention. Fig. 2 is a front view of the same.

AMPLIFYING HORN. Clement Beecroft, Philadelphia, Pa. Patent No. 915,013.

This invention relates to that class of amplifying horns for talking machines in which a series of sections of metal are united by suitable joints common in metal joining and given the form of a flower, more particularly the flower known as the "morning glory," the sides of the horn flaring outwardly toward its large end upon curved lines. These horns are, further, formed of a series of longitudinal strips, each of which has its opposite edges diverging upon curved lines, and is before assembling bent into a curved shape, such curvature increasing toward the wide end of the strip.

The objects of the invention are to cause the individual strips to properly retain their curvature as formed or stamped until they are finally joined together in the complete horn; to prevent their distortion before, or while being assembled; to thus facilitate the operation of assembling the strips into a complete form and save time and labor; to obtain a more finished product or perfect horn; to enable by these means, light thin sheet metal to be employed without in any way detracting from the appearance or utility of the horn; to lesson the cost of such amplifying horns, and to obtain other advantages and results as may be brought out in the following description.

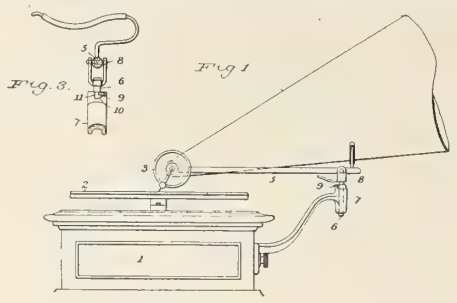


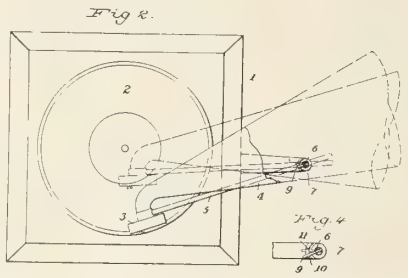
Referring to the accompanying drawings, in which like characters of reference indicate corresponding parts in each of the several figures, Figure 1 is a side elevation of the improved horn, Fig. 2 is a plan of one of the sections thereof before insertion, and Fig. 3 is a transverse section of the same taken at line *x*.

TALKING MACHINE. Louis P. Valiquet, Newark, N. J., assignor by mesne assignments to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 914,765.

This invention comprises a simple means for positively feeding the reproducer across the sound record in that type of machine known as the disc record talking machine.

Figure 1 is a side elevation of a talking machine with invention applied thereto; Fig. 2 is a plan view of the same with parts broken away



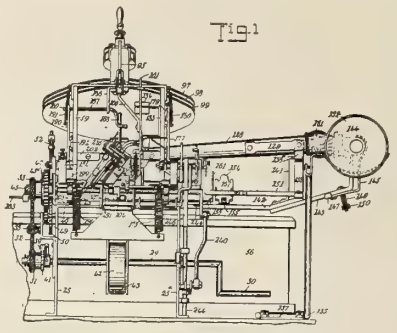


or shown in section; Fig. 3 is a detail view of the pivot pin and feed cam, the cam being shown in elevation, and Fig. 4 is a detail plan view of the cam, the pivot pin being shown in cross section.

MAGAZINE TALKING MACHINE. C. E. and W. H. Krueger, Minneapolis, Minn. Patent No. 915,448

This invention relates to talking machines, the purpose being to produce a device in which a large number of distinct operations are performed automatically, so that the machine requires a minimum of attention.

To this end the invention embodies the following objects: I. To provide a magazine for holding a number of separate records and means for changing these records so that they are played in a predetermined order of succession, the substitution of one record for another being made automatically by the machine. II. To provide mechanism whereby a needle, when used upon one record may be discarded and a new needle substituted for use upon the next successive record, the substitution of this needle being performed automatically by the machine. III. To enable the operator, by an adjustment



of certain parts of the machine, to change the action thereof so that each record may be played twice in succession before the substitution of another record, and each needle may be used twice before the substitution of another needle. IV. To enable certain parts to be disengaged from the main apparatus, thereby enabling any record or records to be repeated as many times as desired, new needles being substituted automatically for those already used. V. To enable the magazine of the machine to be adjusted so as to accommodate large or small records as desired. VI. To enable certain parts of the machine to be thrown out of action at will so that the records may be changed automatically, a single needle being used to operate upon all of the records in succession.

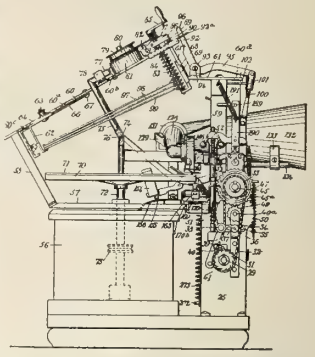


Figure 1 is a front elevation of the talking machine, this view showing at the right the phonographic horn, at its top a number of disc records to be dropped one at a time upon the turntable, and showing at its middle and bottom portions the gearing and various parts operated thereby. Fig. 2 is a side elevation, parts being broken away, this view showing more particularly the manner in which the several records

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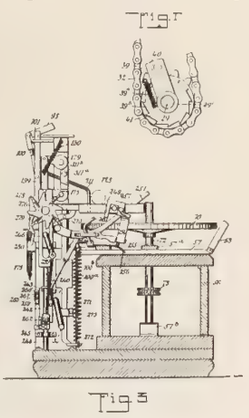
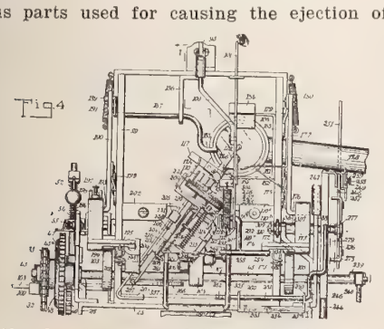
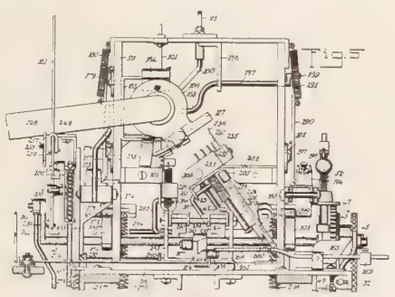
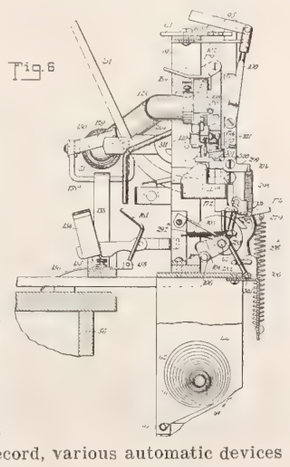
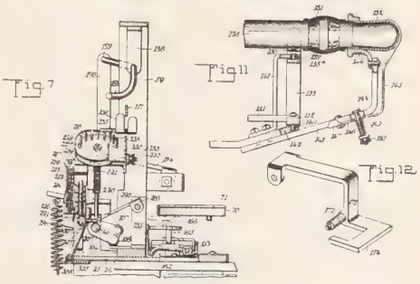
are temporarily supported and how they are dropped one at a time upon the turntable. Fig. 3 is a fragmentary section through the casing showing the turntable and various moving parts not connected directly with the turntable, and also showing a star-wheel and its connections for periodically throwing certain parts out of action when arranged by the operator to do so; Fig. 4 is a fragmentary front elevation of the machine showing particularly the needle wheel serving as a magazine for holding the needles, this view further showing the various parts for moving the needle wheel bodily toward the needle holder, and still further showing the various parts used for causing the ejection of a needle already used and the automatic substitution therefor of a new needle. Fig. 5 is a fragmentary rear elevation, certain portions appearing in section, this view showing substantially the same portion of the mechanism as that disclosed in Fig. 4; Fig. 6 is a substantially central vertical section through the machine showing the sound-box, the receptacle for holding the needles when ejected, and the various parts used for causing the ejection of the needles when used and the substitution therefor of new needles; Fig. 7 is a fragmentary section upon the line 7—7 of Fig. 4, looking in the direction of the arrow and showing the needle wheel and the accompanying parts whereby it is actuated; Fig. 8 is a plan view of the central portion of the apparatus, indicating in full and dotted lines various movements of the tube, this view further showing the mechanism whereby, upon the completion of a record, various automatic devices are thrown into action for the purpose of substituting the next record and changing the needle; Fig. 9 is a side elevation showing the star-wheel as the same would appear to an observer located at the right of Fig. 1, and further showing the movable rest for supporting the phonographic tube, and showing also the movable arm for shifting this tube in a lateral direction; Fig. 10 is a perspective of a slide upon which is mounted one of the levers used for extracting the old needle used in opening and closing the needle holder for the purpose of changing the needles; Fig. 11 is a fragmentary section through a portion of the phonograph horn

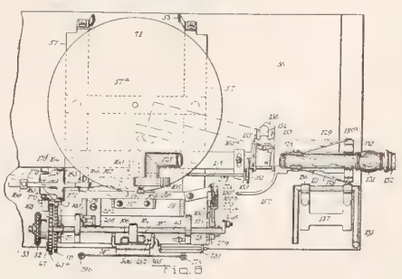


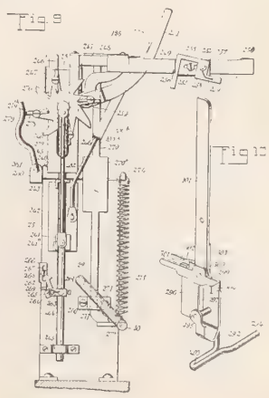




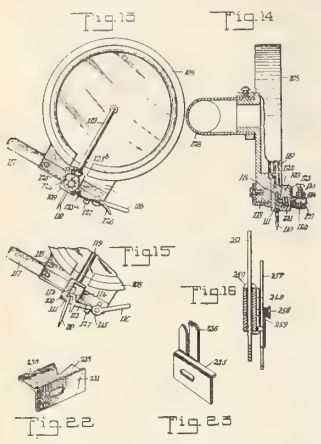


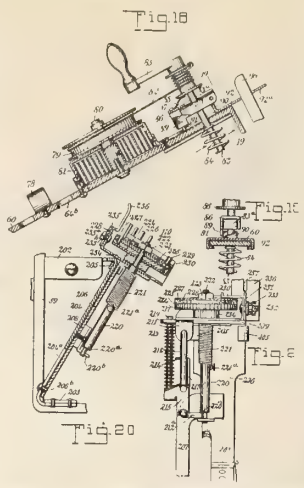




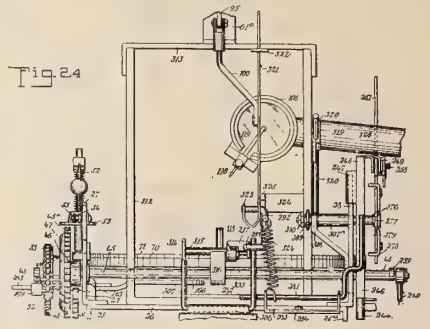


and the phonograph tube, this view showing a flexible connection for these parts, and further showing various adjustments for the horn; Fig. 12 is a perspective of one of the cam levers and its shelf used for actuating the needle holder; Fig. 13 is an enlarged front elevation of the sound box and needle holder; Fig. 14 is an enlarged fragmentary section through the sound-box and needle holder; Fig. 15 is an enlarged fragmentary section through a portion of the needle holder, this view showing the ejector for throwing out a needle after it has been used; Fig. 16 is an enlarged fragmentary section through a portion of the guide used for guiding the sound-box into a predetermined position; Fig. 17 is a fragmentary section showing the ratchets mounted upon the main shaft for enabling the latter to be turned in order to wind up the main spring; Fig. 18 is an enlarged central section through the winding barrel and





time, so as to drop them upon the turntable; Fig. 19 is a fragmentary section upon the line 19—19 of Fig. 18, looking in the direction of the arrow, and showing the escapement whereby movements of the magazine mechanism are checked periodically in order to prevent dropping of more than one record at a time; Fig. 20 is a central section through the needle wheel and its mountings showing how the needles are stored within the wheels; Fig. 21 in an enlarged elevation of the needle wheel and other parts shown in Fig. 20; Fig. 22 is a perspective of the needle guide, this part co-acting with the needle wheel for the purpose of stopping the needle wheel in such position that each needle arrives at exactly the same point in order to be more readily grasped by the needle holder; Fig. 23 is a perspective of the guide used for directing the bodily movements of the needle wheel and its accompanying parts relatively to the needle holder; Fig. 24 is a front elevation showing the device as provided with a different form of auxiliary frame, and as discarding certain parts so



as to enable the machine to be used without the automatic change of needles after each record is played.

GOGORZA'S BIG EARNINGS.

In the suit for separation and alimony brought by Mrs. De Gogorza, wife of Emilio De Gogorza, the distinguished baritone, it was stated that he received five thousand dollars per year from the Victor Talking Machine Co. for making records and made thirty thousand dollars in all last year from his concert tour. Mrs. De Gogorza was awarded three hundred dollars a month pending trial.

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39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

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EDISON JOBBERS **VICTOR DISTRIBUTORS**
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
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We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.
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All Kinds of Automatic Musical Instruments and Slot Machines.

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We Carry the Full Line.
COLUMBIA DOUBLE-DISC RECORDS
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PROMPT SERVICE Exclusive Territory Assigned

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Distributor
VICTOR Talking Machines
and RECORDS Wholesale and Retail
Largest Stock in the South

Exclusive Columbia Jobbers
ORDER WHAT YOU WANT WHEN YOU WANT IT.
We Can Deliver the Goods
KRAEMER & GOSORN
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THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
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Talking Machines and Records. The Biggest Assortment of Hebrew Records.
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Exclusive Columbia Jobbers
Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Nashville is so centrally located that there is a great saving of time.
PHILLIPS & BUTTORFF MFG. CO.
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PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May list.

Paste This Where You Can Always See It!
MR. DEALER:
We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.
VICTOR and EDISON JOBBERS
Lyon & Healy
CHICAGO

Leading Jobbers of Talking Machines in America

THE DITSON STORES

Trade-Mark

Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

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THE REGINA CO.
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Factory: Rahway, N. J.
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WHOLESALE AND RETAIL
REGINA MUSIC BOXES REGINAPIANOS
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DISTRIBUTORS IN NEW YORK FOR
EDISON PHONOGRAPHS AND RECORDS
Complete Stock. Prompt Deliveries.

HARGER & BLISH
JOBBERS
VICTOR
EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Des Moines IOWA Dubuque

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.
COLUMBIA JOBBERS
Complete Stock. Prompt Service.
Dealers Wanted.
Write to-day.

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19th Street and Marshall Boulevard
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EDISON JOBBERS
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
"If it's made we ship it the same day order is received"

Mr. Dealer
WE ARE
COLUMBIA JOBBERS
We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete information upon request.
HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

E. T. WILTON & COMPANY
HOUSTON, TEX.
Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
We have everything you need, also
JEWELRY and WATCHES

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MACHINES and RECORDS
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Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
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on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time—every time.
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Two points of supply; order from the nearer

Exclusive Jobbers for
Columbia Graphophones and Records
Orders filled the day they are received. Complete stock.
If it's in the catalogue *we have it.*
Maine Phonograph Company,
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Controlling State of Maine and portion of New Hampshire

D. K. MYERS
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Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

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N. W. Iowa, Nebraska and South Dakota
Write to-day for terms necessary to become dealers
W. A. Dean Company
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PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

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MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of
EDISONS AND VICTORS

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage [illegible]. Be sure and have your firm in the May list.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

The Pleasure Doubled

The Talking Machine you select determines the pleasure you will have. The Zon-o-phone is the oldest of all disk machines, the most highly developed in smooth running, durability and mechanical conveniences. It has a remarkably clearer and more natural tone.

The Cost Reduced

Take the trouble to hear the Zon-o-phone before you buy. After you are satisfied with its superiority you will also find it lower in price, model for model.

Zon-o-phone Double Record Disks

The highest type of record ever sold for 65c.

Hebrew Supplement, just issued; the finest Hebrew records ever made. Songs by Mme. Regina Prager, Mr. Kalman Juvelier and other well known artists.

Universal Talking Machine Mfg. Co.

Newark, N. J.

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ARKANSAS
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA
Los Angeles...So. California Mus. Co., 333 S. B'way.
San Francisco..Peter Bacigalupi & Sons, 941 Market St.
San Francisco..Byron Mauzy, 244-250 Stockton St. (Union Sq.).

FLORIDA
Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS
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Chicago.....James I. Lyons, 265 Fifth Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.

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St. Louis.....Knight Mercantile Co., 311 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

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Newark.....Oliver Phono. Co., 16 New St.
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CANADA
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Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

VOL. V. No. 5. 64 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, May 15, 1909

"The Window is the Eye of the Store"

You make up your opinion of a man very largely from the expression of his eye. Your customers form their judgment of you very largely from the appearance of your store windows.

The first essential of a window is freshness. The well-dressed window is the one that is **always fresh.** The best-planned window loses its effect after the dust has begun to settle on the merchandise and the glass gets a little dim.

Every Victor dealer should be on the safe side and give his windows a fresh dressing every so many days, whether it seems to need it or not. Each new window display has its advertising value. A good window dresser can make the window pay the rent of the whole store.

Don't crowd the window. If it is well arranged with a few articles it commands attention, when the same space jammed full with a variety of objects is passed unnoticed. Make your window tell the news of your store. Your window display can show **real** things, and has a great advantage over print, which can only tell about things.

The best window display is one that associates the Victor with some person or event of general interest. For instance, suppose you get a fine portrait of Sousa, frame it handsomely, and arrange it against a background of drapery in the most prominent place in the window, and place beneath it a neat card giving a list of the Sousa records you have in stock.

Windows like this command a great deal more attention than windows filled with a promiscuous stock of goods, and the labor and expense are much less. After you have accumulated a number of suitable draperies, frames and other articles that can be used over and over again, it is an easy matter to add the note of current interest, similar to the one described. This method of window dressing saves the handling and exposure of many articles of merchandise and gives the passing crowds something to stop and look for.

Have the "eye" of your store bright and wide open.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

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THE COST REDUCED

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The Talking Machine World

Vol. 5. No. 5. New York, May 15, 1909. Price Ten Cents

THAT VOCAL SAFE LOCK.

Inventor Charpiot Has Had Many Inquiries from All Parts of the World.

George J. Charpiot, of Denver, the inventor of the safe which opens by the sound of the voice and referred to recently in The Talking Machine World, has been the constant recipient of letters and clippings from eastern cities inquiring as to the working of the innovation.

Instead of the regular handle, which the safes have now, this one is supplied with a receiver, to which, on the inside, is attached a needle similar to those used in phonographs. The safe will open only to the sound of one person's voice. Trials have been made with several people representing the sound of the voice, but the safe would not open except to the voice of the one person to which it had been made sensitive.

Since a description of this invention appeared Charpiot has heard from interested parties throughout the world. Letters from many of the leading banks ask such questions as the following: "What could be done in case the person who owned the safe died?" Supposing the man who owned the safe became hoarse, what then?" "Could not this same appliance be used on doors, and then, if a man came home hoarse or his voice thick on account of being drunk, how could he unlock his door?" "Couldn't a burglar who wished to open a safe like that imitate the sound of the man's voice who owned it sufficiently to open it?" "Couldn't a person take a phonographic record of the man's voice who owned the safe, and then, by putting the phonograph up to the receiver, unlock the safe?"

EDISON KILLS RATTLESNAKE.

Back from a Southern Sojourn With a Trophy in the Shape of a Skin of a Rattlesnake Which He Killed.

Among the other luggage that Mr. and Mrs. Thomas A. Edison brought back to their home in West Orange, N. J., recently from Fort Myer, Fla., where they had been spending the winter months, was the skin of a very fine specimen of the diamond back rattlesnake, measuring nearly six feet in length. Had it not been for the quickness of the inventor in landing a real home strike blow on the snake's head there might have been a different story to tell.

Every winter Mr. and Mrs. Edison go to Florida. While there the inventor works out the various problems which he has not had time to complete in his laboratory in New Jersey, and goes fishing between times. On the last day they were at Fort Myer, Mr. and Mrs. Edison were taking a walk along one of the palm shaded avenues when there was a warning whir from the side of the road, and the inventor pulled his wife to the side just in time to get her out of the way of a monster rattler that had been coiled up almost beneath their feet. The snake coiled for another spring, but before he could strike the inventor picked up a stick.

As the snake darted forward on the second spring Mr. Edison stepped aside, and taking careful aim, hit the reptile a vigorous blow with his club. The rattlesnake was instantly killed. It was one of the largest ever killed in the vicinity.

TAKES ON THE VICTOR.

The Driggs & Smith Co. Put in a Talking Machine Department.

The Driggs & Smith Co., Waterbury, Conn., have recently opened a talking machine department, which is under the supervision of J. H. Dodin. This is one of the leading music trade institutions of Connecticut and have placed in a full line of Victor goods, and without doubt, with the progressive methods which they have placed behind the new department, it will be a success from the start.

P. R. Cumming, president of the company, remarked to The World recently that the establishment, although less than a month old had transacted an amount of business which exceeded his most sanguine expectations.

RAY ROCKWOOD A WONDER.

Monrovia Features Him as One of Its Greatest Attractions—Doesn't Hide His Light Under a Bushel—A Prolific Inventor.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 5, 1909.

One of Monrovia's attractions is the workshop and laboratory of Ray Rockwood, a young inventor 24 years of age. So well known have the attractions of his workshop become that he is kept busy entertaining parties who visit it, not only from Los Angeles, but from the entire State.

His most taking invention with the public is the "phonograph." It consists of a good sized carpenter's bench with two large concrete horns, much like the ventilators on a man-of-war, protruding from either end. The mechanism is cleverly hidden within. The concrete horns, which are ten feet long, entirely do away with that metallic sound so noticeable in the ordinary phonograph, rendering a beautiful and distinct tone.

Rockwood also worked three years on a cornet, and has finally succeeded in producing an instrument which many musicians declare to be far ahead of anything on the market at the present time, the entire fingering having been simplified.

Next in importance comes the gaslighter and tickless clock. The former is a small contrivance, whereby the ordinary gas jet may be ignited by simply pushing a button. The latter is an ordinary clock, on which the mechanism has been so revised that while it keeps perfect time no noise is heard.

AUXETOPHONE AT BANQUET.

Piano Men Listen to Grand Opera Performance.

The annual banquet of the Connecticut Piano Dealers' Association, held at Waterbury, Conn., on April 22, was enlivened by music from the Auxetophone.

A pleasing program, which included grand opera numbers, delighted the banqueting piano men, many of whom expressed surprise at the marvelous entertaining powers of the Auxetophone.

The program was arranged by the Driggs & Smith Co., of Waterbury, who have recently taken on the Victor line.

BALLARD PHONO. CO. MAKES ITS DEBUT.

Victor A. Welman has made his appearance as a talking machine dealer in Seattle's hustling suburb, Ballard, a town of about 20,000 inhabitants. Mr. Welman has acquired the stock and good will of H. C. Tharp, who has been conducting the business for the last two years. Mr. Welman is not new at the work, but leaves a lucrative berth with the D. S. Johnson Co., the largest talking machine dealers in the Northwest where he was connected with both the selling end and the advertising department. With the opportunities of the location and his preparation for the work his success is almost assured. The house will be known as the Ballard Phonograph Co., and will handle Edison, Victor and Columbia products, besides a good line of small goods.

E. C. Goodwin, of Lyon & Healy, Chicago, was a visitor at New York headquarters of the National Phonograph Co. last week.

DEATH OF ANDREW DEVINE.

The Senior Vice-President of the Columbia Co. Passes Away in His 67th Year.

Andrew Devine, senior vice-president and the oldest director of the Columbia Phonograph Co., General, died May 4 at his home in Brooklyn after a short illness. Mr. Devine was stricken with paralysis the Sunday previous, an attack from which he never recovered. The deceased was sixty-seven years of age, and was associated with Edward D. Easton, president of the company, from the earliest days of the enterprise, when the old Bell and Tainter patent, which means the actual beginning of the modern talking machine business, was acquired. Mr. Devine, like Mr. Easton, had full faith in the future of what may frankly be described as a novel venture, and their belief in the ultimate success of the present day trade never wavered.

The deceased was well known among public men, having been for many years one of the official stenographers of the United States Senate, and during the Blaine campaign for the Presidency he not only reported the speeches delivered by the "plumed knight," but also acted in a confidential advisory capacity. Mr. Devine, who was also one of the founders and prominent officials of the Merganthaler Linotype Co., was highly esteemed by a large circle of friends, and his business associates spoke of him in the highest terms of praise. He left a large estate, variously estimated at a million dollars.

A PHONOGRAPHIC WARNING.

Indiana Man Invents Device to be Attached to Gasoline Cans to Prevent Mistakes.

John W. Adams, of Farmersburg, Ind., is credited with the invention of a phonographic attachment for gasoline cans that utters "Gasoline—explosive!" whenever the cap is being unscrewed. By this means one can tell when he has the gasoline can, even in the dark. Mr. Adams says that he has been offered $50,000 for the invention, but declines to sell. With this device perfect safety is obtained, as one cannot make the mistake of placing gasoline in an oil lamp without knowing it.

CLEMENT BUYS SAWYER'S STOCK.

(Special to The Talking Machine World.)

Bar Harbor, Me., April 8, 1909.

S. J. Clement, of Clement's music store, has bought the entire stock of Edison phonographs and records of J. H. Sawyer and has combined it with his already large stock at 160 Main street. Thus making the largest and most complete stock of Edison goods in Eastern Maine. Mr. Clement has a large room separate from the main store devoted exclusively to this line, the walls of which are lined with Edison records, every number of the extensive catalog being represented. This room is fitted up with special reference to the comfort and convenience of phonograph customers.

The Continental Royalphone and Phonogram Co., of Kittery, was recently incorporated in the State of Maine with a capital of $5,000,000. President, A. H. Peavey; treasurer, G. E. Burnham, and clerk, E. J. Burnham, all of Kittery.

Geo. E. Seavey, successor to Seavey Bros., Haverhill, Mass., has built up an excellent trade in talking machines, pianos, sporting goods and other specialties in that section. He handles the Victor, Edison and Columbia machines and a full line of records, as well as supplies of all kinds.

MILWAUKEE'S BUDGET OF NEWS.

Spring Trade Will be Double That of Last Year —New Victor Styles Popular—McGreal's Great Campaign of Publicity—Many New Victor and Edison Agencies—The Talking Machine in the Church—Hille Takes Charge at Flanners—The Cream City Supply Co. Open Up—Columbia Trade Active—About the Bull Terriers—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 8, 1909.

Despite unseasonable weather, dealers are predicting that the total spring trade will more than double that of last year, and there is every assurance that the prediction will be borne out. The wholesale business is especially good and dealers all over Wisconsin seem to be stocking up. The past year has witnessed nothing short of a housecleaning in stocks and the present spring business started out with more new records and machines on hand than at any time in years. Dealers say that this will work for the general good of the trade, and that nothing could be more satisfactory than in clearing out the shop-worn stocks.

The new styles of the Victor, 2 and 3, have been meeting with ready sales in Milwaukee and promise to be classed among the leaders for some time to come. The larger cabinets and substantial makeup of the machines seem to be popular with the trade.

Lawrence McGreal seems to be following a most successful campaign of publicity for his machines which partly accounts for the big business secured by the McGreal establishment. No social event, no matter how large or small, ever takes place in Milwaukee without Mr. McGreal placing one of his popular talkers at the disposal of the gathering. The result is that Mr. McGreal himself is regarded something in the light of a benevolent benefactor and has won hosts of friends, a fact which is bound to react favorably in a business way, but the machines themselves are advertised as they could not be in any other manner. Milwaukee seems to be making a name for itself in the sale of Victrolas and undoubtedly the demand for this machine and other talkers of a high class has been materially strengthened by Mr. McGreal's methods of advertising.

Mr. McGreal is a particular friend and a privileged member of the Milwaukee Press Club, and this organization never conducts an event without the aid of a Victrola or some other machine from the McGreal establishment. He is also a member of all the leading commercial organizations of Milwaukee and is most liberal in offering his machines for every event under the auspices of these associations. It is not only Mr. McGreal's own business that has been strengthened and increased in this way, but dealers in the city and all over the State have profited in a business way. One well known Milwaukee dealer relates how he sold two machines directly after a successful concert held by Mr. McGreal before one of the business organizations of the city.

Mr. McGreal took a prominent part with one of his machines last week at the annual meeting and dinner held by the Milwaukee Foundry Foremen's Association. A Victrola also helped to make merry the recent May party of the Milwaukee Press Club.

Several new agencies for the Edison line have been opened up at various points in Wisconsin and northern Michigan by William P. Hope, representative for the National Phonograph Co. for this territory. Mr. Hope was in Milwaukee recently and reports that prospects in the talking machine field are of the very best.

Several new dealers have been started in the Victor line by William Schmidt, Wisconsin representative of the Victor Co. Mr. Schmidt was in Milwaukee last week after a busy trip through his territory.

Mrs. W. J. Voss, wife of the proprietor of the Voss Phonograph Co., at Appleton, Wis., was a recent Milwaukee visitor.

The talking machine seems to be in bad repute among the members of a certain well-to-do congregation on the upper east side of this city. And all because it "butted in" at an importunate time. The service had progressed through a particularly edifying sermon on the application of the Christian spirit to housekeeping, and the proselyting among servants and other members of the household. Everyone felt particularly devoted and righteous when the soloist of the congregation rose to sing. The song was one of the old favorites of the congregation. With thrilling sweetness the singer thrilled out the refrain, "How Far With Thee, How Far With Thee-e e." In the ensuing moment of questioning pause a talking machine in the residence next door, probably turned on by some maid in the absence of the mistress, whirred and came out clearly with the refrain of its song, "You Can Go As Far As You Like With Me." The singer finished her hymn, but there were smothered indications of a riot in the congregation.

Lawrence McGreal is again president of the McGreal team in the city baseball league, an aggregation which promises to "do up" all other teams in the league this year. Mr. McGreal recently donated two score boards to Milwaukee baseballdom, one for the White City Park and the other for the South Side Park, both in honor of the league's new president, Dick Marcan, former manager of the McGreals.

That the moving picture shows of Milwaukee are not of a nature requiring censorship is the stand taken by several of the leading talking machine dealers of the city. Dealers say that they do not make the statement simply because the five and ten-cent theatres are good buyers of machines, but because they have made personal investigation of the matter. One talking machine dealer calls attention to the fact that the films used by the shows are now thoroughly inspected by an official board at either Chicago or New York before they are sent out. One theater manager claims that he exercises a censorship in his own house and that an objectionable film never gets by him.

Alfred Hille, formerly connected with the sheet music department at the Joseph Flanner Music House, has been made manager of the talking machine and musical merchandise department of the establishment. Charles H. Iddings, former manager of these departments, is now connected with the Cable Piano Co., at New Orleans, as salesman.

E. L. Peterson, of Plymouth; Bert Poat, of Waterford, and Mr. Erbe, of Lawn & Erbe, of New Holstein, were recent Milwaukee visitors and reported trade on the upward trend.

Roy Keith, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently.

The Cream City Supply Co. have organized to carry on a general talking machine business at the former stand of the Huseby Co., at 454 Grove street in this city. George Cremer, formorly with the Huseby Co., and later connected with a Chicago concern, is treasurer and general manager of the new business. Both the Edison and Victor lines will be carried, as well as a full line of records and supplies. A general repair business will also be conducted. It is rumored that the new company is backed by Chicago capital and interests. Milwaukee dealers are not over enthusiastic over the prospects of another company in the local field, because while trade is satisfactory, there is every indication that the latest concern will only add to the competition.

The "Merry Widow" took Milwaukee by storm recently and sales of sheet music and talking machine records of the leading hits of the opera were far more brisk than dealers had hoped for. As usual, the Hoeffler Mfg. Co. took the honors for a catchy window display. Manager J. H. Becker, Jr., of the talking machine department, had arranged a life-size "Merry Widow" seated on a "Merry Widow" machine in his window, calling attention to the popular records of the opera. Ready sales of Red Seal and domestic records for a period of two weeks were reported by Manager Becker.

The family of Jessie, the bull-terrier mascot of the Milwaukee branch of the Columbia, has been dwindling of late. Manager A. D. Herriman has been true to his word that he would distribute the young pups among the managers of the several Columbia establishments in the Middle West and East and only one or two of the happy family remains.

A big sale of Columbia double-faced and Columbia indestructible records was made at the Columbia establishment during the past two weeks. Manager Herriman reports that demand for the higher-priced machines seems to be daily growing with the trade.

A. D. Bullock has opened a talking machine parlor in Onset, Mass.

DO YOU REALIZE

that to get all there is in the Talking Machine Business, that you ought to be able to supply the demand for either a Disk or Cylinder Machine or Record ?

THERE IS A DEMAND FOR BOTH

Why not place yourself in a position to meet it if you are not now. ?

VICTOR AND EDISON

have the call, are the best and the largest advertised lines.

IF YOU HANDLE ONLY ONE

Write us about the other.

IT'S TO YOUR ADVANTAGE TO BUY OF A JOBBER WHO HANDLES BOTH. IT MEANS ONE SHIPMENT, ONE EXPRESS

Correspondence Solicited

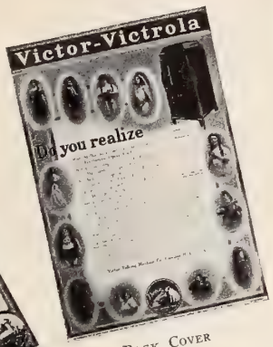
The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House

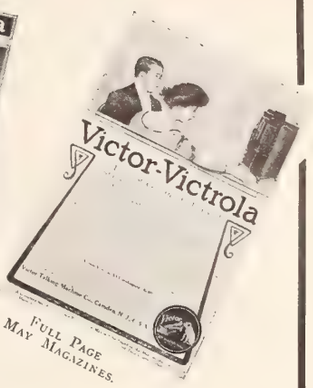
FULL PAGE APRIL MAGAZINES.



BACK COVER COLLIERS APRIL 17.

Victrola XVI
Quartered Oak - $200
Mahogany - - - $200
Circassian Walnut $250

BACK COVER SAT. EVG. POST MARCH 20.



FULL PAGE MAY MAGAZINES.

Victrola

The perfect musical instrument

Perfect musically The Victrola plays all the unmatchable Victor music and entertainment in the richest, sweetest, most mellow tone ever heard—as pure and true as life itself. The Victrola satisfies the most critical musical tastes. It creates a deeper appreciation for operatic and classical music.

Perfect artistically The Victrola cabinet is a fine example of dignified beauty. Its graceful lines make it particularly pleasing to the eye. It is worthy of a prominent place in the most exclusive home. The woods used in making the Victrola cabinet are specially selected for their richness of color and fineness of grain —quartered oak, San Domingo mahogany and Circassian walnut. There is a wide choice of beautiful finishes.

Perfect mechanically The Victrola has the absolutely accurate, noiseless-running Victor mechanism, an indispensable for perfect playing. The horn is entirely concealed. The music flows through the small doors, which can be opened or closed, to regulate the volume of sound.

The Victrola is the greatest musical instrument in the world

It is receiving unbounded and enthusiastic approval. There is absolutely no other instrument to compare with it. It draws the patronage of the most wealthy and refined. It is the highest example of Victor "quality."

Sell this wonderful instrument, Mr. Victor Dealer! Get the most out of the phenomenal Victrola popularity! There is Victrola business all around you. This means greater sales—greater profits for you. And think of the possibilities for increased sales of Red Seal Records.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. ..... Finch & Hahn.
Altoona, Pa. ..... W. H. & L. C. Wolfe.
Atlanta, Ga. ..... Elyea-Austell Co.
Phillips & Crew Co.
Atlantic City, N. J. ..... Sol. Bloom, Inc.
Austin, Tex. ..... The Petmecky Co.
Baltimore, Md. ..... Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
Bangor, Me. ..... M. H. Andrews.
Birmingham, Ala. ..... E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass. ..... Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. ..... American Talking Machine Co.
Buffalo, N. Y. ..... W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. ..... American Phonograph Co.
Butte, Mont. ..... Orton Brothers.
Canton, O. ..... The Klein & Heffelman Co.
Charlotte, N. C. ..... Stone & Barringer Co.
Chicago, Ill. ..... Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O. ..... The Rudolph Wurlitzer Co.
Cleveland, O. ..... W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O. ..... Perry B. Whitsit Co.
Dallas, Tex ..... Dallas Talking Machine Co.
Denver, Colo. ..... The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Iowa. ..... Jones Piano Co.
Harger & Blish, Inc.
Detroit, Mich. ..... Grinnell Bros.
Dubuque, Iowa. ..... Harger & Blish, Inc.
Duluth, Minn. ..... French & Bassett.
El Paso, Tex. ..... W. G. Walz Co.
Escanaba, Mich. ..... Grinnell Bros.
Galveston, Tex. ..... Thos. Goggan & Bros.
Grand Rapids, Mich. ..... J. A. J. Friedrich.
Honolulu, T. H. ..... Bergstrom Music Co., Ltd.
Indianapolis, Ind. ..... Kipp-Link Phono. Co.
The Musical Echo Co.
Jacksonville, Fla. ..... McGraw Bros. & Vogt.
Kansas City, Mo. ..... J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb. ..... Ross P. Curtice Co.
Little Rock, Ark. ..... O. K. Houck Piano Co.
Los Angeles, Cal. ..... Sherman, Clay & Co.
Memphis, Tenn. ..... E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis. ..... Lawrence McGreal.
Minneapolis, Minn. ..... Minnesota Phonograph Co.
Mobile, Ala. ..... Wm. H. Reynalds.
Montreal, Canada. ..... Berliner Gramophone Co., Ltd.
Nashville, Tenn. ..... O. K. Houck Piano Co.
Newark, N. J. ..... Price Phono. Co.
Newark, O. ..... The Ball-Fintze Co.
New Haven, Conn. ..... Henry Horton.
New Orleans, La. ..... Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y. ..... Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landay Brothers, Inc.
Stanley & Pearsall.
Benj. Switky.
New York Talking Machine Co.
Omaha, Neb. ..... A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria, Ill. ..... Chas. C. Adams & Co.
Philadelphia, Pa. ..... Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
Western Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburg, Pa. ..... C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. ..... Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore. ..... Sherman, Clay & Co.
Richmond, Va. ..... The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y. ..... The Talking Machine Co.
Salt Lake City, Utah. ..... Carstensen & Anson Co.
San Antonio, Tex. ..... Thos. Goggan & Bros.
San Francisco, Cal. ..... Sherman, Clay & Co.
Savannah, Ga. ..... Phillips & Crew Co.
Seattle, Wash. ..... Sherman, Clay & Co.
Sioux Falls, S. D. ..... Talking Machine Exchange.
Spokane, Wash. ..... Eiler's Piano House.
Sherman, Clay & Co.
St. Louis, Mo. ..... Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn. ..... W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y. ..... W. D. Andrews.
Toledo, O. ..... The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C. ..... E. F. Droop & Sons Co.
John F. Ellis & Co.

F

DECISION IN CONTEMPT SUIT

Of the Victor Talking Machine Co. Against the Leeds & Catlin Co—Will be Worth Reading by Many of Our Subscribers.

(Special to The Talking Machine World.)

Washington, D. C., May 3, 1909.

In the contempt case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, the Supreme Court of the United States, on April 19 affirmed the decision of the Circuit Court of Appeals, second circuit. On January 5, 1907, Judge Lacombe, Circuit Court of the United States, southern district of New York, fined the Leeds & Catlin Co. $1,000 for violating an injunction issued by the court, restraining them from selling their records to be used on Victor machines, thereby becoming contributing infringers of the Berliner patent. The case was taken to the highest tribunal on a writ of certiorari, and a motion to dismiss the suit was argued January 14, 1909. The opinion was written by Justice McKenna, and is in part as follows:

"The lower courts found that most of the sales (we quote from the opinion of the Circuit Court of Appeals) of the records by petitioner 'were knowingly made to enable the owners of the Victor talking machines to reproduce such musical pieces as they wished by the combination of the Leeds & Catlin record with said machines; and that the Leeds & Catlin Company made no effort to restrict the use to which their records might be put until after motion to punish for contempt had been made; that the only effort at such restriction ever made was to answer upon the face of the record and notice to the effect that such record was intended and sold for use with the "feed-device machine"; that the records sold by plaintiff in error (petitioner) were far more frequently bought to increase the repertoire of the purchaser's Victor machine than to replace wornout or broken records.' The 'feed-device machine' referred to by the court was a talking machine bought by petitioner after, as petitioner avers, the Circuit Court of Appeals affirmed the injunction, and in connection with which it sold, as it also avers, and used, its sound records. The court assumed, for the purpose of the cause, that the feed-device machine might be regarded as not infringing any of the rights of the Victor company under the Berliner patent.

"The court further found that it was established by the evidence that the discs were equally suitable for that machine as for the machine of the Victor Co., but that it 'was not at or before the time of beginning this proceeding a practically or commercially known producer of musical or spoken sound, whereas the Victor machine, embodying the claims of the Berliner patent here under consideration, was at such times widely known and generally used, and that the plaintiff in error (petitioner) knew, and sold its records with the knowledge, that if its output was to be used at all by the public it would be used with the Victor machine, and in the combination protected by the claims of the Berliner patent, before referred to.' And the court concluded that upon these facts it was clear that petitioner had "made and sold a single element of the claims of the Berliner patent, with the intent that it should be united to the other elements and complete the combination. And this is infringement.

* * * * * * * * * * * * * * * * *

"Can petitioner find justification under the right of repair and replacement? The Court of Appeals, in passing on these cases, considered that there was no essential difference between the meaning of the words 'repair and replacement.' That they both meant restoration of wornout parts.....The sales of petitioner, as found by the courts below, and as established by the evidence, were not to furnish new records identical with those originally offered by the Victor Co., but, to use the language of Judge Lacombe in the Circuit Court, 'more frequently in order to increase the repertory of tunes than as substituted for wornout records.' The right of substitution or 'resupply' of an element depends upon the same test. The license granted to a purchaser of a patented combination is to preserve its fitness for use so far as it may be affected by wear or breakage. Beyond this there is no license.

"It is further contended by petitioner that the disc records, being unpatented articles of commerce which could be used upon the mechanical feed device machine or exported to foreign countries, or concededly for repair of machines sold by respondent, petitioner could legally sell the same. A detailed comment on this contention or of the cases cited to support it we need not make. The facts of the case exclude petitioner from the situation which is the foundation of the contention. The injunction did not forbid the use of the records, except in violation of claims 5 and 35 of respondent's patent. The judgment for contempt was based upon the facts which we have detailed and they show a sale of the records for use in the Victor machine, 'an entirely voluntary and intentional' (to use the language of Judge Lacombe, contributory infringement.

"We have seen that the Circuit Court of Appeals assumed, for the purposes of this cause, that the feed-device machine was not an infringement of the machine of the patent. We may assume the same, and we are relieved from reviewing the very long and complex affidavits submitted by the petitioner to explain the same, petitioner's relation to it or its position in the art of sound reproduction. Petitioner was found guilty of selling records which constituted an element in the combination of the patent in suit, and for that petitioner was punished. Upon whatever questions or contentions may arise from the use of the feed-device machine we reserve opinion. We have not reviewed or commented upon the other cases cited respectively by petitioner and respondents in support of their contentions, deeming those we have considered and the principles we have announced sufficient for our decision. Judgment affirmed."

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
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Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

MR. CONRIED'S DEATH REGRETTED.

The death of Heinrich Conried, formerly manager of the Metropolitan Opera House, which occurred recently, was sincerely regretted by Signor Caruso, who is now sojourning in a quiet suburb of London. It was Mr. Conried who brought Signor Caruso to New York and exploited him, and without Mr. Conried there would have been little chance for Signor Caruso in the Metropolitan Opera House. Signor Caruso said:

"He was my first American manager and I shall always cherish his memory, not only as an impresario but as a friend. None could have been better."

When Mr. Conried first engaged Signor Caruso he did it on his reputation alone. He had never seen the great tenor nor heard him sing. When he did meet Signor Caruso in a little reception room in the Metropolitan Opera House it was with a burst of pleasure, and he told me he was so glad that Signor Caruso was not as short as he had feared.

"I was afraid he would be one of those little bits of fellows," said he. Then after I had introduced the star to the impresario, we all went up stairs to listen to a record of some of Signor Caruso's songs. Mr. Conried was very proud of that talking machine and I suspect those records had a great deal to do with bringing Signor Caruso to New York.

GREETINGS FROM THE EAST.

Thomas Edens Osborne, the well-known talking machine dealer of Belfast, Ireland, sends greeting to the World from Tunis, Africa. He says "the glamor of the East with its bewitching climate is a striking contrast to the dull and prosaic life of Belfast, even when relieved by graphophone and phonograph."

The Eden Musée has arranged some new groups of wax figures of the present-day inventors, among which are Count Zeppelin and his model airship, and Thomas A. Edison and his model phonograph.

RECITALS MAKE BUSINESS.

How M. J. Roth Carries on His Campaign for Trade by Means of Recitals—His Appeal to the Children and Adults.

M. J. Roth, the enterprising talking machine dealer of 1495 Third avenue, New York, is stimulating trade most successfully these days by means of special Victor recitals on every Saturday morning at 10.30 for children, and every Saturday evening at 8 o'clock for adults. The concerts which are given on the fifth floor of the Roth Building are under the special supervision of Mr. Isaacs, the manager of the talking machine department.

At these concerts special literature is distributed, bearing on the talking machine, and

CHILDREN ENJOYING CONCERT AT ROTH'S.

as a consequence the audience receives a liberal education regarding its possibilities and becomes so enthusiastic that in due time goodly purchases result.

Perhaps the most enthusiastic audience is that which attends the children's concert. The photograph herewith was taken on Saturday forencon, April 24th, and gives an idea how Mr. Roth develops his business. The programs for the children's recitals are especially attractive and designed to be interesting and educating. The programs for the adults' recitals of course are much more ambitious.

Talking machine dealers throughout the country could well take a lesson from Mr. Roth's enterprise. There is no better means of developing "prospects" than by recitals of this kind and no better missionaries than the children. What they want their parents usually must get, and it is very difficult for them to hear a Victor or Edison machine without desiring to secure it.

Mr. Roth occupies a very fine building and carries a full line of Edison phonographs and Victor talking machines, as well as accessories.

WAX FROM A MEXICAN WEED.

The Once Despised Candelilla Now Worth $200 or More an Acre—Wax Used for Talking Machine Records.

(Special to The Talking Machine World.)

Monterey, Mexico, May 7, 1909.

The discovery by Oscar Pacius, of this city, of a process for extracting wax from the candelilla weed is causing the establishment of a new industry in Mexico and Texas. The candelilla grows abundantly upon many millions of acres of semi-arid land in Northern Mexico and parts of Texas, Arizona and New Mexico. Land owners who have this formerly despised weed growing upon their holdings are now in a fair way to reap a fortune.

When it was discovered a few years ago that a good grade of crude rubber could be manufactured from the guayule shrub experiments began to be made by Mr. Pacius and others with various other kinds of wild vegetation to learn if they possessed commercial properties. Mr. Pacius found that the candelilla contained wax to the amount of 3½ to 4½ per cent. He gathered a supply of the plants and began experiments with a view of arriving at a process of economical extraction of the wax. He perfected this process a few months ago and it is now in practical operation.

The manufacture of this vegetable wax is already on a paying commercial basis. The demand for the product comes at this time chiefly from Germany. The present price of the wax in Mexico is $600 gold a ton. It is said that it takes about thirty tons of the weed to make one ton of the crude wax. The cost of producing a ton of wax is $75 gold.

The land upon which the candelilla weed grows profusely is producing a big revenue in the localities where factories have been established. It is said that where land is well set in the plant it can be made to yield a profit of $200 to $300 gold an acre a year.

The candelilla wax is said to be harder than any other wax. This fact has caused it to be in demand for the manufacture of talking machine records, pharmaceutical articles, varnishes, shoe, leather and wood polishes, insulation in electrical wiring, gums, candles and many other things.

The fact that the guayule shrub and the candelilla plant are now known to contain valuable commercial properties has aroused the interest of the Federal authorities of Mexico and it is said that a series of chemical experiments and tests of the various other desert plants which cover great stretches of land in Northern Mexico will be made under the direction of the Government with the view of discovering any commercial properties that they may contain. One plant which grows profusely along the Rio Grande is called gubernador and is being used extensively for the manufacture of a boiler compound. There are also two or three kinds of shrubs and weeds which possess cleansing properties almost identical in effect with washing soap. The roots of one of these shrubs are used by the native Mexicans to the exclusion of manufactured soap.

AFTER SALE WORK.

What Must be Done to Retain Trade—Effective Follow-Up Work.

An English concern that has a number of stores in various parts of the United Kingdom has a follow-up plan that can be readily adapted to the talking machine trade. About a month after a person has purchased a suit of clothes of the English concern a reply postal is sent, asking if it wears well, if it is giving satisfaction, etc. The replies received give the managers excellent ideas. Even those who do not reply are impressed with the interest manifested.

After you sold a talking machine, have you taken the trouble to send an inquiry, by mail, as to whether it operates satisfactorily; if not, that you desired to offer suggestions? Or, did it get slightly out of adjustment and thereby cause disappointment? Don't think for an instant that after you get the customers' money in your safe that is all that is to be done—if you desire to retain his trade.

The department stores are insistent follow-up people; they keep right after their customers, not once a season, not once a month, but an average of twice or more times a month, in the large cities. If they find it advantageous, you ought to. Don't wait until you are forced into it, because by that time some of your possible customers may then belong to the other fellow. There is also another class of competition, the personal element of which never shows up, but the constant solicitation by mail is always going on. What are you doing to offset, overcome and keep out this competition?

REGINA CO. SELL EDISON STOCK.

The Regina Co., New York, on April 23, sold their entire stock of Edison machines, records, etc., to James K. O'Dea, a jobber of Paterson, N. J. The Regina Co. thus retires from the talking machine business, with the exception of handling the Columbia line and their own machines and instruments. They will fill orders for the Edison May records and then are through.

COLUMBIA CO. IN DES MOINES.

(Special to The Talking Machine World.)

Des Moines, Ia., April 27, 1909.

The Columbia Phonograph Co. have secured the east half of the room in the Grand department store, formerly occupied by the McQuaid Company, and will take possession May 1.

NOW THE YAKIMA CO.

The Yakima Music Co. have absorbed the Guernsey music store at North Yakima, Wash. The proprietors are: C. W. Harris and Bertha B. Guernsey Harris. They are carrying a complete line of Victor and Edison goods.

Wisdom cries in the streets when it has fish to sell.

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

Complete line of EDISON and VICTOR Machines, Records and Supplies.

Send me your new monthly record orders for May and June and try my service.

LAWRENCE McGREAL

174-176 Third St. Milwaukee, Wis.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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San Francisco: S. H. Gray, 88 First St.
Cleveland: G. F. Prescott.
Cincinnati: Bernard C. Bowen.
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☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1909.

AN article appearing in another section of this paper from the pen of Eldridge R. Johnson, president of the Victor Talking Machine Co., contains much of interest to every talking machine man.

Mr. Johnson wields a forceful pen and his utterances anent the recent Supreme Court decision and upon the future of the talking machine business are presented in an original and striking manner.

In this connection we may state that this is the first time that Mr. Johnson has publicly expressed his views upon matters of vast import to the talking machine trade, and inasmuch as he is the founder and the present head of the great Victor Company his utterances must therefore possess unusual interest to everyone identified with the industry to which The World appeals.

THUS far, Spring business has not shown the activity which was predicted earlier in the year.

Business is not materially brisk in any line, and dealers in most trades are buying only to meet immediate requirements.

The tendency is to make purchases for temporary needs only.

That sums up briefly the general condition of trade, although the last reports received at The World office in regard to business are on the whole more satisfactory than for some time.

There is a better feeling in trade circles and the indications are re-assuring.

An improvement is noticeable not merely in the talking machine trade but in many other lines.

Manufacturers are receiving fair orders from dealers, and many affirm that the disposition not to adhere as closely as heretofore to the policy of extreme conservatism is observable.

The tone of the general market is without important change.

Communities dependent to a large degree upon the railroads and manufacturers for their commercial prosperity reflect the retarded activity of those interests in a sluggish demand, while on the other hand the business carried on in purely agricultural sections is in most cases really if not unusually normal.

The reports from the West are of a most encouraging nature, but Eastward they are less satisfactory, due doubtless to the fact that there are many thousands of men who have not yet secured employment.

HOW great has been the transformation which has taken place in those parts of the West and Northwest, which but a few years ago, were regarded as almost beyond the confines of habitable territory, is emphasized by the striking resourcefulness displayed under present conditions.

The results of a recent sale of bonds for municipal improvements in a Dakota city of about 10,000 inhabitants furnishes an instance in point.

Bids on the securities amounting to $100,000 were tendered by representatives from a number of the leading financial centers, but the entire issue was taken by local capital, representing wealth gleaned from the soil, and there is not much wonder that the farmers of the great agricultural sections are buying more largely, of what may be termed the luxuries of life. From a debtor class they have graduated into the creditor class.

The demand for talking machines, particularly the higher priced talking machines in the great agricultural sections of the country is more and more emphasized.

The talking machine jobbers who cater to the needs of the dealers in those sections of the country report a steady increase in trade.

Of course the talking machine business is not in an exuberant state, nor could it be expected that it would move ahead of other industries in the business revival, but it is growing better all the while, and when the flood tide is on it will be found that the big producing institutions will be in a better condition than ever to meet the requirements of the trade.

IT is an inspiring sight to visit such a plant as the Victor at Camden, N. J.

The directors of this great enterprise show their confidence in the future of the business by planning additions which will mean when completed many acres of additional factory space.

The Victor plant of the present time is an extensive one, and a trip through the various departments will furnish one with food for thought for many a day.

The splendid business system, the exactness and the clock-like precision which directs the workings of this great industrial enterprise will be apparent to every observer.

It is system and thoroughness which is apparent in every department and the present enormous plant of the Victor is run to its utmost capacity. While we have visited hundreds of factories we never have seen one in which more men were actively employed within the same number of square feet than is seen in the case manufacturing department of the Victor.

When the new addition which will be rushed rapidly to completion is in working form it will mean vastly increased creative facilities.

Such work as this concern is doing is encouraging, and is worth emphasizing, not merely because the Victor Co. occupy such a prominent position in the talking machine trade, but because of the fact that the manufacturers exhibit their willingness in such times as we have just had, to go ahead and plan bigger factory facilities, which should inspire all whether they are selling talking machines or any other specialty or commodity.

THE attitude of the great talking machine institutions toward the trade has been one of progress, marked by liberality in the treatment of their factors.

In what other trade have interests been so safeguarded as in the talking machine line, and if it had not been for the wisdom of the directors of the big talking machine companies the trade would not have held together in the manner which it has during the strain of the past two years.

Price cutting and demoralization of conditions have been impossible and it is through the maintenance of rigid rules that the trade itself has been saved from disintegration, and it must be conceded by men who go closely into the inner conditions of this industry that it is in the hands of competent and progressive business men. It is folly for one moment to suppose that the conditions which profit the manufacturing companies do not also assist the retail trade, and it is well, too, when some people are inclined to be pessimistic over the talking machine future to emphasize the money-making qualities of talking machines to jobbers and dealers.

WE can name institutions in Boston, Chicago, Cincinnati, St. Paul, New Orleans and San Francisco and in scores of other cities, who have netted splendid profits annually through talking machine agencies, and it's well for men to figure that the talking machine business is a profitable one, for it is.

It pays a larger percentage of profit to dealer and jobber than any other specialty which we can name, and what is there in the history of trade which compares for liberality with the record exchange proposition?

Ransack history and you will find nothing to approach it.

Furthermore, the men selling talking machines are afforded an opportunity to turn their stock many times a year, and when a sale of a talking machine is made, profits have just commenced.

The customer who has bought the machine becomes a steady contributor to the profits of the business concern which sold the machine.

Think of one purchaser, spending more than $1,000 for records in a single year and yet such cases are not remarkable.

In fact hundreds of dollars have been spent in a single purchase for records.

No! The talking machine business is all right.

The only trouble is that on account of the generally depressed conditions it has suffered and simply because men have not kept on making money in the same degree that they were years ago, they have lost heart and have commenced to grumble at conditions.

NOW, the only way to get on the right road again is to compare the conditions which exist in the talking machine line with other trades.

What other line of business pays better profits or affords the dealer chances to build up a paying line of customers than the talking machine business?

It must be encouraged and stimulated by men who have their heart in the business and have confidence in its future, and who have confidence in the business methods established by the great manufacturing concerns which practically control the situation.

It needs confidence all around, and it's just as well during the month of May to draw in a few deep breaths of confidence and go at the business with a vim and vigor which will insure success.

The manufacturers are certainly doing their part in lines of splendid publicity.

They are keeping the talking machine talked about, making its desirable features known to millions of people and are making possibilities for sales which are simply wonderful.

They are sowing the seed with a liberality and determination which should instill courage and confidence in the hearts of thousands of men who through some cause or other have become passive in their efforts.

They are sowing seeds which will result in a profitable harvest.

Now, what are you going to do, Mr. Talking Machine Man?

Sit by and let someone else reap the harvest—or are you going in with a fixed determination to get your full share?

It is folly to assume that a good level-headed business man is not going to take advantage of the situation, and it's absurd for any man to figure that he can sit down and conduct his business in an indifferent manner and expect that trade will come to him, and that he will grow rich.

It is not merely drifting with the tide.

It's trying to swim ahead if possible and turn some of the current perhaps in a new channel.

Dig the channel!

Do something!

Get out of the rut!

Have faith!

Have confidence and get business!

THE announcement that the great composer and conductor, Victor Herbert and his orchestra, have become associated with the National Phonograph Co., will be read with keen interest by thousands of talking machine men everywhere.

In line with this, what marvelous educational powers the talking machine has in bringing the works of the great composers within reach of thousands of people who otherwise would have no means of obtaining a knowledge of classical or popular compositions!

And right here, the educational value of the talking machine is beyond power of estimate.

The association of Victor Herbert with the National Phonograph Co. is but another move showing the progressiveness of the directors of this great institution, and the fact that they propose to exert all legitimate means to give to their dealers and representatives the best obtainable.

BLACKMAN BUYS EXCELSIOR STOCK.

The Blackman Talking Machine Co., New York City, have purchased the remaining stock of Victor and Edison machines, records, business lists, etc., and other effects of the Excelsior Phonograph Co., 89 Chambers street, of the same place, which closed their doors last month. Miss Peters, who has been on the floor of the latter concern and its predecessor, the Douglas Phonograph Co., for a couple of years, has joined the house selling staff of the Blackman Co.

VISITS AMERICAN FACTORIES.

Christian Duwe, a Leading Talking Machine Man of England Visits American Plants.

Christian Duwe, one of the leading talking machine men of Great Britain, whose headquarters are at Manchester, has been tarrying a while within our gates. Mr. Duwe represents the Edison, Columbia, Zonophone and Odeon lines.

While here he had the opportunity of visiting the Edison and Victor plants, and when discussing trade matters with The World he expressed great admiration for the enormous plants operated by the American producing institutions.

Mr. Duwe stated further that talking machine conditions in Great Britain were steadily improving, that there had been a weeding out process there and that some of the weaker concerns had succumbed, but he looked forward with great confidence to the future of the talking machine business.

Also, in this connection, it may be stated that Mr. Duwe sells from his Manchester and Sheffield branches to more than four hundred dealers throughout England.

He will return on the 19th inst. on the Lusitania.

TO HANDLE THE VICTOR LINE.

(Special to The Talking Machine World.)
Boston, Mass., May 3, 1909.

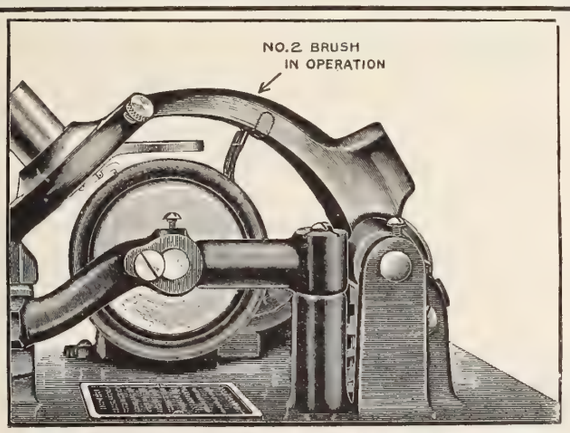
George L. Parker, the well-known piano dealer of this city, has arranged a portion of the second floor of his store as a talking machine department and will handle the Victor line. Frequent calls for talking machines and records within the past year or two prompted Mr. Parker in his new move.

SAVE THE LIFE OF YOUR RECORDS

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem

THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the **Record Grooves** and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. Write Now

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"

CONDITIONS IN INDIANAPOLIS.

Talking Machines for Army Posts—Columbia Co. Feature "Merry Widow" Records—Kipp-Link Co.'s Good Report—New Edison Dealers Established—Amberol Records Grow in Popularity—Craig Advocates Tariff Commission—Moving Picture People Pessimistic.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 6, 1909.

April was a dull month for the talking machine business, according to the Indianapolis dealers. This was due in part to the fact that nearly all taxes were paid this year in April to keep them from becoming delinquent, as the first Monday in May this year, the last day for tax paying, was on the third day of the month. It was also due in part to the bad weather, and probably the tariff agitation was accountable to an extent.

The Columbia Phonograph Co. have sold a number of machines to officers and others at the army post, at Fort Benjamin Harrison, north of the city. Among those who bought Columbia machines was Chaplain John F. Ferry, who is an enthusiastic talking machine man.

Talking machine men during the last winter have taken the advantage of shows which came to the city in order to increase their business in records. This was noticeable last week when "The Merry Widow" was at English's opera house. Mr. Devine, of the Columbia Co., fixed up an attractive Merry Widow window. Pictures for the window were suppl ed by the show people. The Columbia Co. also had an attractive Easter window. Fifteen or twenty market baskets were filled with records and were tastily adorned. The window was supplied with poster advertising to make the people understand that there were plenty of Columbia indestructible records to be had.

The Kipp-Link Phonograph Co., who handles Edison and Victor machines, have just completed their annual inventory. "The inventory shows," said W. E. Kipp, of this company, "that we have the finest stock of records, machines and appliances that we have ever had. It undoubtedly establishes our claim to being the largest handlers of our class of goods in the State. We have about 75,000 (seventy-five thousand) records and 200 (two hundred) machines in stock."

Mr. Kipp has just made a trip through the State visiting a number of agencies where he had not had an opportunity to become acquainted heretofore. "We feel that our business is holding its own with other lines of merchandise," he said in discussing his trip. "The chief trouble we have now is in collecting money. A number of dealers have sold on the instalment plan. The country people now are not just as prosperous as they might be and as a result money is coming a little slowly."

The Kipp-Link Co. have been establishing out in the State a number of new dealers who were recommended by the Edison people. "We can notice a daily increase in the business on the Amberol four-minute records," said Mr. Kipp. "The dealers like them because they give better profits and have new talking points and the people like them because they are good value for the money."

Managers of the Indiana Phonograph Co. who handle Edison's declare that they also have noticed a remarkable increase in the sale of the Amberol four-minute records. The Amberol is selling better than all of the others put together, they declare. "Our business has been pretty dull for the last month," said a representative of the Indiana Phonograph Co., but in the last few days we have noticed quite an improvement and we feel much encouraged as to the future. Dealers over the State report to us that there has been a decided improvement in the last week or so."

This company states that the best selling records during the last month were "Golden Rod," an Amberol record and "How Firm a Foundation," a record of sacred music.

Charles Craig, who formerly was the proprietor of the Indiana Phonograph Co., declares that he believes a tariff commission will be created. "I have been advocating a tariff commission for years," he said. "It is the only way to regulate the tariff schedules in a satisfactory manner." Mr. Craig has just bought a new Buick touring car.

Allan A. Jay, of the Kipp-Link Co., has been sick for several days, suffering from bronchial troubles. His condition now, however, is greatly improved.

The five-cent theaters and picture shows have been having tough sledding for the last month. The weather has been cold and disagreeable and few people have been on the streets at night. That business has been dull at nights when the picture shows draw their chief patronage is shown by the fact that one fashionable restaurant here, which for the last eighteen years has been open day and night, has closed at night for the last week and will continue to do so. The door of the restaurant has not been locked for eighteen years and it was necessary to get a carpenter to equip it with a lock. The proprietor gave as his reason for closing up the statement that it did not pay to keep open at night.

The new picture show in North Illinois street, just across the street from the Traction Terminal station, was opened for business last Saturday. Charles Olson, the champion lightweight wrestler of the United States, is the proprietor of this place. The building is owned by Capt. W. E. English, formerly an Indiana congressman.

The Indianapolis Sun, one of the Indianapolis papers, ran a paragraph in its news columns naming a number of judges and prominent men who are regular patrons of the five-cent shows.

NEW USE FOR PHONOGRAPH.

Famous Chinese bands and palace singers are now engaged to make records for leading talking machine companies. They are brought from all parts of the Empire to the three record-making centers—Pekin, Shanghai and Hongkong. Here the apparatus for making the master records is set up and the recording done under the direction of an expert. A record popular in the north of China seldom is popular in the south.

The "Tusko" Talking Machine Needle

FOR DISC MACHINES

Patent applied for **Name copyrighted**

PERFECTION REACHED AT LAST

Possesses all of the good qualities of the steel needle and none of the bad ones.

Is practically indestructible—one "Tusko" will play an entire evening's entertainment and then can be made as good as ever by repointing with a simple sharpening device, enclosed in every package.

Does Not Injure the Record. **Absolutely Eliminates the Scratch**

The "Tusko" needle is a natural product and its substance is so nearly the temper of the record that there is no wear whatever.

A record lasts a lifetime when played with the "Tusko" needle.

Fits any needle arm. No change in soundbox and no attachment needed.

The "Tusko" is the needle for the musically artistic. It is absolutely fool proof.

Every needle is perfect and will play any record made.

If your jobber can't supply you write direct to the patentee and sole manufacturer,

R. H. JONES, 5513-25 Monroe Ave., CHICAGO

TRADE ON THE PACIFIC COAST.

General Trade Dull and Dealers Look for a Quiet Summer—Preparing to Fill Orders for Special "Vacation Records"—Wholesale Trade Fair Along the Coast—Columbia Co. Retain Distributing Business in Los Angeles—Some Personal Notes—Bacigalupi Featuring Edison Business Outfits—News of the Travelers—Sherman, Clay & Co. Activities—Clark Wise & Co. Busy—Curtaz & Son in New Quarters—Other Items of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1909.

The talking machine trade in San Francisco and most of the neighboring cities has continued to share the general dullness most of the past month, and the dealers generally are inclined to look for rather a quiet summer. There has been a decided improvement in the sale of both machines and records in the last week or ten days, and just at present the movement is about up to the normal, but things are expected to quiet down again by the latter part of May. Of course, most of the dealers are now settled in permanent quarters, and have much better facilities for display and sales than before, but this is not expected to bring very much response before the fall season. The warm weather has already commenced, and in a couple of weeks more people will be starting on their vacations. In the meantime, retailers are preparing to fill a lively demand for extra records to be used at the summer resorts and camping grounds.

The general wholesale trade over the Coast is very fair, but by no means booming. No more unusually large orders, such as were taken by one company a month or two ago, are reported, and most of the dealers in smaller towns content themselves with moderate orders of a sorting up nature.

A wrong impression has been given in regard to the Columbia Phonograph Co.'s deal with the Southern California Music Co. The latter concern has put in a very large stock of Columbia records, which will be disposed of at retail through their large Los Angeles establishment and numerous branches, but the distributing business with other members of the trade in that territory has been retained by the Columbia organization. The Southern California Music Co. have for a long time carried on an extensive jobbing business in Edison goods, with which it has had great success. Mr. Borgum, traveling representative of this company, was in San Francisco a few days ago.

The place of O. W. Cyrus, who recently left the service of the Columbia Phonograph Co. to travel for their new jobbing representatives, Kirk, Geary & Co., of Sacramento, has been taken by Willis Storms, formerly connected with the Columbia store at Los Angeles.

P. H. Beck, who last month vacated the position of local manager for the Columbia Phonograph Co., and Francis W. Downe, who occupied the same position a few years ago, are now lined up with opposing forces. Mr. Downe has for the last year been Coast representative of the Dictaphone Company of America, and Mr. Beck has entered the employ of Peter Bacigalupi & Sons as manager of the Edison business phonograph department. Mr. Beck has commenced work in his new position in an aggressive manner, and from all indications the Edison business machine will take a more important place in this city than it has held before. The entire window of the Bacigalupi store this week is devoted to a display of this machine, and a number of them have been placed with the Sperry Flour Company, the principal milling concern in the State.

Peter Bacigalupi & Sons state that their retail business has been rather quiet ever since the first of the year, though they consider that it is much better than if they had remained in their old location. The wholesale trade outside, however, has been coming ahead all the time, and a number of good outside connections have been made in the last few weeks.

John H. Gill, traveling representative of the National Phonograph Co., has been in San Francisco for the last few days. He has been on the Coast for several weeks, but visited his territory in the South and North before coming to San Francisco.

C. M. Jones, manager of the Pacific Phonograph Co., made a trip through the northern part of the State last week.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., states that the talking machine business of that house has been as good as can be expected in the spring for the last two weeks, though it was very quiet up to that time. He attributed the revival partly to the arrival of a new lot of Victrolas, which continue in steady demand, both as wholesale and retail, and partly to the concerts held here during the last two weeks by Mischa Elman, which have given a great impetus to the sale of his records. Mr. McCarthy is chairman of the publicity committee for the Portola festival, which will be held here early next fall, and which, Mr. McCarthy believes, will be a great thing for the business of San Francisco, giving a good send-off to the first fall season since the fire when business will be really established on the old thoroughfares. It will be made as important and interesting a celebration as the Mardi Gras at New Orleans, and is expected to attract people from all over the country.

Clark Wise & Co.'s talking machine department is at present about the most profitable department in the store, and Mr. Wise is delighted with the turn business has taken since his removal down town. The second floor is divided into six fine demonstration rooms, with a large sale and stock room extending the whole length of the building. A large quantity of stock has arrived this week, and this, added to what was brought down from the old store, gives him a very complete line of goods. Mr. Wise has a large Victor machine playing in the second story window every afternoon, and usually keeps the opposite side of the street lined with interested listeners.

Benj. Curtaz & Son are just moving into their new establishment, and as the finishing is incomplete it is impossible to get much idea of what the talking machine department will be like, but from the preparations that are being made it will rank among the finest in the city. Mr. Curtaz will open his new store for business at the end of the week, but it will probably be the middle of May before he can get everything in order, as a great deal of work is still to be done on the store.

"That Man Pitts," a large stationery dealer of this city, has taken up talking machines in a small way as a side line.

NEW TALKING MACHINE NEEDLE

Being Introduced to the Trade by Its Inventor R. H. Jones—It Is Called the "Tusko."

(Special to The Talking Machine World.)

Chicago, Ill., May 6, 1909.

Chicago is to the front with a new disc talking machine needle which its inventor says "will ultimately relegate the steel needle to the rear," at least so far as the lovers of high grade records are concerned. The "Tusko" is the name. It is a natural product and fits any needle arm. It is not a cheap needle but it is claimed that a single needle will play as high as fifty records without repointing, and that there is absolutely no wear on the record. We are indebted for the "Tusko" needle to R. H. Jones, already well-known to the trade as the inventor and manufacturer of the economy and perfection record racks. Mr. Jones, who, by the way, has just recovered from a severe attack of pneumonia, is this week moving his factory from 1-17 Bryan place to 5521 Monroe avenue. Here he will have ample room for the manufacture of both the racks and needles and a fine ground floor salesroom which will be fitted up in an attractive manner.

NEW EDISON HALL IN SCRANTON.

New Edison Phonograph Hall at 523 Lackawanna avenue, Scranton, Pa., is one of the most up-to-date talking machine establishments in that section of Pennsylvania. The hall was formerly located on Wyoming avenue for several years and despite the title, Edison phonographs and records do not constitute the entire line, a complete stock of Victor machines and records also being carried.

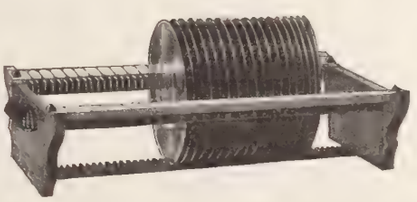
The Blackman Talking Machine Co., New York, became the purchasers of the Edison stock of machines and records of the Musical Echo Co., Philadelphia, Pa., recently acquired by Landay Bros., of the former city. The records alone numbered 26,000.

Wm. E. Metzger, talking machine and bicycle dealer of 252 Woodward avenue, Detroit, Mich., has moved into the handsomely remodeled store at 351 Woodward avenue, corner of High street.

HERE'S A BIG SELLER FOR YOU

AND WE'LL HELP YOU SELL IT

Hundreds of talking machine owners can't pay $10 to $25 for a cabinet. They will be glad to buy a



CRESCENT

Disc Record Cabinet

for $3.25 or $3.75 (according to finish), and thank you for the opportunity.

The CRESCENT holds fifty records, holds them securely and SEPARATELY—absolutely no rubbing or scratching as the record comes in contact with no other record or surface.

People already owning cabinets will buy the CRESCENT for the new double face records when its advantages are explained to them.

The CRESCENT is convenient, occupies small space, is attractive in appearance. The selections can be inscribed on the white spaces in full and instantly located, thus doing away with the numbered index.

RETAIL PRICES:

Weathered Oak or Mission Finish.....$3.25

Mahogany or Golden Oak Finish.....$3.75

GET OUR SPECIAL SALES PROPOSITION TO-DAY. WE'LL BRING THE CUSTOMERS FLOCKING INTO YOUR STORE.

A. E. CROFT & CO.

40 DEARBORN STREET MANUFACTURERS CHICAGO

THE RECENT UNITED STATES SUPREME COURT DECISION; ITS EFFECT; AND THE FUTURE OF THE TALKING MACHINE BUSINESS

By ELDRIDGE R. JOHNSON
PRESIDENT VICTOR TALKING MACHINE COMPANY

The Victor Talking Machine Co. gains the seal of the Supreme Court of the United States by its recent decision sustaining the Berliner patent, the decisions of the lower courts being sustained.

Around every successful enterprise stand, in a crowded circle like wolves surrounding a herd of buffalo on the plains, certain envious ones who hope, by some lucky circumstance, to share in the reward due to others. The talking machine business seems to be more than ordinarily attractive meat, and I know of many seemingly bright and able men who have left the bounteous open field of a business, theirs by opportunity and training, to try to break into the talking machine business. It is the same sad old tale of forbidden fruit. Some other fellow's business is always the best.

To imitate goods that others have developed at a great cost, for the purpose of saving a certain percentage of overhead expense by dispensing with a department of engineering, development and design, appeals strongly to men who do not understand the talking machine business and its future. There is a popular misconception and belief that large profits are to be made by such methods, provided the parties undertaking the enterprise come up to a certain standard of shrewdness. That business is not a matter of sentiment is always the cry of the man who is going to do something he should be ashamed of; but there is sentiment in the talking machine business, and plenty of it. The firm that appropriates the plans of another is always behind and always looked down on. They must sell their goods at a cut price and lose at one stroke more than their questionable methods save. They are always just too late. Such a policy carries no strength of position; I have never known of a great success to come from such methods, but I have seen many great failures. The firm that originates its own improvements and designs has great moral support from the trade in general, a bright future and a strong rear guard in the line of patents to protect the path it has hewn out at its own expense. The people who think they are smart enough to infringe any patent that happens to stand in their way, or the benefits of which they happen to covert, always have a storm in their faces; their road must always be crooked and rough. They have no control over the market. They never know what is going to happen until after it has happened. A large portion of their stock must always be sold over the bargain counter at prices below the cost of the goods. The people they are imitating are sometimes so inconsiderate as to put an improvement on the market without informing them in advance. The talking machine business is advancing and improving so rapidly that it is, and always will be, a poor field for imitators. Theirs is a silly game.

There are to-day but few men in the whole world who understand the talking machine business thoroughly and to a point where they could successfully organize and operate such a business, which, on account of the peculiar character of the said business, must always be a large enterprise. The few men who thoroughly know the business, however, have learned by hard, bitter experience, by disappointment and, in some cases, loss of health, that the talking machine business, while most fascinating, holds no greater reward for its followers than many of the other standard lines of manufacturing. Indeed, I know of no one who has grown rich, according to the standard of what is now considered a rich man, from the talking machine business, save those who are disposed to count at a high and impractical value properties composed of patent processes and plants devoted to the purpose of manufacturing special articles—a most unsatisfactory asset, as they will find when the question of a financial transaction involving their value comes up. Shoes, coal, iron, copper, timber, sewing machines, typewriters, cameras, and even pins have produced their millioneras, and even pins have produced their millionthrough following the standard pursuits of every-day business, reached such a high financial position as to be counted multi-millionaires. But the talking machine "baron" has not yet appeared. Not a single person has been able to retire from active business with a fortune that compares even with the more moderate fortunes

ELDRIDGE R. JOHNSON.

of men engaged in the common every-day pursuits.

In spite of this very obvious condition, the final decree of the highest court in our land was hoped to be the signal for a grand rush on the part of those who wait surroundng the Victor Talking Machine Co. all over the world. If the Supreme Court had failed to sustain the Berliner patent, it was supposed to be only a question of picking up the gold dollars and feeling sorry for the blind who could not see to pick them up. This was the situation according to the opinion of the waiting geniuses and financiers. This was the situation as the man explained it to his backer while he urged him to stake his money on what is always a dangerous chance; i. e., without unlimited capital, experience and an efficient organization, to infringe the patents of a going concern; the chance that fails ninety-nine times out of a hundred. They were going to rush us. Such a rush, had it started, would have produced nothing but ruin, and perhaps no small amount of loss to the Victor Co. temporarily; but after the first excitement was over the rushers would have found themselves slaughtering each other in a field barren of profits, and to the Victor Co. would have been left, as usual, the grim task of burying the dead and cleaning up the field, with no one to pay us for our services. Practically every concern that has tried to jump into our trade in this manner has gone to the wall before litigation which we were able to bring against them could come to final hearing, and this is one reason why the Victor Co. has been so long in sustaining its patents. Many pathetic stories have been recited to us by innocent investors, who were told that the talking machine business was a rare field of profit. Of course these victims always come to us as a last resort and try to sell us their enterprise, which we have invariably found to be useless and their stories of lower cost of production and lower cost of selling to be wiped out by the hard plain facts, which have always shown that their cost of production was higher and their cost of selling was higher, and that they were operating at a loss instead of a profit.

There is no longer a great profit to be made for a small effort in the talking machine business. There is a profit, but it must be earned, and well earned at that. It now requires large capital, large manufacturing plants, and most of all a well chosen and well organized army of experts. The Victor Co. has, at present, 284,274 square feet of floor space, and we are adding, by new buildings under construction, 133,158 square feet of floor space, making a total of 417,432 square feet. This large and expensive addition is being made, not so much to take care of increased business, as to enable us to make more completely and of a better quality the goods we use; but most of all we are making these additions in order to enable us to produce our instruments at a lower cost. The days to count the pennies have arrived. We are now forced to make large expenditures for small savings, and by the time the day arrives (if it ever does) when we have no patent protection we will be well prepared to meet the crowd who are waiting to come in. Last and first, this expensive, sensitive and perishable organization, a great active community, housed in the most expensive buildings and provided with the most expensive machinery and other equipment, must be presided over by one who is in a position financially to control the corporation. That one has a hard job, and there are very few men in the world to-day prepared, by experience, capital and temperament, to fill such a position successfully. Further, he must be surrounded by a cabinet of unusually efficient executive officers and faithful employes. Such an organization is not easily acquired.

My explanation of the talking machine situation is but a statement of the simple facts, and every word of it is true. I hope this explanation, combined with the recent decision of the United States Supreme Court, will have the effect of saving money for the numerous innocent investors who are continually being fooled by many so-called talking machine experts. As a rule, these men know practically nothing about the business; their stock in talk is generally based on figures showing the Victor Co.'s progress during the last twelve years and the manufacturing cost of a cheap talking machine made in Germany. The figures may be correct in both cases, but conditions have changed since our enterprise was started. We could not do the same thing over again, nor can anyone else; and the demand for cheap talking machines is falling very fast. The Victor Co. is still selling goods in the land of the men who think they are only waiting for our patents to be knocked out or to expire. The persistence of concerns in no way qualified to conduct a talking machine business is in some cases marvelous; the question of profits does not seem to be of importance, but, like stock gamblers, they are happy to do business forever—or as long as they can—at a loss. Some mysterious fascination that holds men to a hopeless, profitless task seems to seize, in some cases, those who are initiated into that fanatical circle of activity called the talking machine business. Injunctions, fines and even danger of imprisonment do not stop them. People infected with this curious spell seem more like the followers of some strenuous religious belief than simple business men who are working for a livelihood. This condition, I believe, always accompanies the early stages of a new business to some extent, but the talking machine business has suffered far more than its proper portion from this sort of thing.

The Berliner patents, including the purchase price and cost of litigation, have so far cost the Victor Co., in round figures, a million dollars. Why should we have spent a million dollars for a new thing if the old would have answered? The old would not answer. The Berliner patents

cover the best possible and only practical disc talking machine, and embody the combination of a record and reproducer. It may be classed as the automatic feed. Mechanical feeds, when applied to disc talking machines, fail to give satisfactory results, and, further, are mere evasions of the Berliner patent, intended in every case to be used with the Berliner record. They are invariably a complicated and unnecessary feature added to the simple, perfect gramophone construction. The United States Circuit Court of New York has sustained our contention that a so-called mechanical feed machine was a mere evasion of our Berliner patent and an infringement of it.

The tendency in talking machines is to higher prices and better goods. The signs of the future do not point to the necessity of sweat-shop methods or prices. No two-for-one proposition is particularly progressive; but the cry of the trade is for better and better quality. The price should be fair, but a profit can be had. The future does not rest so much on a low price of goods as it does on a high quality and progressive business method. The Victor Co. is now in a position to make goods cheaper than any other talking machine company in the world, and the possibilities of lowering the cost of our goods are still very great. We are also disposed to sell our goods at the lowest price, in most cases, that will yield a fair profit all around, to the jobber and dealer as well as to ourselves; and the enterprise that establishes a line of prices materially lower than the prices established by the Victor Co. is not likely to prosper. The records of bankruptcy proceedings will sustain this.

THE FUTURE:

Is the talking machine business a fad?

Will it last?

These questions are frequently asked me by jobbers and dealers, as well as by solicitous friends. The jobber may have, say, fifty thousand dollars tied up in a stock of talking machines; therefore, the jobber wants to know. But the question is not of vital importance to him; whenever he thinks the end is near, he can reduce his stock and turn to some other line. The Victor Co., however, is in a different position; we have five million dollars invested, and there is no turnout for us. We have cast our lot with the talking machine trade and it is "root hog or die!" We could have put much more of our profits in our pockets during the past few years than we have, but we fully believe in the future of the business, and we like the investment.

To the world at large there are but two kinds of prophets—the optimist and the pessimist. The quiet observer knows there are others, but, as they never cause particular excitement, they attract no attention. The optimist and the pessimist are alike a plague upon the human race. If Mr. Roosevelt fails to bring down his first white rhinoceros, it will make but little difference to that happy animal whether our beloved "Teddy" aimed too high or too low. In the seclusion of his safe retreat, Mr. Rhino may rub mud on the wound, be it at the top of his neck or at the bottom of his brisket, with equal satisfaction, but in either case, he will know he was right; he was neither too high or too low in his ideals at the critical time. Therefore, in giving my prognostication of the talking machine's future, I try to avoid the soaring conceptions of the optimist as well as the depressing impressions of the pessimist, and to be at least as intelligent as a white rhinoceros.

As to the questions:

Will the business last?

Yes; it will last as long as progress.

Why?

Because it is an art, and art is a product of progress; the more progress, the more art.

Because it is an education, and education goes hand in hand with progress.

Because it is a pleasure, and pleasure is a part of progress.

Because it can always be made better and better; this IS progress itself, and the public never loses interest in anything so long as it continues to improve.

Because the world is better for the talking machine and does not want to get along without it.

Because the talking machine will make each coming generation better acquainted with its predecessor; and the world will always stop to listen to its great-grandfather. If there had been talking machines in the days of George Washington, this nation would hold a far more treasured relic than exists to-day.

Because the Victor Talking Machine Co. makes it its business to see that the demand will continue, and our organization is founded on lines that can go on and on. We have adopted the principles of evolution itself and know that we can keep abreast of the times. The Victor Co. creates; it does not copy. Its standard reads:

FAIRNESS—QUALITY—PROGRESS.

Just what the talking machine will be in fifty years I cannot tell, but it will be far better than it is at present.

There are many questions of detail, such as disc versus cylinder. If you ask me which will win, I shall say: "There is room for both, but the Victor Co. will continue to devote all of its attention to 'rolling the disc,' which is quite enough for any one concern; and we are quite content that others shall 'roll the cylinder.'" The Victor Co. has ample capital and ample organization, but it is about all we can do to handle one line. Sometimes it is a hard pull to get it up a hill, and at other times it seems to run away from us; but we are going in the same direction, and whenever it seems to slow up we are ready to give it a push.

Therefore, let me say to the timid ones: "Don't worry about the future of the talking machine business; just make sure that you can keep up with it."

WASHINGTON CO.'S NEW QUARTERS.

The Washington Music Co., successors to the Tilley Music Co., Spokane, Wash., have moved into a new three-story building. They have five sound proof rooms for testing records and are making a specialty of the Edison goods.

TO THE DEALER

Fibre Needles are especially recommended for use with Grand Opera records and other high priced records, because of the fact that they do not injure them and in addition will give a more pleasing reproduction.

They produce a sweet, clear tone—true to nature. They improve the quality and prolong the life of the record.

If you wish to increase your business, recommend the Fibre Needle to any and all of your customers, but especially to those who are *discriminating* and *critical*—these are the ones that want *real music* and will appreciate *this means* of securing it.

The Fibre Needle is scratchless, therefore harmless. They are *non-repellant* and possess the requisite amount of elasticity which is essential for the elimination and prevention of rasping and blasting sounds.

Converts to these needles not only become enthusiasts but evidence their appreciation by a lavish expenditure of money for additional records.

Samples and particulars on application.

"B. & H." FIBRE MFG. CO.

208 E. Kinzie Street **CHICAGO, ILL.**

Patented in United States, Canada and Foreign Countries

OHIO TALKING MACHINE DEALERS' ASSOCIATION MEET.

Hold Their Third Regular Meeting in Cleveland on May 5 and 6—A Representative Gathering of Talking Machine Men—The Leading Manufacturers Well Represented—Important Papers Read—Next Meeting Will be Held at Sandusky, Ohio, August 4.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1909.

The third regular meeting of the Ohio Association of Talking Machine Dealers was held in the assembly room of the Hollenden Hotel in this city on Wednesday and Thursday, May 5 and 6. The meeting was called to order at 1 o'clock by the president, A. C. CaJacob, of Wapakoneta, and the secretary, W. H. Snyder, of Columbus, called the roll of officers and members, all of whom were present.

After transacting the regular order of business a recess was taken and under the head of "Good of the Association" the jobbers, as well as the manufacturers' representatives, were invited into the hall to participate in "the further proceedings."

Three representatives of the National Phonograph Co., A. C. Ireton and W. H. Hug, of the sales department, and M. B. Romaine, their expert repair men, responded to the invitation. Mr. Ireton, being called on, gave a very instructive talk on various subjects pertaining to the phonograph business, from the manufacturer's standpoint, and on the subject of the new style Jem, and the new Fireside machine, which were on exhibition. He mentioned the fact that while the National Phonograph Co. were deeply sensible of the enterprising, loyal efforts of the dealers and jobbers, therefore it was, and had been, the policy of the company to cultivate the friendship of the dealers and lend them every assistance in their power. His remarks, which were somewhat extended, were received with great applause.

Mr. Romaine, the expert, gave a practical demonstration of the mechanical construction of the new machines, and also of general repairing, including the correct method of attaching the four-minute attachment to old style machines.

The Victor Talking Machine Co. were represented by Sam Goldsmith, of the sales department, and H. N. Rudderow, their expert repair man, who gave a practical demonstration of repairs. As many of the dealers did not consider they were thoroughly proficient in the science of repairs, the demonstrations were witnessed with manifest interest.

President A. C. CaJacob took occasion during the meeting to address the association on the subject of The Talking Machine World. He urged every member, if any were present who were not already subscribers, to send in their subscriptions at once. One member stated that he subscribed for two copies, one for the store and one for the house, so that he could always have it handy to read.

A paper was read by Henry Goldsmith, of Columbus, on the subject of "Tactful Salesmanship," which gave evidence of thoughtful consideration and ability.

A paper was also read by the secretary, W. H. Snyder, on the subject of "Instalment Contracts for Ohio." As this was a subject in which every member felt deeply concerned, it was listened to with close attention. Mr. Snyder has given the subject years of careful study, and in the preparation of his paper was ably assisted by two attorneys who have had wide experience on lease contracts and chattel mortgage law.

At this point the regular meeting adjourned, and at 8 o'clock the members and guests sat down to a sumptuous banquet, to which they did ample justice, and which brought the day's deliberations to a close.

The president of the association acted as toastmaster of the occasion, and all present gave brief talks on subjects pertinent to the business which had called them together.

T. H. Towell, president of the Eclipse Musical Co., of Cleveland, responded to the toast, "The Possibilities of the Talking Machine Business."

S. W. Goldsmith, of the Victor Talking Machine Co., on "Developing the Red Seal Business."

W. F. Davisson, of the Perry B. Whitsit Co., Columbus, on "How Much Stock Should Be Carried."

The talkfest closed with volunteer remarks by most of those present.

After some routine work on the 6th, the convention voted that it had been the most successful and instructive meeting yet held. Seventeen new members were enrolled, and everyone expressed themselves delighted with the meeting.

Sandusky, O., was selected as the place for the next regular meet, to be held August 4, 1909 (at Cedar Point), on which occasion the association desires all the members to attend, accompanied by their wives or sweethearts. A committee has been appointed to arrange for the entertainment of the ladies during the business session of the association.

PATENT RIGHTS AND BANKRUPTCY.

Judge Purdy Holds That the Trustee of Hough Property Can Sell Machines at Own Figure.

(Special to The Talking Machine World.)

Minneapolis, Minn., May 3, 1909.

Judge Purdy has decided that the owners of patents cannot restrict the selling price of an article when it gets into the bankruptcy courts.

T. C. Hough, a Minneapolis dealer in talking machines and records, turned over to the trustee in bankruptcy several talking machines, which the trustees desired to sell.

The manufacturers, through their agents, asked for a restraining order, setting out the fact that all their machines were sold on a contract that none should be sold at less than a stipulated figure. They demanded that the trustee observe that contract by selling at full retail price.

Judge Purdy held that the title to the property had passed to the trustee, and he could dispose of it without the contract restrictions which bound the insolvent dealer.

COLUMBIA DISPLAY AT EXPOSITION.

(Special to The Talking Machine World.)

Louisville, Ky., April 24, 1909.

There are few more attractive spots to visitors to the Southern Electrical Industrial Exposition being held in this city than the booth of the Columbia Phonograph Co. which is in charge of Morris Silverstein. All the leading styles of machines are shown, and concerts are given at stated times. The result of the exhibit has been most gratifying in a business way, many sales of machines and grand opera records having been made.

April 26 Frank L. Dyer, president and general counsel of the National Phonograph Co., Orange, N. J., was one of the chief speakers at the mass meeting of the Sunday Liberal League in Carnegie Hall, New York. Mr. Dyer made a vigorous plea for the legalizing and liberalizing of Sunday and the rational enjoyment of the day, which is the purpose of the league.

ASHBACH'S "TALKER" DEPARTMENT.

One of the Handsomest and Best Equipped in That Section of the Country.

(Special to The Talking Machine World.)

Allentown, Pa., May 9, 1909.

One of the first and oldest piano houses handling talking machines in this city is that of G. C. Ashbach at 539 Hamilton street. Both the representatives of the Edison and Victor companies who have visited the Ashbach talking machine department pronounce it to be the most completely equipped to be found anywhere, Mr. Aschbach having introduced many original features for the display and easy handling of both cylinder and disc records. All the necessary accessories are carried in stock and a complete repair department is also an adjunct of the department. The display of cylinder and disc cabinets is quite a store in itself.

VICTOR ROOM AT ASHBACH'S.

The talking machine department is located on the second floor of the handsome four-story building, occupied by Mr. Aschbach, where special departments are set apart for the Victor and Edison machines, records and discs, and other accessories belonging to the talking machine trade. The views herewith show the Victor room, the Edison room and another section of the same room arranged for recitals, showing the new rack for the storage of disc records which is of their own creation. The rack comprises 184 drawers for ten-inch discs and 112 drawers for twelve-inch discs. Each drawer, which is dust proof, holds twelve discs and envelopes, making the total capacity of the rack 3,552 records.

EDISON ROOM AND RECITAL HALL.

The various rooms can be separated from each other by sound-proof sliding doors, and yet the entire floor can be thrown into one room if necessary, making the dimensions 21 x 125 feet.

Dealers and Jobbers say it is the best automatic device they have ever seen. After you have tried this you will say the same.

A SAMPLE MAILED TO DEALERS FREE

Retails for 25 and 50 Cents

Mfd. by **THE ORCHESTRAPHONE CO.**

815 Harrison Street KANSAS CITY, MO.

Interchangeable for all phonographs as an automatic stop or as a holder to interchange the 2 or 4 min. reproducers. Its use preserves the sapphire.

CINCINNATI'S BUDGET OF NEWS.

April Shows Falling Off in Machine and Record Sales—Tariff Blamed for Poor Business—Strong Revival Expected in Fall—Poorman in New Quarters—High Class Goods Have the Call Say the Rudolph Wurlitzer Co.—Feature the Fibre Needle in Elaborate Window Display—Good Sales Reported for Columbia Double Disc and Indestructible Cylinder Records—Other News of Interest.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1909.

The talking machine and record trade for April was not what the dealers here would like to have had it. The month was off in comparison with the preceding month. The machine trade is still confined largely to the better class of trade. The bulk of business being done is cash. This means that the workingmen are not yet buying on the instalment plan to any extent. The opinion of local dealers is that trade will not be other than what hard digging will make this summer. The tariff is holding up a large amount of business in all lines. Not a few trades are finding the necessity for curtailing expenses as strong as it was a year ago. The tariff is blamed for this. The firm belief of local dealers in talking machines is to the effect that trade will revive this coming fall, and from then on a return to old time busy conditions will be markedly strong. While the outlook for summer is not therefore any too encouraging for the dealers who wait for business to find them, it has its encouraging features for the busy dealers in the fall outlook.

Poorman, the dealer in sporting goods and talking machines, at 31-33 West Fifth street, will change his location to 639 Main street on June 1. This location is considered a good one.

The Milner Musical Co. report a fair amount of talking machine trade for April. The record trade was of better proportions. The company are running a daily advertisement under the amusement columns of the daily papers, and are getting fine results therefrom. The souvenir postal card department reports a big run on cards during the past month. Sheet music shows up splendidly on account of special sales and much advertising. Manager Strief says the prospects for May in all departments are as bright as could be desired at this time of the season, and that his store will get its share of the trade.

The trend of the business to high class outfits is very apparent according to the stock shown in the talking machine stores, and the advertisements and selling schemes used by the dealers.

The Rudolph Wurlitzer Co. have been advertising the Victor Victrola and Red Seal records exclusively, because the demand is almost entirely for high class goods and the instalment business is very light. This firm are taking advantage of the big possibilities that the concerts offer in the way of introducing the Victor Victrola in select circles. Red Seal Concerts are being given by means of the Victor Victrola by some of the leading clubs and churches of Cincinnati. Several sales result from practically every concert, showing that this kind of advertising is undoubtedly the most effective to use.

Mr. Dietrich, of the talking machine department of Wurlitzer's, reports that the Wurlitzer Co. have been featuring the fiber needle very extensively. An elaborate window display of bamboo poles and native grass matting, together with material showing the needles in different stages of manufacture, and a handsome Circassian walnut Victrola, made up the display, and attracted very much attention. The front of the Wurlitzer store has been so arranged that a number of chairs are placed facing a Victor Victrola, and a sign in the window states that a free concert is given inside. This has attracted a number of people, who step in to hear a record or two, and quite a few Victrola sales have been directly traced to this arrangement. Catalogs are distributed in the audience, and hearers are encouraged to call for selections that they would like to hear. In the plate glass Victor salesrooms are other Victrolas in sight of the audience upon which the loud Victor needle is used, so that every opportunity is given to a prospective customer to become thoroughly acquainted with the merits of the Victor Victrola.

Several Auxetophone sales were made during the last week, and the future in this line looks particularly promising.

Cincinnati was represented at the Cleveland meeting of the Ohio Association of Talking Machine dealers by Mr. Sigman, of the wholesale Wurlitzer talking machine department, and Mr. Salm, the Cincinnati member of the Executive Committee.

The Edison business phonograph department of the Wurlitzer Co. made some very substantial gains during the past month. A number of big installations were made and the future in that line looks extremely promising. A number of inquiries have been received in reply to an exceptionally good letter sent out by this department, and the sales during the coming month will undoubtedly reach up higher than usual.

Cincinnati originated an article which is doing the best kind of missionary work for the Red Seal record, namely, the Record Album. This is a cloth-bound book with outside index. It contains 12 record envelopes or pockets, with an attractive leather finish, guarantees systematic record filing, instant access and perfect protection from scratching and breaking. One of the best features of this album is, that talking machine owners are encouraged to make collections of Red Seal records and keep them in the bookcase with other valuable volumes.

Manager S. H. Nichols, of the Columbia Phonograph Co., sees a steady improvement in trade locally and in outlying territory. Tariff discussions, or the failure of the Congress to settle the tariff, is, in the opinion of Mr. Nichols, a retarding factor of trade. The fall will mark a strong resumption of old-time conditions. Mr. Nichols had the following to say of trade conditions: "The month of April proved to be a month of increased sales and business interest, showing a decided increase in both wholesale and retail business over corresponding month of last year. The sales of the double-face disc records and the Columbia Indestructible cylinder records are increasing almost daily, proving the popularity of these two records, which have created such a sensation in the talking machine world. The Columbia Indestructible cylinder records have proven themselves to be as popular as the double-face disc records. The demand for our grand opera Fonotipia records is also very pleasing. We find the higher grade instruments are the most popular, the sales increasing satisfactorily in both wholesale and retail trade, the majority of the machines sold being from $45 to $200. This is an encouraging fact to our dealers as well as to ourselves, that the wealthier class of people are interested and purchasing. This class added to the regular class of purchasers, the talking machine business will show a wonderful increase, and will be greater than ever before."

THE OLD CUSTOMER AN ASSET.

Regular Patron Should be Cultivated as Much as New Trade—Act as Advertising Missionaries and Stimulate Business.

Always bear in mind that an old customer is every bit as valuable to your store as a new one, and while you keep on expensively campaigning for additions you can do so successfully only by retaining what you have.

The store that takes good care of regular customers sends them out as advertisers and missionaries. They feel themselves so well treated that they gladly advise their friends to share the benefits of your good storekeeping.

That's why you should accord cheerful and ready exchanges.

That's why you should have clerks who can remember names and faces.

That's why you should have comfortable chairs and a rest-room.

That's why you and your clerks must always tell the exact truth about your goods and avoid the faintest suspicion of misrepresentation.

That's why you must insist on a standard of quality about your goods, so that you can be assured they will give the service intended.

That's why your advertising is productive; because it rallies your old customers, while fishing for new ones, who come the more readily upon the advice of those who already know you.

NATIONAL CO. AFTER PRICE CUTTERS.

Several suits instituted by the National Phonograph Co. against Edison jobbers and dealers for violation of their agreement in reported cutting of prices are under way. These cases are decided one way only, and that is the restricted price is legally enforceable in conformance with the many decisions handed down by the United States courts in different parts of the country.

You can make dollars out of the horn trade with such a product as this.
Just glance over a few of the many selling points that are contained in the
MUNSON FOLDING HORN

OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Retails $7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

650-652 NINTH AVENUE - - - - - NEW YORK CITY

VICTOR HERBERT

The eminent composer and musician has identified himself with the Edison Organization

WE have just secured the exclusive services of Mr. Victor Herbert as adviser in connection with the making of Edison Records. He will suggest plans for further development of our Record business; will aid in the selections of compositions and the artists to sing or play them and will act as critic in making master Records.

The arrangement also includes the exclusive right to have the famous Victor Herbert Orchestra make Records for the Edison Phonograph.

You, as a dealer must realize the importance of this connection which is bound to put the Edison Phonograph and the entertainment it offers on a plane even higher than it is at present.

With the Amberol Records, offering selections beyond the limits of all other records; with the world's best talent at its disposal and with a man of Mr. Herbert's ability as adviser and critic, the Edison Phonograph stands pre-eminent and alone as an instrument for discriminating lovers of musical entertainment.

If you do not handle Edison Phonographs and Records, arrange to do so at once, so as to take advantage of the new and far-reaching interest which these recent big Edison achievements will arouse.

There is an Edison jobber near you ready to fully inform you about our terms and supply you with the goods. Write us for his name and address.

National Phonograph Company

59 Lakeside Avenue **ORANGE, N. J.**

EDISON AMBEROL RECORDS

Offer songs and selections never before obtainable in record form

BEFORE Amberol Records were perfected it was necessary to select music that would adapt itself to the playing time of the records. If the music did not fit, it was hurried or cut. This limited the field of entertainment for all sound reproducing instruments.

It was to obviate this condition that Edison Amberol Records were conceived. These new Records play twice as long as the standard Edison Records and longer than any other records of any kind.

Practically nothing in the way of music is beyond them. No songs or selections are barred, or cut or hurried.

It is a great thing to be able to offer your trade exclusive selections—the work of the world's best artists. It is decidedly to your advantage to handle Edison Phonographs, the only instruments that will play Amberol Records, and to keep on hand a full stock of these Records which afford a range of entertainment beyond that of all others.

Have you the attachments for changing over Edison Phonographs already sold so that they will play Amberols? There is a big profit in selling them and a bigger profit to follow.

If you need Edison Phonographs, Edison standard Records, Amberol Records or attachments, write an Edison jobber. There is one near you.

National Phonograph Company

59 Lakeside Avenue ORANGE, N. J.

HOW "TALKER" MUSIC AFFECTS WILD ANIMALS.

Results of Interesting Series of Experiments Conducted Under Auspices of New York Times—Majority of Animals Exhibit Active Interest in Tones of the Victor.

The talking machine was brought to public attention in an unusual light recently when a Victor outfit was secured by reporters for the New York Times and taken up to the New York Zoological Gardens in Bronx Park in order to see just how the various animals, reptiles and birds are affected by the strains of music. A photographer accompanied the party and about forty excellent pictures were secured of animals in various interested attitudes.

The effect of the music was first tried upon the snakes. R. L. Ditmars, curator of the reptiles, tried several snakes, and one finally got interested enough to uncoil and raise its head with an alert and interested look. After the music was over the snake dropped its head and went back in a lazy fashion into its coil.

Next the talking machine was planted in front of an elephant and the music was turned on. At first the elephant looked a little scared, but in a minute or two he got accustomed to it. There is no question that the elephant loves music. The big ones stood up alongside the machine, with solemn, ecstatic faces, extended their big ears and flapped them in time to the music. Every now and then they would raise their trunks and trumpet. They were having the time of their lives.

One young elephant came up to the machine and stuck his trunk in, inquisitively, as if trying to find out for himself where the music came from. One of the elephants got excited, and began to run about and suck up the sand in the neighborhood with his trunk. The most entertaining thing about the demonstration, however, was the way in which the elephants waved their ears to music. Nobody heretofore, so far as is known, has ever used an elephant's ear as a metronome.

Then the procession moved to the tiger's cage. You've seen a cat in a catnip bed? You've seen him lie down and roll over, and fight with the catnip, and pull it to him? Well, this big cat called a tiger tried to go through all those performances as soon as "Get a Hoop and Roll Away" was sprung on him. At first, when the machine was unlimbered and planted in front of his cage, he thought it was something to eat; when he found it wasn't, he went away disgusted. But the first strains of the music awoke his attention. He came to the front again, listened eagerly, and then lay down and began to roll around with the catnip roll, the roll of ecstacy. He stuck his four legs in the air, rolling as he did, and whenever the music stopped he would get up in a dignified manner and walk off, with the air of one who had totally lost interest. As soon as it began again he would come back and begin rolling once more.

They next unlimbered the battery before the lions' cage and began. The lions surpassed all expectations. Tickled? Why, they were tickled to death. Anybody who has an idea that a lion is dignified is raucously mistaken; he ought to see that lion under the influence of music. One of these lions got up and danced. He kept his hind legs on the floor and danced with his front legs, waving them around in time to the music and hitting the floor with them at the proper intervals.

As the next best thing to "trying it on the dog" the party decided to give the gray wolves a concert and placed the "talker" in front of their cage. It took a good while to get the talking machine in action, because there was something wrong with one of the screws, and everybody in the expedition was an amateur. The wolves came down from their eyrie and looked inquiringly at the machine, and listened with evident regret to the profanity that was in operation while the screws were being put in place. After a while, disgusted at the profanity, they trotted back up to the little hillocks where they make believe they are back home on their own real estate. But at last they trotted back again, and just as they did a waltz blared forth from the talking machine.

The wolves were frightened. They ran tumultuously back to their places of refuge, and stayed there until the tune was played out. Then they came back again, and at first, when it began once more, they ran away; but after a while one of them mustered up courage to come down to where the talking machine was playing, turn his back on it, and listen with an air of ennui which

REACHING FOR THE BAND.

was obviously put on. Further back another wolf was affected most unhappily by the music. At intervals he would lift up his head perpendicularly and let out a long howl. This always occurred when the talking machine was playing some particularly lively air. He could stand sad music with only a howl or two per bar, but whenever it was something good and lively the wolf would be depressed beyond the usual limits of gloom.

It is said that camels are unemotional animals, but the talking machine refuted that argument. Nothing that has ever happened since the camels immigrated has given them so much pleasure as did that concert. Out of compliment to their clan the piece chosen was "The Campbells Are Comin'," and the camels appreciated it. They reached their long necks as near as they could to the machine and put their noses in it, trying evidently to eat a few bars. Sometimes they would get awkwardly up and walk around, but always with their attention strained, and always they would come back and try again to

BEGINNING TO SHOW INTEREST.

ram their noses into the horn. At one time two of the ungainly brutes had their big noses stuck into the machine at one time.

After a while the talking machine was switched from this lively air into a pathetic ballad. One of the camels began to cry. When the radical member of the party called the philosopher's attention to this that cynic snorted and said it wasn't possible, but he looked and sure enough tears were coursing down the camel's nose.

The biggest achievements of the day, however, except for what was done in the bird house—and that is to be related later—were secured in the monkey house. It was agreed that Caruso should be the artist there, and so when the machine was put into action a Caruso record was put on. The first experiment was in front of the cage of the blue-nosed mandril. At the first blast of Caruso's voice the monkey gave a leap into the air as if he had received an electric shock. He didn't like Caruso at all, that was plain from the start. He protested in every way he could, gnashing his teeth and growling, and when he found it was of no use, that Caruso was going on singing in spite of all he could do, the mandril began walking up and down his cage shaking his head in hopeless despair.

It is impossible to give an idea of the ludicrousness of the scene. Everybody in sight was shouting with laughter. The mandril was sincerely moved, there was no doubt of that, and not the least doubt that he did not like music. At intervals he would turn and face the talking machine and gnash his teeth with the most vindictive expression ever seen on a human or animal face. Then, evidently convinced that his wrath was unavailing, he would resume his walk, shaking his head from side to side in a way that said as plain as words could have, "For heaven's sake, when is this nonsense to stop?" At last, still shakin his head, he retired to his boudoir in the back and gnashed his teeth again.

The orang-outangs are more musical and they were highly delighted with Caruso. One of them came dashing out with a delightful expression at the first note, caught hold of his swing, and began swinging around his cage in time to the music, and as long as it was kept up he continued in this metrical swinging. Whenever the music stopped he would stop, and would come down to the edge of his cage and peer into the machine with eager eyes, evidently trying to find out what made the sounds he enjoyed so much. But as soon as it started up again he would make a leap for his swing, and begin again his joyous and musical career.

Another, in the next cage, was deeply engrossed. He swung on to a bar as near as he could possibly get to the instrument and stayed there with unblinking and unwearying interest, staring with all his eyes into the funnel of the machine below him. His expression was one of rapt interest and even of ecstasy.

The bird cage was the event of the day. Most of the birds took no interest in the experiment, but there was a big macaw, a beautiful creature, dressed in blue, who went crazy with the first note. As soon as it sounded the macaw gave a convulsive start, and then began to dance about his cage. This expression of his emotions was too limited, and he flew to the bar that stretches across his cage and began a cakewalk.

There was no mistake about it—it was a cakewalk. The music lent itself to that form of dance, and the macaw lifted his feet and paraded around the bar in exact measures that have been made familiar by countless strutting Afro-Americans.

The macaw bent himself almost double across his rod or bar and distended his body in rhythmic motions to the dance music that was being played. Anybody who thinks that either the cakewalk or the danse du ventre is an artificial product should have seen the delighted way in which this bird spontaneously produced them in his joy at the sound of music. Then he tried his skill at singing. He listened attentively, with his head bent, on one side, until he discovered that the simple tune that was being played was in regular measures, and then he undertook to express his musical appreciation by butting in with a chorus at the end of each line.

A black coyote was tackled next. He was even more frightened than his cousins, the gray wolves. He ran away and ducked behind a tree, and poked his nose out from it pitifully and inquiringly as the machine wrestled stolidly with "The Evening Star."

As for the buffalo, they are about the most musically disposed animals in the Zoo. The whole herd came down and listened to it, and finally one big bull, disgusted at having the herd intrude upon his enjoyment of "Then You'll Remember Me," turned and drove them all away.

The Victor machine and records were loaned to the party by the New York Talking Machine Co.

The Burton Music Co., Los Angeles, Cal., have discontinued their talking machine department.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Talking Machine Trade in Worse Condition Than Ever Before in Its History Due to General Hard Times—Tide Believed to be Slowly Turning—Factors Need Protective Measures—British Manufacturers Investigating the Canadian Market—American Copyright Law Arouses Trade—Committee Appointed to Examine International Copyright Convention Now Active—To Endeavor to Get Consensus of Opinion—Frank Dorian, of the Columbia Co., on the Question—Mr. Balcombe's Views—Demand for Loud Records Falling Off—Public Prefer Softer Music—New Beka Records—"B. & H." Fibre Needles Popular.

(Special to The Talking Machine World.)

London, England, May 6, 1909.

The talking machine and allied trades throughout the whole of Europe are weathering a time of stress of a more depressing aspect than ever before experienced in the whole history of the trade. It is certainly not the outcome of public aversion to the talking machine as some would have us believe, but simply the reflex of the commercial upheaval which has shaken the security of the markets of the world for the last year or more. The inevitable sequence is hard times for everybody, and while the shortage of surplus or spending money continues, the great buying public is unable to get more than the necessaries of life. And what else can one expect in face of the present iniquitous budget, which has rightly been described as plundering the middle classes. We must not, however, hang all our troubles on the budget or any other cause. To dwell on the past doesn't make sales. Look ahead and endeavor to originate some of those little selling schemes from which business progress is the outcome, even at the worst times. Although nothing great can be expected before next season, the tide has already turned, slowly it is true, but the index is sufficient to warrant hopes of a continued and gradual improvement in the future. Some manifestation of this is shown by the decrease of unemployment in many of the skilled trades, while the shipping, coal, building and other industries appear to be in a slightly better condition.

Recent Patent Decision.

An important patent decision of great interest to the trade was recently given, as its effect is rather wide-sweeping in so far as to give quite a different interpretation of the new act than that generally accepted, I shall include a full review of the matter in my next report.

Protective Measures Necessary.

Business troubles appear to be fairly rampant just now, and I have it on good authority that three of the principal factors are in difficulties. If this proves to be so it can surprise no one, for the talking machine factor in England can barely get a living to-day, and I have no hesitation in saying that this is largely due, not so much to bad debts, as the inconsistent policies adopted by many of the manufacturers. Competition and the lack of combined protective measures probably forces the manufacturers to act as they do, but what with the exchange overstocking schemes, restrictions, failures, jobbing of old records and other unnecessary trade evils both the factor and the dealer have to write off huge losses every year. I do not for one moment suggest that an association combining the interests of the parties chiefly concerned would be a panacea for all these adverse elements, but certainly such an association could do a great deal in controlling and offsetting the many troubles which this trade suffers from. When will it come to pass?

Gramophone Recitals in Church.

We hear of many remarkable instances of the use to which the gramophone is put, but the latest is worthy of special mention. At Oxley Church, Watford, two recitals, "The Messiah" and "Elijah," were recently given by the gramophone. The operator, clad in cassock and surplice, undoubtedly lent a more realistic atmosphere to the performance.

The Canadian Market.

From the many conflicting opinions relative to trade with our colonies, there stands out the good sign that the various countries offer all the encouragement possible to merchants of the old country to enter the arena of friendly commercial relations. The Canadian dominion especially gives practical evidence of her desire to support all things British, and to this end a handsome preferential tariff opens the door wide enough for home talking machine and record manufacturers to send their goods through. The capabilities of the Canadian market have not yet been thoroughly investigated; the rate of progress and development of the country fully warrants an advertising outlay by all enterprising manufacturers, for experience has proved time and again that if you offer your goods persistently and well, they will be taken up with avidity against even the strongest foreign competition. It would be sensible to consider the opinion of a United States Consul, who, speaking of the best ways of doing business with Canadians, advises his countrymen to offer goods that give the easiest turn of profit. The English talking machine trader can do this, in combination with reliable goods. For the benefit of those desiring to cultivate the Canadian field, I may as well give the tariff charges, which are as follows: On talking machine and musical merchandise: England 20 per cent., Germany 40 per cent., other countries 30 per cent. Catalogs and trade literature, if posted singly and in separate envelopes, enter free, but in bulk, England 10 cents per pound, Germany 20 cents, general 15 cents.

Regarding Copyright Legislation.

The far-reaching and drastic copyright legislation so recently passed by the American authorities has had the effect of awakening British talking machine and perforated music roll manufacturers to the need for immediate action on their part, especially in view of the fact that the Board of Trade officials have now appointed a committee of influential men to examine the various points in which the revised International Copyright Convention signed at Berlin last November, and to which this country was a signatory, is not in accordance with the law of the United Kingdom, and to consider whether the law should be altered to give effect to the revised convention. I am glad to note that Trevor L. Williams, of the Gramophone Co., is on the committee, and he may safely be left to closely watch the interests of the talking machine industry. It must, however, be remembered that the committee will base their findings for the most part on the evidence of witnesses interested in the various trades and professions which the inquiry will cover. The imposition of a royalty or subsidy is generally regarded in the light of probability. But it is the conditions and stipulations of the new law which we shall have to guard against. Probably these rulings will be drastic or otherwise just according to the strength of the case made out by members of this industry. The most important consideration in this matter is a united front by, not only the large, but the small manufacturers as well, for the stronger the objective force, the greater the impression. The committee have already invited among others, Mr. Dorian, of the Columbia Co., and Messrs. Barnett Samuel & Sons, Ltd., to give evidence, but we want to see every manufacturer not yet invited make application to be interrogated, and air their views as they have every right to do. No monopoly must be allowed to spring up, which means that once a music publisher gives permission to a manufacturer to make records of a particular selection, any other manufacturer will have the right to use that piece, of course, under the royalty terms. It is almost certain that the new Act would not be retrospective, and any royalty or subsidy will therefore be imposed only on music or compositions copyrighted after the Act comes into force. And in this the manufacturer will have cause to

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THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

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FROM OUR LONDON HEADQUARTERS—(Continued.)

congratulate himself upon having already recorded most of the gems of the past and the present. As the proposed legislation would benefit nobody except the music publisher, let all upon whom it would adversely affect, fight and oppose it for all they are worth. Now is the time; it may be too late a few months ahead. Supposing it to be inevitable, our energies must be centered upon obtaining a fixed and stated royalty, and having the conditions framed in the most equitable manner, bearing in mind the iniquitous impositions embodied in the American copyright act, which provides for royalties on every record manufacturer, and not only on those actually sold. This latter point should receive careful treatment, while the matter of credits needs consideration. The majority of record makers could not afford to pay royalties monthly, since they are saddled with the enormous cash expense of recording, and upkeep of the business, against returns of unknown quantity; their customers in many cases requiring two, three, or more months' credit. In this respect, therefore, the manufacturer needs three months' grace in which to pay royalties (if any).

We propose to open these columns to the opinions of manufacturers and agents, and have pleasure this month in presenting our readers with expressions of views on the subject from Frank Dorian, European general manager of the Columbia Phonograph Co., and A. Balcombe, of Barnett Samuel & Sons, Ltd., the exclusive selling agents for Odeon, Fonotipia and Jumbo records.

Frank Dorian's Views.

"Dear Mr. Sturdy:—Referring to your request for a brief outline of my views on the copyright question, I regret that the time at my disposal is so limited that I can give you only a hastily prepared sketch of little value. The subject is so important that I would like to have sufficient time to go into it with care and present my ideas in logical order. However, if you will make proper allowances for the pressure under which this letter is written and its consequent incompleteness and crudeness, I am glad to comply with your request.

"You are probably familiar with the agitation which has been going on for six or seven years past on this subject, having for its object the inclusion in the copyright domain of mechanical reproductions of music. Our company has, unfortunately, been very much to the fore in the matter. We were among the original defendants in the first suit filed in France, about 1900, which was, I believe, the first serious effort made to stretch existing copyright law to cover mechanical musical productions. After years of strenuous litigation, the suit resulted in a partial victory for the representatives of the publishing interests. Only one similar suit resulted favorably for the publishing interests, and finding this method unsatisfactory as well as slow and costly, a public agitation has been carried on under the auspices of an international association of publishers for the past six or seven years, culminating in the recent Berlin Conference for Revision of International Copyright Laws. With the conclusions adopted at that conference you are also probably familiar. But those conclusions do not become binding on the nations represented at the Conference until confirmed and enacted into law by the legislatures of each country. The British Government have not been slow in following up the subject and the recent appointment of a committee to investigate and report on the matter would certainly appear to be the wisest course that could be adopted. The personnel of the committee justifies the belief that all the interests concerned will have a fair hearing and that the conclusion reached will be as equitable as the evidence before the committee permits. The situation calls for eternal vigilance on the part of all concerned in the talking machine trade. The question affects the dealer and the factor as well as the manufacturer. If a tax is put on records, it is fairly certain the manufacturer must increase his selling price to cover it. This means that the factor and dealer must either be content with less profit or must demand an increased price from the public. Under either condition the dealer is likely to feel the pinch of the shoe. Unless the talking machine trade rises to the situation and presents an unbroken and solid front it is doomed to defeat. The music publishers are wealthy, powerful, well organized and practically unanimous in their aim to bring a big industry under their control and squeeze additional profits from it. Although the amount of capital invested in talking machine manufactures and in the industry generally in Great Britain is very substantial, the individual manufacturers represent very little in numbers, as compared with the interests allied against them on this question, and unless the factors and dealers join hands with the manufacturers and support them they will surely have cause to regret it later on.

"Although by no means indubitable, there seems to be a feeling among those in the trade who have followed the subject that the eventual inclusion of records under copyright law is inevitable. This is qualified by a comforting sense of assurance that no conclusion is likely to be reached and no new law passed during the present Parliament. It seems to me your influential publication might well sound a note of warning

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All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

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on both these points. There is still a possibility of convincing the committee and Parliament that mechanical reproduction of music is not an infringement of the publishers' rights and should not to be taxed for their profit. More important still is it that there should be no false sense of security and a Micawber-like attitude of expectancy for something to turn up. Committees have a way of surprising the public, and even parliaments have been known to pass laws that were not anticipated or were set down for consideration in the dim distant future. The time to prepare for battle is *not* after the first gun has been fired. In the present instance, the time is NOW, and you will be doing a substantial service to the trade if you can impress upon every individual in it that this is a question which affects his interest, and his pocket, and needs attention NOW—right this minute!

"But assuming for the moment (and to avoid going into a feature which would take more time than you have allowed me for this letter), that talking machine records are eventually certain to be made subject to a publishers' tax, there is still much to be done. The recommendation of the Berlin Conference includes a provision that 'The authors of musical works shall have the exclusive right of authorizing (1) the adaptation of those works to instruments which can reproduce them mechanically; (2) the public performance of the said works by means of these instruments.' Here are two very broad provisions, which, if incorporated into law without restriction or qualification, places every manufacturer of records and every owner of a talking machine who attempts to publicly exhibit his instrument, at the mercy of the publishers of music. The publisher can make an exclusive arrangement with one manufacturer whereby all others are precluded from making records of new music, and thereby drive out of business a manufacturer who may have thousands of pounds invested in manufacturing plant. Or the publisher may make prohibitive demands as to royalties which will have the same effect as a refusal to permit the music to be recorded. Any law enacted should carefully guard against monopolistic favoritism. The fixing by law of the maximum royalty to be paid the publisher, as has been done in the United States, would be a preferable arrangement; but with this should be coupled a condition that the granting to one record manufacturer of the right to record any musical composition should automatically extend the same right to all other record manufacturers upon payment of the same royalty paid by the first licensee. The possibilities of that portion of the provision which applies to 'public performance' are so far-reaching that it is impossible to go into them in detail in the limited time at my disposal; but a great many of them will be apparent to every user of a talking machine.

"I regret that I cannot go into greater detail and point out more of the serious problems connected with this subject and which vitally concern the industry; but if I have given you herein any material which will be useful to you, and particularly serves to stir up interest among those whose business it should be to join the manufacturers in fighting for existence, I shall be glad to have been of service. Very truly yours, Frank Dorian."

Mr. Balcombe's Views.

I found Mr. Balcombe quite emphatic in his views on the matter. In the justice of the supposed rights of the music publishers' attitude, he considered that they were much indebted to the talking machine manufacturers for the sales of their music; the putting out of a talking machine record being a great incentive to people to buy the music. He said:

"As a matter of fact there is plenty of evidence that music publishers have asked talking machine manufacturers to make records of their music in order to popularize same. The publishers of music cannot adduce any evidence of the assertion that sales have fallen off owing to the music being mechanically reproduced. On the contrary, there is ample evidence that their sales have enormously increased through it. The "copyright" only costs the music publisher five shillings, and to give him a subsidy on the thousands of talking machine records seems ridiculous on the face of it. If a royalty is given at all to the music publishers, it should be the efforts of the talking machine manufacturers to see that the publisher pays more like £50 for the right to copyright a piece of music which gives him the privilege of exacting a tax from talking machine manufacturers. The sums of money that have been spent in patenting and improving talking machines and records is enormous compared with the money spent by music publishers." I, therefore, gathered from Mr. Balcombe that it was their intention to oppose any privileges being granted to music publishers on the rights of records. If such rights are granted to them they will endeavor to see that the publishers pay a pretty sum for it. Another aspect of the case is, that the publishers in their greed to capture a subsidy on talking machine records can be outdone by record manufacturers, as the music publishers have admitted themselves that they pay small sums of money for the buying outright of a copyright piece, knowing well that they can print and publish 100 pieces, and a very small portion of them only being successful, it will be quite within the province of talking machine manufacturers to buy these compositions from the composers themselves, popularize the piece as they believe the talking machine has the tendency to do, and exact a sum from the publishers for the right to publish same. The firm have been invited to give evidence before the commission and they will take care that the interests of the talking machine trade will be looked after to the utmost extent.

Loud Record Popularity Waning.

The demand for loud records, which was such

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To H. M. the SHAH OF PERSIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

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Agents wanted in all towns where we are not represented

a feature of last season's trade, is now fortunately on the wane. Certain manufacturers, no doubt prompted by a small section of the community, thought to make a commercial demand by issuing series of loud-tone records. Being something new they sold. But not for long. Their sales have dropped to an unknown quantity in favor of lighter music and records of more mellow tone. Is it not a fact that half the prejudice existing against talking machines (so-called) is largely brought about by the blatant and loud harsh reproduction; the embodiment of "loud" records, foisted upon a suffering public? The answer must unquestionably be in the affirmative. There is no permanent demand for records above the average standard volume (except, of course, for concert and outdoor work), and this view is now endorsed by several leading manufacturers, who recognize that if mechanical music is to obtain a lasting hold upon public favor, only that music which shall cause sympathetic interest and amusement must be issued with full regard to the sensitiveness of feeling in the great middle and upper classes. The majority of dealers find that soft tone records are best appreciated, but there are traders who want records louder and yet louder, which reminds me of a little story I came across recently in relation to the great American orator, Corwen, who was constantly interrupted when addressing a big meeting at Buffalo by a man who cried, "Louder, louder!" The orator paused, and then said, "At the last day, when Heaven and earth shall pass away like a scroll, when the Ancient of Days shall sit on His great white throne, thousands and tens of thousands of the heavenly host ranged on His right hand and on His left, when the Archangel blows the trumpet that shall rend the tombs and wake the dead, some damned fool from Buffalo will be heard shouting, "Louder, louder!"

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Current Beka List.

The current Beka list contains some original selections, well recorded, and at the price of 2s. 6d. per double disc, exceptional value. The Beka, London Orchestra, admirably conducted by our old friend, Mr. Julien Jones, figures with "Masken Polonaise," "Venus on Earth," "Adrienne March" and the "Gay Hussar," all pretty music and which so successfully fills the bill at this time of year. In "There's a Land" and "Abide With Me" Miss Jessie Broughton is well up to her good standard, while Mr. Harry Thornton (a new artiste to the Beka Co.) renders "Ho! Jolly Jenkins" and "The Bendolero," with much vim. Two musical sketch records of a particularly amusing nature by Charles Conyers are "An Evening Party" and "Jimmy Law." Other good records appear in this list by such well-known artists as Bernard Turner, Henry E. Geehl (piano) and Mr. Bantock Pierpoint.

Specialties Greatly in Favor.

The B. & H. fiber needles and Flex diaphragm seem to go hand in hand for public favor, and the progress of their popularity is summed up by Mr. Daws Clarke in a very few words. He writes that business is good, and that's something nowadays!

Hough Buys Edisonia, Ltd.

Edisonia, Ltd., as a going concern, under auction recently, was knocked down to Mr. J. E. Hough, late manager of the Edison Bell Phonograph Co., at the price of £10,400. The future policy of the purchaser is indicated by the following new company registration: J. E. Hough, Ltd., registered April 16. Capital £10,000 in £1 shares. Objects: to carry on the business of manufacturers and contractors for the sale, erection and maintenance of phonographs, gramophones, phono-disc records and machines, etc. To acquire the undertaking and assets of Edisonia, Ltd., and to adopt an agreement with J. E. Hough. Private company; registered office, 62 Glengall road, Peckham, London, S. E.

Gem Attachment to Play Amberols.

The National Phonograph Co. announce that their factory is now engaged in perfecting an attachment that will enable the "Gem" phonograph to play Amberol records. They add: "The 'Gem' attachment will be ready for the coming season and will be sold at a price that will bring it within the reach of all 'Gem' phonograph owners."

New Prices on Needles.

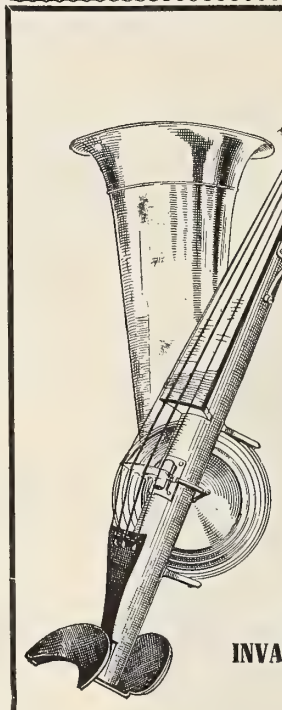
Notice has been forwarded to dealers that from May 1 they are authorized to sell Gramophone ordinary, Piano and Pianissimo needles at 8d. per box of 200, or 3s. per thousand. The price of Melba needles remains unaltered at 1s. 6d. per box of 200, or 7s. 6d. per thousand.

New Lindstrom Styles.

Several new styles of the well-known Lindstrom machines will shortly be introduced to this market. A special feature is the new principle upon which the motor is built, and there is every evidence of a big demand for these new models.

The May Zonophone List.

The May Zonophone list is headed with the



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These instruments are used by all the leading Talking Machine Companies.

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The finest double-sided 10-inch Disc Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

FROM OUR LONDON HEADQUARTERS—(Continued.

6th Grand Opera Record, i. e., "Ah, Minii!" the famous duet from the opera "La Boheme," the recording of which is superb. In this duet Messrs. Ernest Pike and Peter Dawson appear at their best. The popular Black Diamond Band is responsible for several fine selections, of which I would mention: "Raymond" overture, "H. M. S. Pinafore" and "Russian March." Mr. Ernest Pike gives a truly sympathetic rendering of "Tell Me, Mary, How to Woo Thee," while Mr. Dawson makes a fine record of "The Gallants of England." "The Lass of Killiecrankie," by the one and only Harry Lauder, needs no recommendation. Signor Francisco's xylophone record "Intermezzo" is splendid in every way and should be a good seller. Other well-known artistes figure in this list with selections of a popular character.

A Talking and Singing Doll.

H. Langes Successors, Ltd., are marketing a real novelty in the shape of a talking and singing doll, who will make her debut under the name of "Arnoldia." She can sing and talk in any language, is a good companion to the children, and, above all, promises to obey always. She will sell for 50s. upward.

Wireless Marvels.

The Wireless Marvels are further demonstrated by a report from Paris, which gives details of a successful conversation held over thirty miles during an experiment with a wireless telephone, the invention of two lieutenants in the French Navy. The conversation was heard with great distinctness by either side, and the experiment was in every way a complete success.

Universal Talking Machine Co., Ltd.

Universal Talking Machine Co., Ltd., issue of debentures, dated March 12, 1909, to secure £2,000 charged upon the company's undertaking and property, present and future, including uncalled capital. Holder, Aldridge, Salmon & Co., Ltd., 4 Fenchurch avenue, E. C.

Gramophone News.

Intimation has been conveyed to gramophone dealers that hereafter the Senior Monarch, Monarch and Junior Monarch machines in mahogany will be sold at the same prices as the oak models. The most important news this month from the Gramophone Co. is the announcement of quite a new style machine called the "Pigmy" Grand. The novelty of this model is that there is no horn at all, excepting a very small aperture in the case through which the sound is carried. The "Pigmy" packs into a neat leather case measuring only 17 in. long, 15 in. high and 8 in. wide, and its compactness and portability renders it very suitable for picnics and boating parties. In fact, the "Pigmy" Grand undoubtedly fills the proverbial long-felt want for a really good summer selling line. Dealers should take full advantage of this opportunity to increase their returns.

The new Gramophone celebrity list just issued contains some magnificent records by artistes who have obtained high positions in the La Scala opera at Milan.

In the current list of ten and twelve-inch records, the company must be congratulated upon both the quality of the artistes and selections given, for this is unquestionably one of the best lists ever, "Evening Hymn and Last Post" (Makenzie Rogan), "Phoenician Dance"—Herodiade (Massenet), and "Amina Egyptian Dance" (Lincke), are splendidly recorded by the Band of H. M. Coldstream Guards; "La Paloma," a beautiful selection by Sousa's Band; Tennyson's "Crossing the Bar" is faithfully rendered by Evan Williams, as also is "On Wings of Song" (Mendelssohn). "The Pipes of Pan" (Elgar) is a lifelike record, by Frederic Austin, while of "Revenge" (Hatton) nothing could be more realistic than Robert Radford's rendition; "Softly Sighs," from Weber's great work "Der Freischuetz," receives sympathetic vocal treatment by Miss Perceval Allen; "Best of All," by Madame Jones-Hudson; while another good record is "Ah! Rendami quel core" (Rossi), sung by Miss Alice Lakin. The Whitney Quartet give a well-balanced rendition of "Hail! Smiling Morn." George Edwards latest continental musical piece, "The Dollar Princess," cannot be heard to better advantage than the three gramophone records by The Dollar Princess operatic party. So good are these records that it is safe to say the success of the theatrical production of this musical comedy will be considerably enhanced thereby. "I Used to be Afraid to Go Home in the Dark," a good comic by Billy Murray. One of the most interesting talking records issued is that by Cyril Maude, the great actor, who records a speech on behalf of the Actors' Benevolent Fund; the Gramophone Co. are giving a royalty of 6d. on every record sold toward the fund. An excellent piano solo, "Prelude and Fugue in C Sharp," is given by Herr Wilhelm Backhaus, while one of the best 'cello records we have heard is "Minuetto," by Hugo Becker. Other good records are: "The Electric Polka" piccolo, Eli Hudson; "Larghetto," by the famous Renard Trio, and the famous old song, "Cherry Ripe," is whistled by Charles Capper.

Will Not Drop Queenstown.

The Postmaster-General has refused to drop Queenstown as a port of call for the Lusitania and Mauretania on their outward voyages to New York, and thus make a saving of ten to twelve hours in the voyage.

Selfridge's Line of "Talkers."

Selfridge's great American store in Oxford street, as may be expected, have a complete range of gramophones, and stock Irvin, Gramophone and Zonophone records in large numbers. They feature these goods effectively in their advertising announcements, making special mention of the daily demonstrations by means of hearing tubes, which from all accounts is highly successful and much appreciated by their customers. Such an innovation might with advantage be adopted by other dealers, for it is originality

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For Edison "C," "H" or Columbia size, with crosshead complete, post free 2/ or 50c.
A LITTLE MARVEL

For "Exhibition" Sound-box, post free, 4/ or $1.00
Together with Needle Tension " " 5/ or $1.25
VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment
For "Exhibition" Box
Makes All Needles Louder
Post free with instructions, 1/6 or 38c.

This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Orders from the World Over.

Particulars free from **DAWS CLARKE** 5 Longford Place, Longsight, MANCHESTER, ENGLAND

TRADE SUPPLIED

which tends to make a fair turnover during the quiet summer months.

Talking Machines in Canada.

From time to time the High Commissioner for Canada, 17 Victoria street, London, W., receives application from English talking machine and record firms wishing to place agencies in Canada. Those of our readers in that colony who are in a position to energetically push the sale of reliable talking machine merchandise should communicate with the Canadian Commissioner, at the above address, and he will gladly forward all applications to the right quarter, or I will give the matter my personal attention on receipt of advice to the London office of The Talking Machine World, 69 Basinghall street, E. C.

May List of British "Amberols."

The second or May list of British "Amberols" to hand contains fourteen good selections of a popular character, as follows: "Pomp and Circumstance" march, "Under a Peaceful Sky" and "Mikado Waltz," by the National Military Band; "Thou'rt Passing Hence" (Sullivan), a very fine record by Arthur Grover; "Songe D'Automne, Waltz" (Joyce), splendidly played by the British Concert Orchestra; "There's a Foe at the Gates of England," a timely piece well rendered by Harry Fay; "Leicester Square" is a good comic by Tom E. Hughes—a new artiste to the Edison list; the famous Olly Oakley is another new artiste, well represented by an exceptionally fine banjo solo; "Poppies and Wheat," barn dance; "Ora Pro Nobis" is sung in Mr. Peter Dawson's best style; of which the same may be said for "Alice, Where Art Thou?" by Ernest Pike; "Plink Plonk" is rendered by George Formby, in his usual droll way; while Arthur Osmond airs his most virtuous sentiments in "The Harem"; "Forgotten Melodies" is a prince of a record by Alexander Prince on his concertina.

The "Aspir" Makes Its Debut.

The "Aspir" is a new name of yet another new disc record—eleven-inch double-sided.

Institute Canadian Service.

The White Star Co. have instituted a Canadian service with the new liner "Laurentic," which sailed from Liverpool last week.

Caruso's Big Earnings.

It is currently reported that during the last six weeks prior to his departure from America, Signor Caruso earned £10,000 by singing for record companies.

TRADE REPORTS FROM THE PROVINCES

NORTH OF ENGLAND NOTES.

(Special to The Talking Machine World.)

Liverpool, Eng., May 3, 1909.

Notwithstanding the signs that trade was likely to improve during the early part of the year, we regret to say that it has not come up to expectations by any means. In Liverpool shipping is still bad, and the leading dealers just now are having poor sales which may continue until after the summer holidays. This is the case of practically every house in the town.

At Messrs. Richardson's and Messrs. Johnson's, the wholesale dealers, business was reported as moderate. Thompson, Helsby & Co. report a falling off during the past few months. Messrs. Archer find business a little slow. At Jake Graham's they are doing their share of the business, principally kept going with repeats and small incidental orders. At Messrs. Van Geuissen's business had considerably increased of late, owing to their having taken up Zonophone and Twin records.

The Melograph Co. report that although they have been kept busy with an export order for some time past, general trade is very slow. Their new list of records, comprising the very latest titles, is winning praise on all sides.

Manchester Business Is Quiet.

In Manchester, business is also very slow. There seems no likelihood of the cotton operatives, and others interested in the engineering trades, resuming full work for some months to come. Most of the mills are only running about half time, and the consequence is that Lancashire generally is having a pretty bad time.

By the time these lines are in print C. Duwe, the well known factor, will be in the States. Mr. Richardson, of Messrs. Richardson, Manchester, Liverpool and Blackburn, is also away on a Mediterranean cruise for the benefit of his health. Generally speaking, Messrs. Richardson report that although the trade is quiet; since they have had a delivery of the British Amberol records their sales have considerably increased. Their latest venture at Blackburn is rapidly getting into working order, and they have every reason to believe it will be a most successful business a little later.

At Messrs. Burrows, High street, business is somewhat slow. They report that they have done fairly well with the British Amberol records, and when the list is more complete business will be still better.

Mr. Alker, of the Rena Mfg. Co., 93 Market street, reports that Rena records are being pushed very extensively in the North, and he expresses himself satisfied with record sales so far.

Gleanings from Leeds.

In Leeds generally, trade is not as brisk as talking machine men would like. To further the sales of Zonophone records a Zonophone evening concert was given in the Leeds Town Hall on April 19, the following artists appearing: Messrs. Peter Dawson, Ernest Pike, Olly Oakley and Madame Marie Goodall. There was a large audience.

Messrs. Hilton and Messrs. Scott report business as moderate. The British list of the Edison Amberol records have given somewhat of a fillip to the cylinder sales.

At Messrs. Appleton's Columbia and Rena records are holding their own, and with the other wholesale houses, Zonophone and Twins are having fair sales.

Messrs. Hopkinson's have recently taken up Klingsor Cabinet machines, and from what we hear, are doing well with them.

Messrs. Skyes, of Albion street, are looking forward to large sales in the Gramophone new model, "The Pigmy Grand," samples of which have just been received. They express themselves satisfied with the past season's trade.

Messrs. Jenkins, Queen Victoria street, has recently introduced a new model of a cabinet disc machine to take the place of the street piano-organ. Fitted with an inverted wooden horn and a closed top lid, it provides plenty of room for the records, and being mounted upon two ball bearing bicycle wheels it will be quite a novel machine. Usually the piano-organ is heavy and unwieldy to push along the streets, but in this case the weight will be very little. The instrument will attract attention, which will be to the financial benefit of the user.

Messrs. Tilly & Co., in Queen's Arcade, concentrate upon Edison, Gramophone, Zonophone and Twins very extensively. With a good stock and a well organized shop, the manager reports business as fair during the past season, but a slight falling off at the present time.

We understand that the late "Magazine Holder Co." have recently been formed into a Limited Co., under the name of "Perfectophone, Ltd." They have acquired spacious premises in Kirkstall road, where they are equipped with new machinery and making large preparations for the next season's business. Mr. Bleakley is the managing director.

L. J. GERSON WITH WANAMAKER.

With the announcement that the Musical Echo Co., Philadelphia, Pa., had retired from business, Louis J. Gerson, manager of that business, sent a letter to his friends and patrons informing them that he and his entire force from the Musical Echo Co. would in future be found in the talking machine and small goods department of the John Wanamaker store, of which Mr. Gerson has become manager. The Wanamaker department is equipped with a full and complete line of both Victor and Edison machines and records. The repair section of the department will be in charge of Mr. Adams.

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Our "Elite" 9 Machines One of the Best.

Our Famous "Puck Phonograph."

BERLINER PATENT FINALLY ADJUDICATED.

The Supreme Court of the United States Affirms Decisions of Lower Courts in the Berliner Case in the Suit of the Victor Talking Machine Co. Against Leeds & Catlin—Suit Has Been Pending Since 1906, and the Decision Is One of Great Moment to the Talking Machine Industry—The Court's Summary Is Reproduced Herewith.

(Special to The Talking Machine World.)

Washington, D. C., May 3, 1909.

The Supreme Court of the United States on April 19 affirmed the decisions of the lower courts in what is known as the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.). The suit has been pending since April 9, 1906, when a motion for a preliminary injunction was argued in the Circuit Court of the United States, southern district of New York. On the 26th succeeding, the temporary restraining order was issued and stayed pending an appeal to the Circuit Court of Appeals. The hearing on the appeal came on October 11 of the same year. Judge Townsend was sustained. The case was then taken to the Supreme Court of the United States on a writ of certiorari, argued January 14, 1909, and decided adversely, for the third time against the Leeds & Catlin Co., with costs, on the date first above mentioned. This is final. A summary of the facts in this celebrated suit, in which the talking machine trade is vitally interested, together with the essential portions of the decision, are subjoined.

COURT'S RESUME OF THE CASE.

This case was before the Court on certiorari to an interlocutory decree of injunction restraining the petitioner, Leeds & Catlin Co., from manufacturing, using or selling sound reproducing apparatus or devices embodied in claim No. 35 of letters patent No. 534,543, issued to Emil Berliner, bearing date 19th of February, 1895, and also from manufacturing, using or selling or in any way disposing of apparatus or devices which embody the method specified in claim No. 5 of the same patent.

The petitioner explicitly denied infringement, and alleged anticipation of the invention described in the patent by a great number of patents and publications in this country and other countries. And hence it is alleged that, in view of the state of the art, Berliner was not the first inventor or discoverer of any material or substantial part of the alleged improvement and invention described or claimed. The answer further alleged that said letters patent did not describe or specify or claim any subject matter patentable under the statutes of the United States, and are and always have been null and void. Abandonment is alleged and a two years' use of the invention in this country before the application for the patent, that the invention and improvement were known and used by others and were in public use and on sale in this country by divers persons, a list of whose names is given.

It is alleged that before the invention was patented in the United States the same was patented, or caused to be patented, by Emil Berliner in foreign countries, and that by reason whereof, under section 4887 of the Revised Statutes of the United States, the letters patent in suit were limited to expire at the same time with said foreign patents and each of them—two in Great Britain, three in France, three in Germany and one in Canada. And it is alleged that in consequence thereof the said letters patent of the United States have long since expired and plaintiff is not entitled to any relief by injunction or other relief in equity, that a court of equity has no jurisdiction of the suit, and that plaintiff has an adequate remedy at law.

Upon the bill and certain supporting affidavits an order to show cause against a preliminary injunction was issued, which coming on to be heard upon such affidavits, and other affidavits and exhibits, a preliminary injunction was granted. It was affirmed by the Circuit Court of Appeals.

SUMMARY OF THE DECISION.

Justice McKenna, in delivering the opinion of the court, said in part:

"The motion for preliminary injunction was made upon affidavits. Those of respondent (complainant in the Circuit Court) described the invention and the machine made in accordance therewith, averred the practical identity of petitioner's machine therewith, and set forth the record in the case of *The Victor Talking Machine Co. and The United States Gramophone Co.* against *The American Graphophone Co.*, instituted in the Circuit Court for the southern district of New York. The affidavits averred that the suit was pending and awaiting decision when this suit was brought, and was subsequently decided; that by the decision, claims 5 and 35 of the patent in suit were held valid and infringed by the talking machine of the defendants, and that an injunction was ordered. And it was stated that the Circuit Court of Appeals, though not concurring with the Circuit Court in all of its reasoning, affirmed the decree.

"The affidavits of petitioner (the defendant in the courts below) set forth the defenses which were made in the case just referred to, a summary of the proofs introduced to sustain the defense, and submitted new matter. The affidavits also contained a description of the patent in suit and what was considered to be its basic invention, averred its identity with certain foreign patents which were not in evidence in the other suit. The affidavits also undertook to meet and refute the charge of infringement. The affidavits were very long and circumstantial, and had attached to them copies of the foreign and domestic patents relied on, translations of foreign laws, copies of publications and certain testimony.

JUDICIAL EMBARRASSMENT.

"Upon this body of proof, formidable even in its quantity, and having no other elucidation than the arguments of counsel and some mechanical exhibits, presenting grave questions of fact, we are asked by petitioner to go beyond the action of the lower courts, and not only reverse them as to a preliminary injunction but decide the case. If we should yield to this invocation and attempt a final decision it would be difficult to say whether it would be more unjust to petitioner or to respondent.

"The Circuit Court felt a like embarrassment, as will be observed from its opinion. The court did not pass on the defense of infringement, and said that, except as to one patent, the petitioner had failed to introduce any new matter which would have led the courts in the other case, if such matter had been before them, to have reached a different conclusion. And, speaking of the patents referred to, the circuit judge said: 'But even if I am mistaken in this view, and if the expiration of the Suess Canadian patent is a complete defense, or if a decision of the questions raised as to the character and scope of the various patents now introduced for the first time should be postponed until final hearing, yet I am constrained to grant the injunction in order to permit an appeal and a determination of the questions at the earliest possible moment.'

"And the lower courts also reserved to the merits the consideration of the defense that claims 5 and 35 were invalid because they were the functions of machines, resting those defenses, so far as the preliminary injunction was concerned, upon the adjudication in the prior suit. We shall do the same, remarking, however, that the contention, if it has any strength as to claim 5, seems to us untenable as to claim 35. We think the latter is a valid combination, consisting of the elements, (1) a traveling tablet having a sound record formed thereon; (2) a reproducing stylus, shaped for engagement with the record, and free to be vibrated

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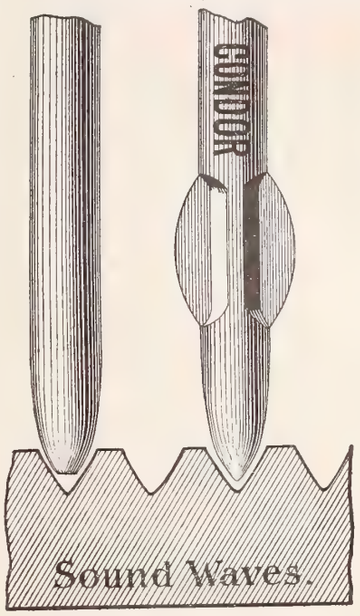

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and propelled by it. It is, therefore, a true mechanical device, producing by the co-operation of its constituents the result specified and in the manner specified.

DISINCLINED TO PASS ON QUESTIONS OF FACT.

"In passing on the other foreign patents the Circuit Court considered that the prior adjudications fortified the presumption of the validity of the patent in suit, and established its scope, and that the new matter introduced by petitioner did not repel the presumption or limit the extent of the patent. That the lower courts properly regarded the prior adjudications as a ground of preliminary injunction is established by the cases cited in Walker on Patents, section 665. And in that aspect the question must be considered, and so considering it we may pass the defenses of anticipation, whether complete or partial, and the defense of infringement. These are, we have already said, questions of fact which we are not inclined to pass upon unaided by the judgments of the lower courts made after a hearing on the merits.

"The patent in suit and the patents which, it is contended, anticipate it or limit its extent or duration are for methods or devices whereby sound undulations trace or inscribe themselves upon a solid material, and are by suitable devices made to reproduce themselves and the sounds which made them. One of the questions in the case is, as we have seen, the relation of the patent in suit to the prior art. It is contended by the respondent that Berliner (he was the patentee of the patent in suit) improved the prior art, not only in the methods of recording and reproducing sounds, but in the devices by which the methods are accomplished.

"In the old method the sound record was produced by vertical vibrations, either indenting a pliable material, by and in accordance with the sound waves along a helical or spiral line, as in the Edison patents, or by like vibrations engraving a suitable material, by and in accordance with the sound waves, as in the Bell and Tainter patent. By both of these methods there was produced a record consisting of a groove of varying depth, that is, containing elevations and depressions corresponding to the sound waves which produced them. In the Berliner patents the vibrations are made to inscribe a laterally undulating line in the general direction of a spiral. The line, therefore, is of even depth, the inequalities or sinuosities produced by the sound waves being upon its sides. By this method there is produced a sound record tablet, consisting of a flat disc of hard resisting material, having in its surface inscribed a spiral groove of practically even depth, but undulating laterally in accordance with the sound waves. The patent in suit describes and specifies the ways of making such record tablet, as do the prior patents the sound records of the respective patentees. Further description of the records, however, is not necessary, as we shall have with them but incidental concern.

FREE MOVING STYLUS DESCRIBED.

"The records being made, the next step is the reproduction of the sounds which they record. This is done by adjusting to the line or groove inscribed upon the records a point or stylus attached to a diaphragm, which, being vibrated by the indentations or sinuosities of the groove, reproduces the sounds that made them. In the prior art the reproducing stylus and sound record were brought in operating relation to each other in two ways. The sound record was mechanically conveyed across the reproducing stylus, or the reproducer and its stylus were mechanicallly conveyed across the record. By one or the other of these means the stylus was kept in engagement with the record and accommodated to the shifting positions of its operative portions. In the patent in suit such independent means are dispensed with. The stylus is made to engage with the grooves in the record tablet, is vibrated laterally by its undulations, and guided or propelled at the same time with its diaphragm attachment across the face of the tablet, the successive portions of the groove reproducing the sound waves, which are transmitted to the air.

"The sound records are made of hard, indestructible material and, as stated in one of respondent's affidavits, the groove impressed therein 'serves the twofold purpose of vibrating the stylus and producing the necessary vibrations in the diaphragm of the sound box, and also to automatically propelling the stylus in the groove across the surface of the record without a feed screw or other mechanism independent of the record itself.' The method of doing that is the subject matter of claim 5, and the means for performing the method is the subject matter of claim 35. They are, respectively, as follows: 'No. 5, the method of reproducing sounds from a record of the same, which consists in vibrating a stylus and propelling the same along the record, substantially as described. No. 35 is a sound-producing apparatus, consisting of a traveling tablet having a sound record framed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described.'

NEW MATTER CONSIDERED.

"We may now understandingly consider the new matter which was relied on in the courts below. The first in importance of these is that the patent in suit is for the same invention of certain foreign patents and expired with them. These patents consist of three French patents to Emil Berliner, respectively dated Nov. 8, 1887, May 15, 1888, and July 19, 1890; German patents to Berliner dated Nov. 8, 1887, May 16, 1888, and Nov. 20, 1889; a Canadian patent of Feb. 11, 1893, assigned by W. Suess to Berliner; English patents of Nov. 8, 1887, and May 15, 1888.

"In the foreign patents relied upon, special stress is given to German patent No. 53,622 to Berliner, and it is contended that it expired before this suit was brought, and that the patent in suit expired with it. * * * The expiration of the German patent No. 53,622 for the reproducer did not affect the duration of the patent in suit so far as claims 5 and 35 are concerned, even though such reproducer is made the subject of one of the claims of the patent in suit. To some extent these remarks are applicable to all the foreign patents relied on by petitioner.

"It is contended by respondent that the recorder and reproducer of the patent in suit differ in certain details of construction and operation from the recorder and reproducer of the German and French patents, but the Circuit Court said that that question could only be determined by expert testimony, and assumed the details to be substantially identical. We shall do the same, and are of the opinion, for the reasons which we have given, that the expiration of those patents, the French patent as well as the German patent, did not carry with them the expiration of the inventions exhibited in claims 5 and 35 of the patent in suit.

PREVIOUS PUBLICATION NOT PUBLIC USE.

"Among the publications referred to in petitioner's answer, and introduced in evidence, was one in The Electrical World for Nov. 12, 1887, one published in the same paper Aug. 18, 1888, and a paper read by Berliner before the Franklin Institute May 16, 1888. In these publications there is description of the invention, and in the paper read before the Franklin Institute Berliner describes the genesis of his ideas and the ideas of others in the process of recording and reproducing sounds. He entered into a somewhat detailed description of his invention, exhibited a machine and gave an illustration of its powers, among others letting the audience 'listen to some phonaulograms,' which he said he had prepared within two weeks before in Washington. This was urged as a public use, but the Circuit Court decided that neither that lecture and exhibition nor the description in The Electrical World in 1887 constituted a public use within the meaning of the statutes. And the court also decided that the broad claims of the patent in suit were not made a part of the earlier application for patent No. 564,586, and that that omission, even when combined with such exhibition and publication, was not an abandonment and forfeiture of those claims.

"The Circuit Court of Appeals did not discuss those questions or express an opinion upon them, but decided that the specifications in the application for patent No. 564,586, issued subsequently to the patent in suit, were broad enough to warrant the making of the claims in controversy (5 and 35), and that the second application could fairly be considered a continuation of the first and antedated the alleged public use. If this be so, petitioner contends, the two patents must be treated as one patent covering one invention, that described in No. 564,586, and, it is further contended, that as that invention was previously patented by the three foreign patents, the patent in suit expired with them. The reasoning is extremely technical, and we may adopt the answer made to it by the Circuit Court: 'An examination of the drawings of the prior British patent shows that there is omitted therefrom Fig. 10 of the United States patent No. 564,586, which was the only figure illustrating the form of the device covered by the claims here in suit.

CANADIAN PATENT DOES NOT APPLY.

"There yet remains the Suess Canadian patent to be considered. It was granted to Berliner as the assignee of Suess, and Judge Townsend in the Circuit Court said that the patent disclosed and broadly claimed the invention covered by the claims in suit, and on account of it defendant (petitioner here) contended that Berliner thereby admitted that Suess was the inventor of the reproducing apparatus of those claims; that in his application as the assignee of Suess he abandoned the broad claim in suit and that as the patent covered the invention of the patent in suit and expired in 1899, the patent in suit expired with it.

DURATION OF UNITED STATES PATENT.

"The court, however, decided that the Canadian patent in terms described and claimed 'the broad generic invention of Berliner covered by the claims here in suit,' and to establish this quoted claims 5, 7 and 11 of the Canadian patent and concluded that if that patent expired in 1899 the patent in suit also expired. The court, however, decided, expressing, however, some hesitation, that the patent did not then expire, stating the rule to be, as established by the cases, that a United States patent is limited by the term expressed in the foreign patent and that it is not affected by any lapse or forfeiture of any portion of the term by means of any condition subsequent. The patent was granted for the term of eighteen years from its date, Feb. 11, 1893.

"We think the questions involved are determined by *Pohl* against *Anchor Brewing Co.* It is there decided that 'the statute manifestly assumes that the patent previously granted in a foreign country is one granted for a definite term; and its meaning is that the United States patent shall be so limited as to expire at the same time with such term of the foreign patent.' And it is further said that the duration of the United States patent is not 'limited by any lapsing or forfeiture of any portion of the term of such foreign patent by means of the operation of a condition subsequent, according to the foreign patent.' From these views it follows that there was no abuse of discretion in granting the preliminary injunction, and the decree is affirmed."

TRADE IN THE MONUMENTAL CITY.

April Proves Very Good in Machine and Record Sales—Appreciation of Tone Quality Causes Demand for High Class Outfits—Strong Call for Starola and Starola Grand Machines—Music Master Horns Enjoy Increased Popularity as do Fibre Needles—Cohen & Hughes' New Quarters Completed—Well Arranged.

(Special to The Talking Machine World.)

Baltimore, Md., May 5, 1909.

Reports from all the leading talking machine dealers show that the past month was generally a good one for sales of machines and records. Three things were brought out especially as features of the trade in this city, namely, that the high-priced machines of all makes are becoming more and more the rage, the wooden horns are in greater demand than any of the others and, from a Columbia standpoint, the indestructible records are placing the wax cylinder records practically in the "has been" class. In speaking of the increased popularity of the high-priced machines, a leading jobber said:

"It has become quite noticeable in the last month or two that Baltimoreans are buying talking machines more for the tone qualities than ever before. Formerly most of the purchasers were satisfied with any kind of a machine just so it made some kind of noise. They would use these machines until they wore out and then throw them to one side and forget that such a thing as a talking machine exists. Now, however, they are beginning to realize that the high grade machines are actually musical instruments and that they have a desirable tone quality. The result is that the purchasers take the good machines in preference to the others and show a pride in keeping them in first rate condition at all times. I have very little call nowadays for cheap machines whereas formerly these were always sought after."

Fred Scheller reports that during the past month the demand for Starolas and Starola grands was heavy. He added, "Only the past week I sold several of these high grade instruments for spot cash. I am thoroughly satisfied with the prospects in the talking machine line."

Manager Lyle, of the local store of the Columbia Phonograph Co., and Manager Bowden, of the talking machine department of Sanders & Stayman, state that the Music Master wooden horns have been more in demand than ever the past month. Another popular novelty at the Columbia Co.'s store which has taken hold with purchasers has been the fiber needles, which have just recently been put on sale here. Manager Lyle also reported that he is closing out the stock of wax cylinder records which he has in stock at reduced prices. This has become necessary because of the success of the Columbia Indestructible records.

The high-priced Victors and Columbias have been good sellers at Sanders & Stayman. Especially has this been the case the past two weeks, during which time there has been quite a boom in the talking machine business. The record trade has also been brisk.

At the store of E. F. Droop & Sons Co., Manager Joseph Grottendick said that the firm have had their share of the trade in Victor and Edison machines the past month.

Cohen & Hughes, who handle the Victor machines here, have their new talking machine quarters at 315 North Howard street, to which they moved last month, entirely completed The entire second floor has been set apart for this line of the goods. There are 175 feet of floor space divided into six parts. The front is used as the Red Seal and Victrola room, next comes the retail record room, and display room, then the wholesale record room, five soundproof rooms for tests for customers, the stock room and repair room. A feature of the entire arrangement is that the retail and wholesale storerooms are separate and the records are kept flat, so as to prevent the possibility of warping.

Sense that can be converted into cents is the real article.

VICTOR HERBERT BECOMES ACTIVELY CONNECTED WITH THE NATIONAL PHONOGRAPH CO.

To Take an Active Part in Supervising the Making of Master Records—Victor Herbert Orchestra Will Also be Associated With Company—The Distinguished Composer and Conductor Chats of His Plans With The World Representative.

The engagement of Victor Herbert, the eminent American composer and famous conductor, by the National Phonograph Co., of Orange, N. J., just announced, to act as musical supervisor of their recording laboratory, is not only a move of great importance, but one of unusual significance, inasmuch as it marks a recognition on the part of eminent musicians of Mr. Herbert's caliber, of the distinct place which the talking machine has won as a great educator and up-lifter of music in America.

On the other hand, be it said that the National Phonograph Co., like Mr. Herbert, are of the belief that every record manufactured should be adapted to reproduce as near a perfect reproduction of the musical work as written by the composer as possible. In other words, the composer's intentions must be respected. And there is no man better fitted to carry out this work than Victor Herbert, who to-day ranks as the foremost American musician and composer. He has to his credit as a composer twenty-six operas, which have not merely delighted the people of this country from the Atlantic to the Pacific, but which are sung and played the world over, wherever well-written music is appreciated. He has also composed hundreds of smaller orchestral numbers which have won a great vogue. To cap the climax, he is at the present time engaged in writing a grand opera for Oscar Hammerstein, to be produced at the Manhattan Opera House in the early part of next January.

Mr. Herbert is not merely a great composer but a conductor whose talents are widely recognized. For years he had charge of the Pittsburg Symphony orchestra and to-day he is conductor of his own organization in New York—a body of men who have been carefully trained, and who constitute one of our finest orchestras.

In addition to being associated in a supervisory way with the laboratory of the National Phonograph Co., Mr. Herbert will also lead his celebrated orchestra while making master records for the company. He will also be consulted as to the people who will sing, or play the better class of compositions, and will doubtless be a great factor in improving the records of the popular music, although this has not been definitely arranged.

Personally Mr. Herbert is "the prince of good fellows" and affability itself when one is properly introduced. As may readily be imagined his time is taken up wholly by the various musical works which he has under way, or in contemplation, and when The World called upon him at the Lamb' Club the other day he was in the midst of rehearsing the music of a play which will be given at the Club's annual gambol at an early date and which will last for a week, being given in various parts of the country.

When the subject of his alliance with the National Phonograph Co. was brought up and discussed, he talked most enthusiastically about the phonograph and its possibilities. Like many other noted musicians he is fully of the belief that the talking machine has a special mission to convey good music to thousands of people who can hear it in no other way, hence the importance of producing records that are artistically conceived, and that perserve the spirit and ideas of the composer. In other words, records that are carefully edited by a master hand, who is entirely in sympathy with the composer.

After making The World at home in one of the club's cozy reception rooms he said in an informal and chatty way:

"I have always had strong views regarding the shortcomings of the average record from a musical point of view. What is lacking is the life and spirit of the music as originally written by the composer. That is to say, the better class of music as distinguished from the so-called popular, or coon song. I am frank to say that on this grade of music many others are more competent to pass judgment than myself. I shall not only inspect and criticize the music previous to its reproduction, but shall carefully go over the masters, also, with a view of bringing out the real melody and spirit of the selections, so that each and every one of them that has passed my personal inspection may receive my approval and endorsement.

"My purpose in accepting the position as musical supervisor of the National Phonograph Co.'s recording laboratory is to develop the artistic side of the music as reproduced in the records, imparting to them the fire of the composition. This feature has either been overlooked or neglected and the average leader or director

VICTOR HERBERT.

seldom, if ever, pays much, if any attention to this part of his duties. Besides giving my attention to this work, I shall lead my own orchestra at the laboratory, and I feel assured that a grade of masters will follow that has never yet been attained in phonographic records.

"While my agreement with the company does not become effective until June 1," continued Mr. Herbert, "I shall be a frequent visitor to the laboratory before then to familiarize myself with the work in a practical way. I am satisfied a great improvement can be effected along the lines mentioned. In fact I am so assured of this that had the offer of the National Co. been simply an ordinary business proposition I should not have considered it for a moment. It is more than that, or else I would not give my time to it.

"I usually go to my place in the Adirondacks about June 1, and I stay there until October, and you may know that every moment of my time is taken up. I have accepted a commission to write a grand opera for Mr. Hammerstein, of the Manhattan Opera House, to be finished in October, not to mention several light operas and compositions of various kinds I have planned. The duties of musical supervisor of the National Phonograph Co., I think, from a musical standpoint, most important, and I shall undertake them with enthusiasm, for it will mean a great deal, not only for them, but the public also. The talking machine business is becoming a factor that the best class of composers and musicians no longer attempt to ignore. Rather they feel that justice was not done their work in the reproduction, and this is my main object to remedy.

"Indeed, I regard this new connection as one that opens great opportunities to me for carrying on a great educational campaign among the masses of the people, who only lack in the appreciation of the best in music, simply because they do not hear it properly presented. Imagine the difference in the impression made by the playing of the record of a splendid overture; for instance, 'Tannhauser,' by a great orchestra for the National Phonograph Co., and the playing of that number by the average band one hears in so many parks, piers or other resorts during the summer time. One represents the spirit and life and individuality of the composer; the other an indifferent, incapable reading which totally destroys the composer's intention.

"It will be my aim as conductor of my own orchestra to give that life, color and individuality to the talking machine record that will enthuse the hearers, and make them believe they are listening to a live band and not automata. The marvelous improvements made in the phonograph within recent years and the opportunities that exist, thanks to Mr. Edison, through a longer record, open up a wide field for the reproduction of a repertoire that can embrace many of the finest numbers in high class music. Mark you, this will not include chopping up operas, or taking inartistic liberties with composers' intentions. There is plenty of high class music which can easily be taken on a record without indulging in this regrettable practice.

"In recording music for the phonograph common sense as well as knowledge is necessary. In fact, the more I talk of this field the more enthusiastic I become. There is no reason why records cannot be produced that will astonish the skeptical. The future of the talking machine as a great educational and musical factor the world over centers entirely upon the character of the compositions which they reproduce, and the really artistic and musical manner in which they are recorded in the laboratory."

It goes without saying that the advice and assistance of a man of Mr. Herbert's ability as a musician and composer will do much to maintain and improve the present high standard of the Edison product. It will also cause those disposed to speak slightingly of the talking machine to revise their opinion and place a new value upon its place in the musical world. A man of Mr. Herbert's fame would not enter into an arrangement of this kind without a careful study of all its phases. He has weighed its possible effect upon his name as a composer—a name to-day easily ranking as first in this country. He has realized that the arrangement will give the Edison phonograph the tremendous advantages of exploiting records made by his orchestra, the fame of which has taken years of time and large money expenditure to acquire. Yet he is willing not only to have his orchestra make records, but to lead his men in person. Mr. Herbert must be credited with having a higher motive in identifying himself with the phonograph than a money consideration, however large it may be, for his position frees him from any charge of being mercenary. His chief motive must be an earnest belief in the future of the phonograph and of his own ability to add to its prestige.

As stated above, his exclusive contract with the National Phonograph Co. insures his taking an active part in the work of making master records for the Edison phonograph. The arrangement is not one of those by which the name of a prominent character is obtained for advertising. Mr. Herbert would not sell his name for such a purpose. It is an arrangement by which Mr. Herbert will strive as hard as any official of the company to augment the prestige of the Edison product. He places full value upon the present standing of the phonograph, but he also believes that with his training as a conductor and writer of music he can put it upon a still higher plane, from a musical standpoint.

The arrangement, which becomes effective June 1, gives the National Phonograph Co. the exclusive right to his services in the talking machine field and also to the exclusive services of the great Victor Herbert orchestra in making Edison records. Mr. Herbert will be consulted

upon every phase of the work of making records of the better class of music, and especially of instrumental compositions. He will assist in the selection of suitable music for record-making purposes, aiming always toward such music as will widen the field of the phonograph.

Mr. Herbert will go frequently to the recording laboratory of the National Co. and supervise and criticise the work of making records. He is so earnest about this feature of the work that he is already apprehensive of getting so deeply interested in it as to interfere with his other duties as a composer and leader. He will personally conduct his orchestra in making records, and states that the records must be no less creditable to his name than the concert work of his orchestra. In getting Mr. Herbert to identify himself with the Edison organization the National Phonograph Co. have brought about one of the most notable achievements in the history of the phonograph.

THE VALUE OF EFFORT.

The difference between success and failure, between getting business and not getting business, is not always so much in the quality of the effort put forth, as in the amount. In other words, the effort which gets business frequently differs from that which does not get business, more in degree than it does in kind.

Men who do things and are heard from accordingly, seem to do their work a great deal like other men who never are heard from. The difference is that they are a little more intense, they hold out a little longer, and when the other fellow stops, thinking that the case is hopeless, they make another big effort and win what they are after.

It takes a lot of fuel and heat to bring water to the boiling point. It takes just about as much fuel and heat to raise the temperature of the water to 210 degrees Fahrenheit, but if you take away the fire when you have reached the 210 degrees, the water will never boil.

Moral—Add a little more fuel and keep the fire going.

He who can read the signs of the times should know all about patent medicines.

SOUTHERN CALIFORNIA NEWS.

Talking Machine Men Believers in Advertising —Wide Territory Covered— Big Call for Expensive Victors—Amberol Records in Spanish Will Have Great Demand—Columbia Indestructibles and Double Discs Selling Well —Renovating and Improving Stores—Recent Visitors to the City of the Angels.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 30, 1909.

The month of April has closed more quietly than usual, although the opening was very brisk. This lull, however, has given the dealers an opportunity to make preparations for the future, in which there promises to be some keen competition. The methods used in advertising the talking machine in this section are beyond criticism, especially the ads. which appear in the daily papers. In every way the dealers are realizing more clearly the possibilities of the future. Southern California is already a great field for talking machines and records, and the growing demand for these goods is very large in both wholesale and retail. Jobbers here not only supply Southern California, but Nevada, Arizona, New Mexico and parts of Old Mexico. These parts are not the field they will be in a short time, as they are growing very rapidly.

Sherman Clay & Co. report a strong demand for the new style Victors II and III and also for the Victor wood horn. Referring to the latter, Manager Ruggles says, "We seldom receive an order for machines with metal horns since the dealers have recognized the fact that an additional profit can be made by selling to their customer a wooden horn. The appearance of the instrument is much better, to say nothing of the great talking point regarding the tone quality."

The Southern California Music Co. have received a large shipment of special design cabinets for both disc and cylinder records, among which are many attractive shapes and styles. Their business phonograph department reports several sales of commercial outfits recently, and some strong advertising is being done for this line. The news of a first list of Amberol records in Spanish has been greatly welcomed, as many inquiries have been made regarding them. Their arrival is anxiously waited by the trade. The retail department has several shipments of Victor-Victrolas, among which were several in special finishes of oak and circassian walnut.

The Columbia Co. have had a steady demand for double disc records from the out-of-town dealers. Chas. Kauffman is now making his regular trip through Arizona, where he will call on the trade. W. S. Storms, who for two years has been connected with the Los Angeles branch, has gone to San Francisco to join the company's forces. He will travel through Northern California. E. W. Scott, who was at one time connected with the Los Angeles store, has succeeded Herman Beck as manager of the retail department of the San Francisco store. Mr. Beck has resigned and expects to open a store of his own at an early date.

The Fitzgerald Music Co. have completed their new department and have announced their opening to the public in a series of clever newspaper advertisements. Mr. Fitzgerald is personally interested in the new department and watches every detail in its affairs. Their splendid show windows on Broadway afford a splendid opportunity for their attractive displays.

The Angelus Talking Machine Co. are now using an automobile as a business getter. Mr. Pfaff says he finds it very handy for use on prospective purchasers, who cannot refuse him when he asks them to take a ride with him in his auto.

The Geo. J. Birkel Music Co. have just finished installing a new system of record racks for disc records. Their entire stock is kept in heavy cardboard covers, and every number is given a separate partition in the new rack. More space has been added to accommodate the catalog of double-faced Victor records.

The Holmes Music Co., one of the new Victor stores, is welcoming old customers in that location. Their stock is in splendid condition, a complete line of Victor goods being carried.

The Wiley B. Allen Co. are continuing the arrangement of attractive window displays, which are truly original.

Fiske & Co., Edison dealers, are featuring the I. C. S. language teaching machines with much success. Hamberger's, who have the handsomest show windows of any department in the city, have given considerable space for display of talking machines and records.

H. T. Walz, of the W. G. Walz Co., of El Paso, Tex., was a recent visitor in Los Angeles. While there Mr. Walz studied the conditions of the trade and also investigated the arrangement of some of the different stores handling talking machines. The Walz Co., who are Victor jobbers for Texas, are expecting to make many changes for the improvement of their trade-handling facilities.

The great success with which the Russian violinist Mischa Elman met with in concert in this city is due more to the Victor, which preceded him with the splendid records of his playing, than all the foregoing press comment. His records have been and are among the most popular in the Victor catalog.

Mme. Johnstone-Bishop's voice is delighting many of her local friends and admirers in a sweet little Hawaiian song which she has sung for the Victor. Her records are in considerable demand in Southern California, Los Angeles being her home.

GEORGE W. LYLE OFF TO EUROPE.

The departure of George W. Lyle, general manager of the Columbia Phonograph Co., general, for Europe was delayed until May 6, when he sailed on the "Kaiser Wilhelm II." He will be away four or five weeks.

Following the custom inaugurated some months ago the following talking machine dealers of Indianapolis keep open house monthly when they invite the general public to hear the latest records. The dealers who dispensed hospitality recently were: Messrs. Kipp-Link, Frank Lesley, Joseph Joiner, E. E. Hill & Co., George Maze and William F. Burns.

Have YOU seen IT?

"THAT'S JUST WHAT WE'VE WANTED!"

EVERY disc talking machine dealer who sees the New Idea Disc Record Album says, "Just what we've wanted."

His customers say so, too.

A beautiful Album that preserves records perfectly—protects them absolutely from scratching and breakage—keeps those of a certain artist or class together.

Powerfully bound and reinforced to last a lifetime. Finest thing out for Red Seal collections. Capacity; 12 records. Dealers' prices **90 cts.** for 10-inch size, **$1.20** for 12-inch (used also for 10-inch records).

We furnish handsome two-color advertising circulars, ready for your imprint, FREE.

Send for a few of these Albums on approval. Dealers everywhere say they are going fine. Be the first to show them in your city.

Have you gotten our offer on the agency for **Regina Music Boxes?**

We are the Regina Company's only jobbers and can fill orders promptly for all styles of Regina Music Boxes and Tune Discs.

THE RUDOLPH WURLITZER CO.

CINCINNATI AND CHICAGO.

VICTOR, EDISON and REGINA JOBBERS

☞ Two points of supply; order from the nearer.

VICTOR, EDISON and REGINA JOBBERS

CONVENTION OF NATIONAL JOBBERS' ASSOCIATION

Will be Held at Atlantic City—Headquarters at Hotel Chalfonte and Dates Selected July 6th, 7th and 8th—A Large Attendance Expected.

The annual convention of the National Association of Talking Machine Jobbers, in response to an almost unanimous vote, will again be held at Atlantic City, the famous eastern seashore resort. President Bowers appointed J. Newcomb Blackman, of New York, and Louis Buehn, of Philadelphia, a committee of arrangements.

Mr. Blackman, who is chairman of the above committee as well as of the press committee of the association, gives the following report:

"The convention at Atlantic City in 1908 was so generally satisfactory, both in attendance, accommodations and results accomplished, that it seemed a duplication of last year's success would be the best plan to follow. It will, therefore, be the desire of the committee of arrangements to not only furnish as excellent accommodations as last year, duplicating everything that will help insure a success for this year, but in addition to make such improvements over last year as may be found advantageous.

"In order to give the active members a chance to help make this year's convention a grand success, a sub-committee to be known as the reception committee will be appointed, representing various sections of the country, and they will be requested to work hard among the jobbers in their territory to insure a large attendance. In addition, this committee will be given an opportunity to help in the business details in connection with the programme during the convention.

"The Hotel Chalfonte have placed at the disposal of the association the same room for meeting purposes, and the rates for accommodations prevailing last year are again offered to those attending the convention. While it is my intention to promptly issue advertising matter, giving full particulars regarding the hotel rates, those who attended last year will agree that the Chalfonte rates were extremely reasonable for the service rendered. As this opinion prevailed, no other hotel will be advertised, and we hope that everybody will arrange to stay at the Chalfonte. If cheaper accommodations are desired, there are plenty of hotels and boarding houses where arrangements can be made to suit. It is extremely important that accommodations be secured in advance, as last year many arriving on the 4th of July could not be taken care of at the Chalfonte until the usual holiday rush was over.

"As the 4th falls upon a Sunday, it is hoped that many jobbers will take advantage of this opportunity by leaving home on Saturday, the 3d, thus taking advantage of Sunday and Monday, which with the three convention days, will give them a very pleasant vacation at Atlantic City.

"The ladies will again be invited; in fact, their presence is particularly requested, for this feature of last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"The banquet will be a feature of the convention to which the ladies are also invited, and nobody will want to miss this part of the program. It is very likely that the factories will take advantage of this opportunity to meet the greater portion of jobbers and will also send various members of their organization to talk over the situation in general and give such information regarding business improvements, changes or suggestions as may be possible.

"It is quite generally conceded that this fall will see the turning of the tide in the business depression which has affected all lines of business and with certain desirable improvements, a healthy revival of business should result in our line. Jobbers should realize the importance of attending the convention not only to help in formulating plans for the uplifting of the industry, but to visit the factories and have a heart-to-heart talk about the business. Those who are pessimists should rub elbows with the optimists. We do not realize what narrow views we have of some things until we mix with others in the same line who see things in a broader light, who see the 'doughnut' rather than the 'hole in it.'

"There will be a great turn-out at this convention and any jobber who has the mistaken idea that the talking machine business has seen its best days will return from the convention convinced that the good things in this business are just starting. Some have fallen by the wayside, but a weeding out is very often needed, and those remaining will have stood the test, feel stronger for it, have a larger field and better opportunities. The factories are promising more protection, rather than less, and this is certainly no evidence of a lack of confidence on their part.

"Let all the jobbers and as many as can, represent the factories, attend this convention, exchange ideas and work in harmony to bring about any improvement that will benefit all.

"Consider what has been accomplished since the last convention. The factories acted favorably on almost everything recommended, and what is the result? Protection to the dealer and jobber, an even exchange on records, a method to dispose of second-hand machines, a change in the time of shipping new records to dealers, Victor records are enclosed in envelopes, Auxetophones and Victrolas cannot now be obtained at dealers' prices by fraudulent qualification as a dealer and many other things which do not come to my mind at the present time. The association has grown, now having a membership of about 125. Every jobber has much at stake and to add strength to whatever recommendations the association will make a large attendance at this convention is essential.

"Make up your mind to come and use your influence with others. Complete information regarding the convention will be furnished by addressing J. Newcomb Blackman, chairman committee of arrangements, No. 97 Chambers street, New York City, and any inquiries are invited regarding membership as well. Make your plans now and be sure to arrange to attend."

COLUMBIA CO.'S NEW ST. LOUIS HOME

Take Five-Year Lease of Quarters at 1008 Olive Street for Both Wholesale and Retail Departments—Close Important Deal With Big Publishing House for Library Table Graphophones.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1909.

The Columbia Phonograph Co. have taken a five-year lease on the store at 1008 Olive street and expect to be in their new quarters by June 1. Their new location is a very large, well lighted building, two stories, and will accommodate both the retail and wholesale departments. They expect to put in four small booths for record demonstration and a large room, equipped exclusively for their grand opera and Fonotipia records, and their $200 and $225 machines.

The company will have a new hornless machine on the market within the next sixty days. It is a library table with enclosed machine and horn and combined record cabinet. The table can be used for books, flowers, etc., without interfering in any way with its reproduction. It will retail for $225 and will be furnished in mahogany and mission oak. W. C. Fuhri, district manager, former local manager in this city, is the designer of this instrument, and the company are enthusiastic over its future.

The St. Louis office has just closed one of the largest and most important, in many ways, deals with the Lewis Publishing Co. in selling them 25 "W. C. F." $225 Library Table graphophones to be made up specially for them in mission oak. These graphophones are to be installed by the Lewis Publishing Co. in their great chain of chapter houses located in each prominent city in the United States. The first order is for twenty-five to be delivered as quickly as the company can turn them out, and as they are now organizing something like 700 of these chapter houses with a great many others in process of being organized, and as one of these Library Table graphophones will doubtless be installed in each chapter house, the St. Louis office, as well as the Columbia Phonograph Co., have cause to congratulate themselves.

COMPLIMENTS THE PENN CO.

When Landay Bros., New York, bought out the Musical Echo Co., Philadelphia, and in preparing the Edison goods for shipment, they were materially aided by the force of the Penn Phonograph Co. The work was done under the supervision of Max Landay, and in speaking of the work accomplished said: "I would like to pay a tribute to the employes of the Penn Co., for they hold the record for rapid packing. In one day they packed 26,000 records, each carton being handled separately and placed in numerical order, besides—and not an error. I never saw a force do better team work, or any more industrious. It was a revelation to me how they handled themselves. No wonder the Penn Co. are successful with such loyal people in their employ."

AWAITING JUDGE KNAPP'S DECISION.

(Special to The Talking Machine World.)

Kalamazoo, Mich., May 10, 1909.

Since the Supreme Court of the United States has handed down a decision in the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.), the attorneys in the suit of the Victor Talking Machine Co. against the Duplex Phonograph Co., of this city, have asked Judge Knapp, United States Circuit Court, Grand Rapids, to take up the papers and write an opinion. Judge Knapp assured counsel on both sides he would dispose of the matter last August, but it is still to be "disposed." The lawyers held that the Supreme Court cleared up the situation in the Berliner patent, which was also before the Michigan Federal Judge, and it is therefore urged that only minor points are to be determined. It was in this case, when the hearing was on, that Judge Knapp stated that if the tension, or elastic, or mechanical feed machine was constructed to evade the gravity feed machine, he would have to declare it a contributory infringement of the Berliner invention.

TO REVIEW JONES PATENT DECISION.

Papers were served May 5 on the American Graphophone Co., relative to the application for a writ of certiorari to the Supreme Court of the United States, to review the recent decision of the Circuit Court of Appeals, New York, on the Jones patent. This petition acts as a stay against any mandate that might otherwise be issued by the Court of Appeals. The matter will be disposed of inside a month.

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

DISCONTINUE WAX CYLINDERS.

Columbia Phonograph Co. Will Only Make Indestructible Records Hereafter—Clearing Out Their Stock of XP Cylinders at Special Prices—Special Exchange Started Good Until May 30.

Under date of April 30, the Columbia Phonograph Co., General, notified their trade that the manufacture of XP wax cylinders had been discontinued, and that after May 5 only Indestructible records would be made and sold. The essential portions of the circular letter follow:

"To the Trade:—The Columbia Indestructible record has proved itself. We shall quit manufacturing XP wax cylinder records. On and after May 5 you may cut the XP cylinder record price (with the exception of vocal records in foreign languages, on which former list and trade prices must be maintained), to any figure you please, from 15 cents up.

"We are giving you this notice the first minute possible. The Columbia Indestructible record has unmistakably captured the cylinder market—and is rapidly putting the wax record completely out of business. Now that this fact is evident and undeniable, we know it is up to us to follow our unvarying policy and see that our dealers are not left with any dead or obsolete stock on hand. We don't see how any owner of a cylinder machine can get away from Columbia wax cylinder records at 15 cents.

"One thing sure—you won't have to demonstrate these Columbia XP cylinder wax records to sell them at 15 cents. If we were in your place we would make every sale a quick one, and hand the XP cylinder records over in a take-them-or-leave-them way without taking time to play selections for demonstration. But don't lose that splendid opportunity to switch every caller over to a demonstration of the Columbia Indestructible records. Have a tone-arm cylinder Columbia Graphophone ready equipped with the special Indestructible reproducer, and insist on every buyer of XP cylinder records knowing for himself just what it is that has put the wax record out of business.

"If you find yourself for any reason so crowded that you cannot take full advantage of this 15-cent-at-retail sensation, we will exchange any unbroken records for Columbia Indestructible records on a basis of three to one. (See special exchange to the trade, expiring May 30, 1909.) If you need to complete your assortment of XP cylinder records we shall be glad to supply them to you at 10 cents each net, f. o. b. point of shipment, while our factory stock lasts. Dealers are not authorized to sell these records at less than 15 cents each."

The substance of the accompanying circular follows:

"Special to the Trade.—Columbia Indestructible Cylinder Record Exchange: Effective until May 30. On the conditions named below, Columbia XP cylinder records will be received by us and credited at the price at which they were billed you: First: Records returned must be in their original cartons, unbroken. Records received broken, chipped or cracked will be credited at 10 cents per pound. Second: For each XP record credited three Columbia Indestructible records must be purchased."

SECURE LARGE QUARTERS.

Manufacturers' Outlet Co. Lease Additional Factory Space.

The Manufacturers Outlet Co., No. 89 Chambers street, New York City, have leased a large loft at No. 93 Chambers street, which runs completely through the block to No. 75 Reade street. This will be used for the manufacturing department, as the demand has become so great for this company's product, the Peerless suction cleaner, that they are compelled to seek larger quarters for manufacturing.

The talking machine jobbers and dealers all over the country have become interested in the "Peerless" line of suction cleaners, and some of the largest concerns have been handling them with great success. There is no doubt but that the vacuum cleaner business is the coming one, and there is no side line on the market which an enterprising phonograph dealer can better add to his stock. The machines are very easily sold, and a handsome profit can be derived from their sale. A feature of the cleaner business, which will no doubt appeal to the talking machine men, is that it is just as brisk during the summer as in the winter.

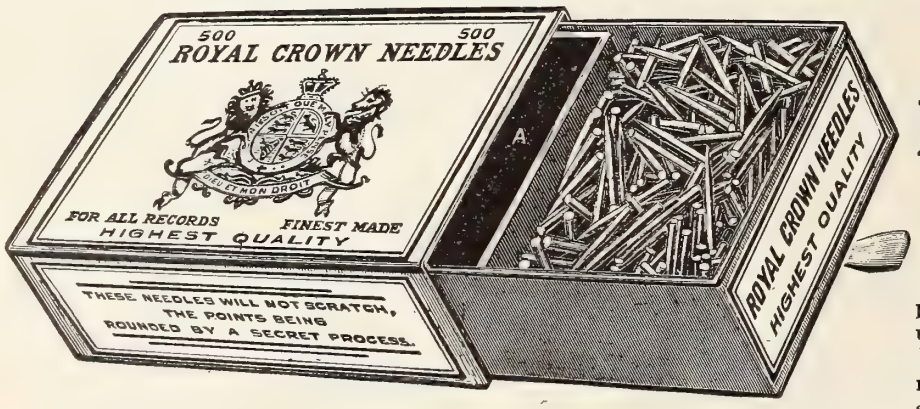
Owing to the enormous amount of advertising throughout the country, coupled with the fight against tuberculosis and the campaign for sanitation in the home, the modern method of cleaning—the dustless one—has steadily grown until the progressive business house of to-day can no longer fail to recognize the fact that the addition of this line is a step taken in the right direction.

BUSINESS STILL RESTRICTED.

General Manager Williams, of the New York Talking Machine Co., 83 Chambers street, New York, reports that business is not what it should be; in other words, it is quiet. The smaller dealers, he averred, carrying restricted stocks, were complaining more than the larger dealers and jobbers. Outside of New York, however, trade was very much better, so far as their company went. In his opinion fall business promises to be very brisk. The reports from the traveling force were encouraging. W. S. Moffatt, chief of the finance department, who made a short run through Pennsylvania recently, said he found a disposition among dealers to buy cautiously at present.

Make your store attractive to ladies. A woman likes "bargains," but she does not like to be seen going into a cheap-looking or disorderly store. She feels a glow of pride when she meets her social acquaintances in the "swellest" store in town.

Mr. Atkinson has opened a store in the Lewis block, Winthrop, Mass., where he is handling the Victor machines and records.



SOMETHING NEW!

Royal Crown Needles

MADE FROM THE BEST SHEFFIELD ENGLISH STEEL.

In Patented Needle Box. Box has two compartments; one for new Needles, the other for used Needles. Made in two sizes, for 500 and 1000 Needles. The finest Needles made and the most attractive Needle Box on the market. All styles of Needles packed in this manner.

These boxes are red in color with imprint in finest quality gold bronze.

LETTER A shows used Needle compartment. You cannot take from this box a used Needle by mistake as from the peculiar construction of the box the fingers cannot enter the used Needle compartment. When the box is closed, a used Needle cannot be shaken into the new Needle compartment.

LETTER B shows patented slot and button. The cover cannot be entirely removed from the box on account of the stop button. This prevents the Needles from scattering or spilling when opening the box.

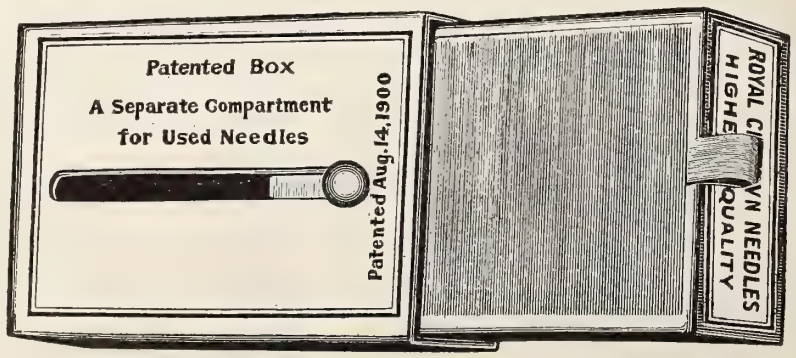
The material and workmanship of the Needles are the highest grade known and guaranteed superior to those of any other make. Warranted to play any Disc record without variation.

We supply Jobbers only. If your Jobber cannot supply you, write us.

W. H. Bagshaw

LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles in America



VIEW OF BOTTOM OF BOX WHEN OPEN SHOWING PATENTED SLOT AND BUTTON

EDW. N. BURNS' INTERESTING CHAT.

Growth of the Graphophone Trade in China—Chinese Crazy About the Machines—Records Required to Meet Demands in That Country—Some Mexican Experiences—Wonderful Growth of Business in That Republic—Beat Germans in Competition.

While Edward N. Burns, general manager of the export department of the Columbia Phonograph Co., General, when interviewed by The World relative to the million-dollar order placed with them for machines and records, furnished interesting data about the trade in China, the following additional facts were given the Mexican Record by Mr. Burns when in that city, and from where he returned May 6, as follows:

"Mr. Burns states that the Chinese are going crazy about graphophones, and it must be true when the amount of this one order is considered. These graphophones will be distributed over a great part of the Chinese empire, however, and when it is considered that even this large order will supply only one graphophone, having an average value of $20, for each 9,000 of the population, it is probable that many more million-dollar orders must be placed before the yellow brethren are fully satiated.

"'This catering to our large foreign trade is very interesting,' said Mr. Burns, 'and we run upon many peculiar and surprising idiosyncrasies of various people. For instance, when we began to make records for the Chinese trade, which, by the way, are records in their own language and of their own music, it occurred to me that a bright flaming yellow would be just the right color to choose for the discs. However, before finally manufacturing any of this color I sent to the Chinese embassy at Washington and asked if that would be appropriate and please the Chinese trade. They promptly responded that the color would not be tolerated; that the trade not only would not, but could not purchase anything of this color, unless the purchaser happened to be of the royal family. So another color had to be selected. Again, for the Japanese trade I thought of making the records white. This color scheme had to be abandoned also, for I discovered that white is the mourning color of the Japanese, and they would not purchase amusement devices colored white.'

"Mr. Burns has visited many parts of the Republic and has established here seven jobbing agencies. He states that his company has an exclusive contract with Maria Conesa, popularly known as 'La Conesa,' who has retired from the stage, for Columbia records. Virginia Galvan de Nava is also making records for his company, and he says that her voice is considered equal to the best of the operatic stars of Europe and the United States. Constantino, the great Spanish tenor, and the probable successor of Caruso, is also making records for the company, and the first of them have just arrived in this city. Records have been made for this concern by all the famous bands of Mexico.

"Mr. Burns says that business conditions here seem to be improving and his company anticipate a very successful year in the Republic."

* * * *

When seen by The World after his return to New York Mr. Burns said: "A year and a half ago our company had about ten per cent. of the talking machine business in Mexico. Now I am satisfied we have fully 80 per cent. That is something of an increase. Jose Hoffay, manager of our Mexican house, has made a brilliant success. Agencies have been established in the principal cities throughout the Republic, and things are in excellent shape. General business conditions are improving, but the change is slower coming about than in the United States. Agricultural interests are greatly depressed and mining is dead. Our Constantino records have made a great hit. I consider Constantino equal to Caruso as a tenor; he has a finer voice and a larger repertoire. When he returns from South America he will make a number of tenor records for us in New York.

"We have met the competition of the Germans in Mexico, and practically beat them out, as Mexicans much prefer American-made records, and business is growing so rapidly with us as to be almost astonishing. Our export department is certainly splendidly equipped, not only here, but all through the Latin-American countries and the West Indies. We get the very best results in our masters made on the ground, for our men are instructed to get only the best, no matter how long it may take. Therefore, the esprit de corps of the department is always at the highest notch and we work together harmoniously and enthusiastically."

BLACKMAN'S VICTOR WINDOW.

Arranged by Ellis Hansen, of Victor Company—Exploiting "Red Seal" Records—To Renovate and Redecorate Entire Store.

The show window of the Blackman Talking Machine Co.'s store at 97 Chambers street has been filled by a special display of Victor records arranged by Ellis Hansen, connected with the Victor Talking Machine Co., who will remain in New York for several weeks arranging attractive displays for the various jobbers and dealers. The keynote of the window is "Which is Which," and dwells upon the difficulty experienced by the average person in distinguishing between the living voices of the singers and the same voices reproduced through the medium of Victor records. Records of Caruso, Eames, Sembrich, Calve and other grand opera stars are tastefully arranged about the window, bearing portraits of the singers and appropriate sentences. Several Victor machines also lend attractiveness to the display.

The Blackman Talking Machine Co. are at present busy taking stock after which the entire store, outside and inside, will be entirely renovated and redecorated.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

APRIL 15.

Amsterdam, 8 pkgs., $138; Berlin, 28 pkgs., $667; 8 pkgs., $703; Bombay, 9 pkgs., $290; Brussels, 15 pkgs., $303; Callao, 8 pkgs., $975; Hamburg, 3 pkgs., $209; Havana, 15 pkgs., $498; Havre, 4 pkgs., $131; Limon, 6 pkgs., $458; London, 164 pkgs., $4,025; Melbourne, 236 pkgs., $5,808; Para, 7 pkgs., $536; Rio de Janeiro, 7 pkgs., $108; Santa Domingo, 9 pkgs., $478; Southampton, 4 pkgs., $378; St. Petersburg, 6 pkgs., $243; Sydney, 1,265 pkgs., $26,739; 8 pkgs., $1,260; Valparaiso, 12 pkgs., $765.

APRIL 22.

Amsterdam, 8 pkgs., $193; Berlin, 4 pkgs., $249; Callao, 3 pkgs., $132; Colon, 33 pkgs., $1,802; Corinto, 1 pkg., $150; Esmeraldo, 4 pkgs., $204; Havana, 2 pkgs., $122; Havre, 21 pkgs., $415; London, 230 pkgs., $5,653; Progreso, 4 pkgs., $366; Rio de Janeiro, 3 pkgs., $449; 30 pkgs., $1,330; Sydney, 5 pkgs., $750.

APRIL 29.

Belize, 14 pkgs., $246; Berlin, 12 pkgs., $276; Cape Town, 90 pkgs., $1,131; Havana, 5 pkgs., $131; 39 pkgs., $923; Hong Kong, 1 pkg., $100; Kingston, 4 pkgs., $253; London, 3 pkgs., $128; 200 pkgs., $5,011; Melbourne, 188 pkgs., $4,831; Penang, 11 pkgs., $168; Savanilla, 7 pkgs., $161; 28 pkgs., $1,264; Shanghai, 8 pkgs., $448; Soerbaya, 11 pkgs., $400; Vera Cruz, 53 pkgs., $1,920; Zamboango, 6 pkgs., $168.

MAY 8.

Berlin, 10 pkgs., $240; Bremen, 2 pkgs., $104; Buenos Ayres, 34 pkgs., $1,634; Calcutta, 5 pkgs., $203; Colon, 4 pkgs., $158; Genoa, 1 pkg., $175; Guayaquil, 5 pkgs., $171; Havana, 3 pkgs., $100; Liverpool, 10 pkgs., $271; 5 pkgs., $502; London, 4 pkgs., $112; Rio de Janeiro, 31 pkgs., $1,129; Soerabaya, 6 pkgs., $228; Sydney, 937 pkgs., $11,040.

WORDS WITH TALKER MUSIC.

In Order to Overcome Imperfect Enunciation of Record Makers a French Scientist Invents Apparatus Whereby Words of Song on a Paper Strip Accompany the Reproduction of the Record.

A large proportion of public singers have a faulty pronunciation, as is well known. This defect is further exaggerated by the phonograph, even in the case of the best instruments, and it often happens that one's pleasure in hearing a record is lessened by not being able to understand the words. According to the Scientific American M. De Pezzer, a Paris scientist, overcomes the difficulty by using an apparatus which can be adapted to any phonograph and carries a paper strip with the words to accompany the music so that we see the words as the music is heard, and at the proper time. To this end a box is fitted to the phonograph and it has a guide in which the paper band can slide along. The band is unrolled from a roller on one side and it is driven along by perforations in the sides of the band which work with a toothed roller. At the other end, a roller winds up the strip as it is fed along. A groove or window cut in the box makes a part of the band visible. The toothed driving wheel of the strip is connected by gearing with the phonograph mechanism, but it can be thrown out of gear at any moment by a suitable device. An already prepared band is put in place and it is started at the moment the first note is heard. The essential point lies in preparing the paper strip, and this is carried out by obtaining a first graphic diagram which the apparatus furnishes. To this end a strip of white paper is mounted in the above box and there is mounted an electric registering device whose stylus, a lead pencil point, bears upon the paper as it runs along. Contact can be made for the electric device by a telegraph key. A phonograph disc being mounted in place, a skilled person listens to the piece of music and beats time by means of the telegraph key, so as to make a record of intervals or notes upon the paper by means of the stylus, thus giving the structural

(Continued on page 34.)

HEPPE

"The Oldest Jobbers in the East"

Your orders filled quickly
—skilfully—completely.

Victor and Edison Machines

Cabinets and Supplies

C. J. HEPPE & SON

1117 Chestnut Street PHILADELPHIA, PA.

COLUMBIA JOBBERS

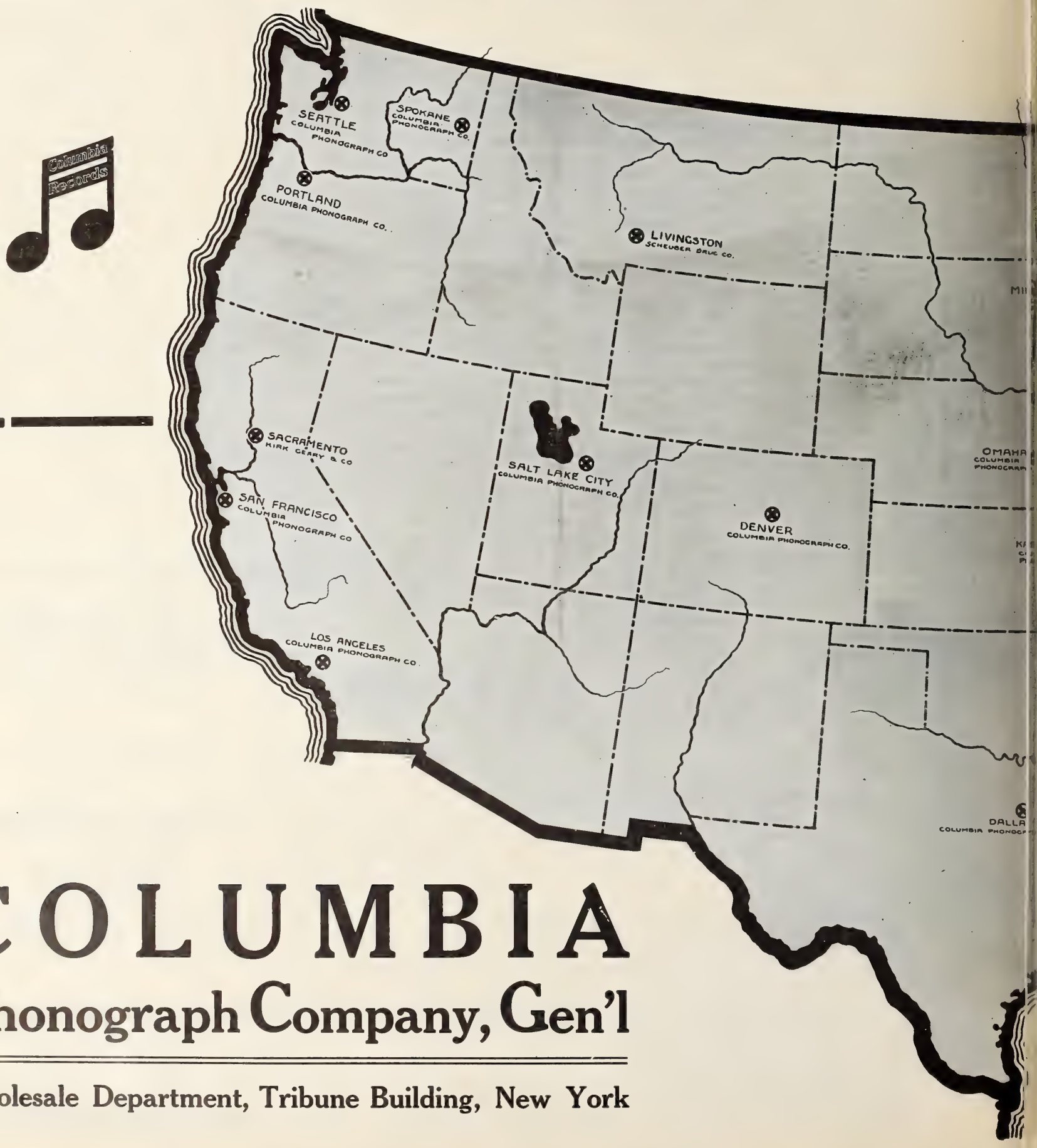
Sending your orders is one thing.

Getting your goods is another.

There are plenty of cash-drawer reasons why your orders should go to a **Columbia** jobber.

Columbia jobbing territory is clearly and positively defined and every jobber is an exclusive Columbia house—either a branch of the Columbia Phonograph Company or an independent concern. Either way they are all right there on the job for business, eager to serve the dealers in their territory, ready and equipped to fill orders by the quickest and cheapest route.

We are offering every facility for Columbia dealers to make the most of the healthy demand that we have created by our advertising and by the quality of our product.



COLUMBIA

Phonograph Company, Gen'l

Wholesale Department, Tribune Building, New York

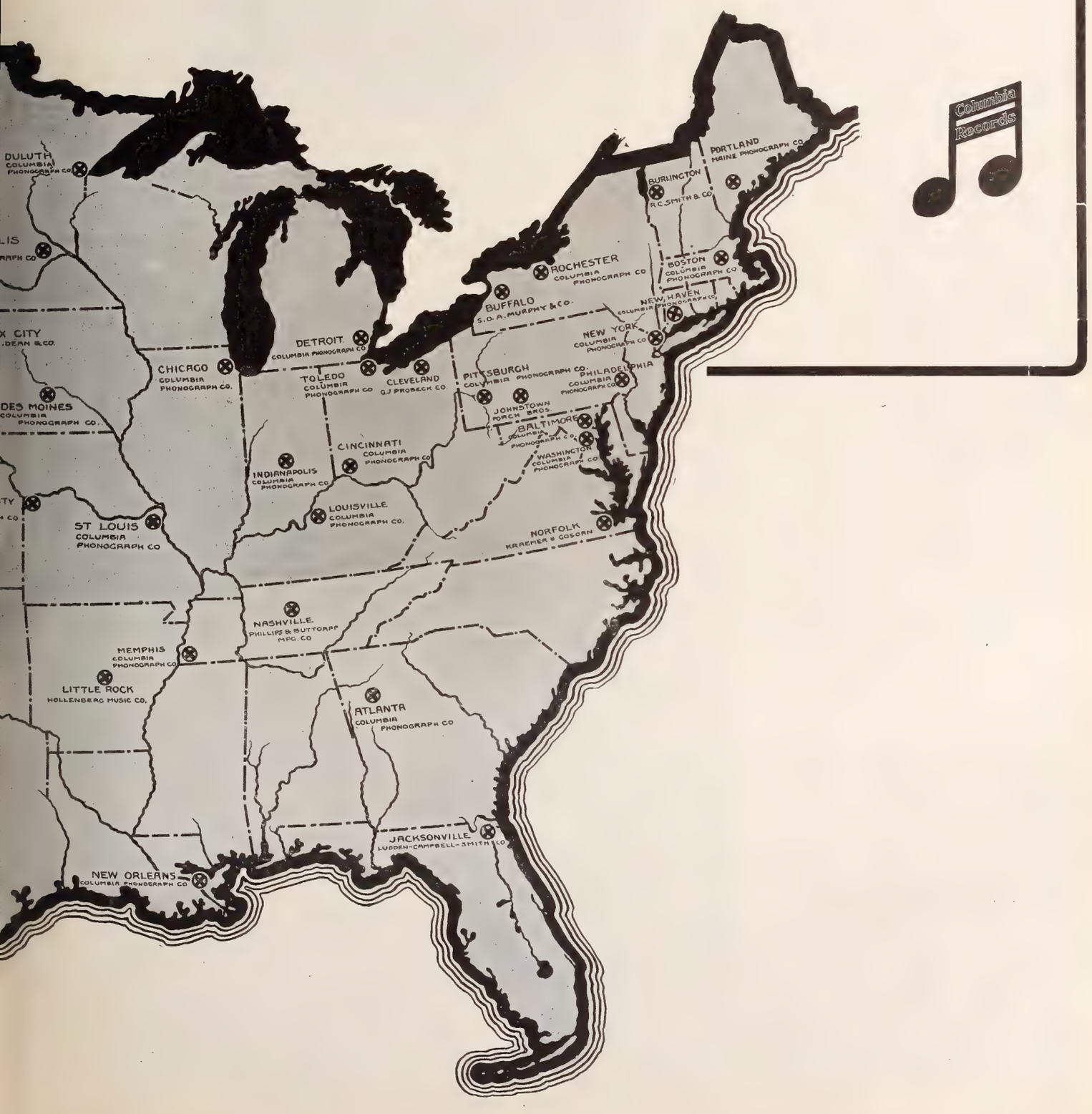
ALL OVER THE MAP

Columbia Double-Disc Records—Columbia Indestructible Cylinder Records—Columbia Disc and Cylinder Graphophones—the one broadest, completest line in the business this minute—and you know it!

The Columbia exclusive-dealer plan is the one biggest thing in the music-market this year—and if you don't know you ought to do some figuring.

Honestly, have you gone at this question right side up? It's **your** business, now and later on, that's concerned. It's **your** profits, this month and next year, that we are talking about.

Build for the future! Get your legitimate territory fenced in! Write in for full particulars.



record of the piece. Each beat represents a note and the intervals between the notes are then shown. Afterward the proper syllable is written opposite each beat and we thus have the record of the musical piece. This first record gives a model from which printed records are easily made, the only essential point being to observe the time divisions of the original.

SOME CHICAGO NEWS ITEMS.

C. E. Goodwin Returns from Eastern Trip—T. F. Bentel a Visitor—W. S. West Moving Into New Store in Joliet—After High Class Trade—J. A. Dean a Composer.

(Special to The Talking Machine World.)
Chicago, Ill., May 12, 1909.

C. E. Goodwin to-day returned from the East, where he has been for the past three weeks. He visited his parents at Washington, D. C., was entertained by Oliver Jones of the Victor Co., at his cottage, "Ace of Hearts," at Atlantic City, and visited the factories. In reply to inquiries regarding rumors connecting him with various responsible positions, he declared that there was nothing in them, that he had reached no definite decision as yet.

Theodore F. Bentel, secretary of the Hawthorne & Sheble Mfg. Co., arrived in Chicago to-day and is making the rounds of the trade with their local representative, Malcolm B. Henry.

W. S. West, of Joliet, is moving into a new store, which has been fitted up in a manner which constitutes it one of the finest small city talking machine establishments in the West. The formal opening will be on Saturday of this week. It has three attractive sound-proof record booths. He has put in the complete line of Edison and Victor goods.

J. A. Dean, secretary of the W. A. Dean Co., piano and talking machine dealers of Sioux City, Ia., is the composer of the "Varsity Man" (two-step), which appears in the July list of the Columbia Co.

The Auxetophone, which was displayed at the Industrial Exposition at Scranton, Pa., by the proprietors of the Edison Phonograph Hall of that city, attracted considerable attention.

FOR SALE

A complete Gold Moulding Plant for Cylinder Records in perfect order. Address for particulars OPERATOR, care of

THE TALKING MACHINE WORLD
1 Madison Avenue, New York

BUSINESS OPPORTUNITY

Arthur Mestraud, formerly of Lincoln, Neb., will learn something to his advantage by communicating with F. A. Cass, care of Columbia Phonograph Co., Chicago, Ill.

GRAPHOPHONE MODULATOR

Every owner of a "Twentieth Century" graphophone should have my modulator. It regulates and softens the tone for home use. Nothing to put in the horn; quick change; tone delightful. Price 50 cents by mail. F. M. Joslin, Alanson, Michigan.

FOR SALE!

Well established Victor-Edison talking machine and musical instrument business in the City of Philadelphia (uptown) in the mill district. Owner having other interests wishes to sell at value of stock. Good opportunity in protected territory. For particulars inquire of E. BAUER, care The Bauer Co., 730 Girard Ave., Philadelphia, Pa.

MR. DEALER

Don't pay express charges and lose your profits on repair work. Secure a copy of "How to Repair Talking Machines and Phonographs." Copyrighted, And "Do It Yourself." Practical repairmen find it a great help. Postpaid on receipt of price, $1.50. FRANK E. DRAKE, 4245 Tracy Ave., Kansas City, Mo. Reference Gate City Bank.

ADMIRAL EVANS LISTENING TO THE VICTOR-VICTROLA.

We present herewith a reproduction from a photograph taken of Admiral "Fighting Bob" Evans listening to the Victor Victrola in the warerooms of the Rudolph Wurlitzer Co. in Chicago. The Admiral is keenly interested in the talking machine and his "Farewell Address to the Navy" is one of the big sellers in the record catalog. The arrangements for the taking of this photograph were made by C. W. Page, advertising manager of the Rudolph Wurlitzer Co., with J. H. Cruikshank, the Admiral's secretary. It is destined to be historical.

TIMELY TALKS ON TIMELY TOPICS

Considerable space is given elsewhere in this issue of The World regarding the engagement of Victor Herbert, easily the leading American composer and musician, by the National Phonograph Co. Mr. Herbert makes clear in his very interesting interview with The World what he means to accomplish as musical supervisor of the company's recording laboratory in the production of "masters" that will be a distinct addition to the wonderful art of record making and a credit to the musical profession. That there is a steady and growing demand for high class musical records cannot be gainsaid, and the enterprise and foresight of the National Co. in securing the services of Victor Herbert is a step in the right direction and is to be highly commended. It means progression and advancement and every manager of a recording laboratory throughout the world views it in this light.

Finally the bitterly contested Berliner patent has been adjudicated by the Supreme Court of the United States. The decision, handed down April 19, is published in part on another page; that is, the portions which are of greatest interest, bearing on the essential points at issue and free from technicalities of a legal nature. The court ruthlessly brushes aside a lot of hair-splitting indulged in at length by the defense, sustaining the lower courts in every particular of moment. It is the old story in litigation of this character, that when the patent situation becomes acute by reason of basic inventions being upheld by the courts, no end of intemperate comment is indulged in by the opposition. Foreign manufacturers who were arranging to enjoy the emoluments of the great American market, had the highest court in the land rendered an adverse opinion, will be compelled to wait a while longer before flooding the trade with their goods.

The Jones patent covering the duplication of disc records by the electroplating process, has for the second time passed the ordeal of a review in the United States Circuit Court of Appeals, second circuit, and its validity sustained by a unanimous bench. Owing to the late day—April 14—when the decision was handed down, only the briefest mention of it was made in last month's World. The chief particulars of this opinion, however, are now furnished elsewhere, and it is worth a careful reading. Notwithstanding the solid attitude of the court both times the suit has been before them, the defense will make an attempt to have the case taken up to the Supreme Court of the United States on a writ of certiorari. Formal notice to this effect was served on the complainants last week, and it is expected the papers will be filed so that the court will either grant or refuse the writ before their adjournment for the term on May 30. No argument is heard on the motion, the record and briefs only being submitted. In the meantime all proceedings are stayed.

On the "dubbing" case, now pending in the United States Circuit Court, Brooklyn, N. Y., Judge Chatfield has informed counsel for the complainants (Columbia Phonograph Co.) that owing to pressure of especially important suits of more general importance before him, he will be unable to write a decision for some time. This is unfortunate, in a sense, but as the alleged "dubbers" are tied up with an agreement to cease the questionable practice until the court acts, no great harm is caused by the delay.

The continuous exchange proposition of the National Phonograph Co., that went into effect May 5, is a concession that will be appreciated at its true worth by Edison jobbers and dealers. Of course, the exchange is confined to cut-outs and defective records—not surplus stock; but as the company are making a liberal list of slow sellers in their cut-out list from time to time, giving their trade ample advance notice, the benefits of the arrangement are not only obvious but manifest.

An announcement likewise of importance is that made by the Columbia Phonograph Co., General, concerning the discontinuance of their XP wax cylinder records. The Columbia Indestructible record takes its place, and will therefore be the only cylinder manufactured and sold in the future by the Columbia Co.

RECORDS OF INDIAN MUSIC.

Something of the Remarkable Work That Is Being Accomplished by Miss Frances Densmore for the Bureau of Ethnology in Washington—Important Part Which the Talking Machine Is Playing in This Work.

Before the old Indian music dies out or gets contaminated and mongrelized, so to speak, by intertribal communication, the bureau of ethnology wants to get as complete a record as possible of all tribal airs. To this end it has engaged Miss Frances Densmore, an accomplished musician who studied with some of the leading musicians in this country and in Europe. Miss Densmore lived in Minnesota for a long time and became keenly interested in the study of tribal music. She heard a good deal of it from semi-barbarous Indian settlers there and then went regularly into the work, making a study of it and tabulating the results for the benefit of the ethnologists of the bureau who might not have a musical ear but who know the value of statistics when they are once set down and tabulated.

While a studied musician, Miss Densmore, did not have the contempt that many musicians have for the phonograph and she boldly called it to her aid as a musical notebook. She went among the Indians, and by living among them, cultivating and humoring them and exercising all sorts of diplomacy she got them to sing for the phonograph. Then she carried the records back home and transcribed them, writing out the words with the aid of Indian interpreters and setting the phonograph records in piano score form.

It was about the most curious work that a musician ever tried, but she says that it has been well worth the trouble. The songs run both to melody and harmony, and some of them are really beautiful, though most of them are plaintive. Miss Densmore does not think of them as the possible basis for any great American symphony or anything of that sort, but says that they are beautiful and entertaining in themselves, and are no more fit to be popularized for general use than wild flowers are to be planted in a hothouse.

She has made about 300 phonograph records, most of which have already been transcribed. All her work so far has been among the Chippewas, though after thoroughly mastering their tribal songs she wants to extend her work to the other tribes, using the Chippewa music as a unit of measure and standard of comparison.

Most of the tribal songs are now the property of the old people and the medicine men. She says the younger generation is careless and learns easier songs from the neighboring tribes, especially the Sioux.

The Chippewas have a curious sort of shorthand picture record for the songs, and she has a number of sheets of birchbark with little pencil sketches, none of them more than two inches square, each of which represents a story that is the basis for some particular song. One, for instance, is a conventionalized tepee. Out of it are coming two figures, an old medicine man and a young man. The young man asks the old man if he has taught him all the music that he knows. For answer the old man leads him to the edge of a cliff and tells him to jump off. The young man jumps and a dotted line shows where he falls down senseless at the bottom of the cliff. Here there is a circle with four dotted lines around it. This represents four bears who walk around the young man and sing him a wonderful magic song. He immediately comes back to life, or to his senses, if he was not actually dead, walks back up the cliff and is greeted by the old man, who tells him that now he knows this song nothing can harm him.

This is the story of the song. The song itself is an entirely different matter, but the few scratches on the birchbark represent this long story and the story fixes the song in the mind of the singer.

In the same way many of the songs tell a long story to the Indians, though they may actually contain only two or three words. Most of the airs are short, running only two or three or at most five bars. This is lengthened by innumerable repetitions and the story of the song is presented to the minds of the hearers though only a few words are actually sung. This sort of shorthand music is rather confusing to the novice, but it is standard currency with its native auditors.

There is one song, for instance, that sounds monotonous enough, for all the words are "Somebody is wrapping up my godson." Yet this is the story of a great juggler who was tied up by evil spirits and succeeded in wriggling out of his bonds by the aid of the especial spirit that watched over him.

There is another song, a very beautiful little air too, the words of which are, "I love him in spite of his being so unkind to me." Yet this song has a whole love story behind it, and the air and these few words suffice to call up the story to the audience.

There are scores and scores of other songs, each distinct in words and music, but some of which Miss Densmore said took as many as nine interpreters to satisfactorily straighten out. There are harvest songs, hunting songs, love songs and songs of war and songs for the cure of the sick. The Indians use many herb remedies, some of which may have some medicinal effect and many of which are probably inert, but the accompanying songs always have to go with them, and Miss Densmore says she is inclined to think that the rhythm of the song oft repeated may have something to do with the cure, when there is one, through the medium of mental suggestion.

She says that she approached the study of Chippewa music with no particular theory to prove and has been willing to take it as she found it, but the matter of rhythm has forced itself upon her attention so that she is making it more and more of a study. She says that she does not like to use the term hypnotism, but there is something in the rhythm of special songs that appears to lend itself strongly to mental suggestion, and mental suggestion certainly plays a large part in their medicine, their magic and their working up of quiet Indians into war parties. She says she hopes ultimately there will be a sort of psychologic laboratory to take up the study of the mental effect of rhythm, but at present she is simply busy collecting the material before it dies out, and is willing to leave the psychology of the matter to other students.

A Mr. Atkinson has opened a talking machine store in the Lewis Block, Winthrop, Mass.

CUT IN GERMAN RECORD PRICES.

Zonophone Co. Reduce Price of Disc Records.

(Special to The Talking Machine World.)

Berlin, Germany, May 3, 1909.

Great excitement prevails in the ranks of dealers and manufacturers of disc talking machine records in this country owing to the fact that the Zonophone Co., which is connected with the Gramophone Co., and sells the latter's second-class discs, has suddenly reduced the retail price to Mk. 2. Up to the present all discs of better quality have been sold in Germany at Mk. 3, some makes costing as much as Mk. 5, and the special red-seal discs of the Gramophone Co., which are obtained only at great extra expense, have fetched as much as Mk. 20. It is feared that there will now have to be a general reduction from Mk. 3 to Mk. 2, which would, of course, be the detriment of the dealers. It is true that the dealers' discount has been raised from 33⅓ per cent. to 37½ per cent., but the fact remains that up to now in order to earn Mk. 15 gross the dealer had to sell only 15 discs, whereas in future he will have to sell 20.

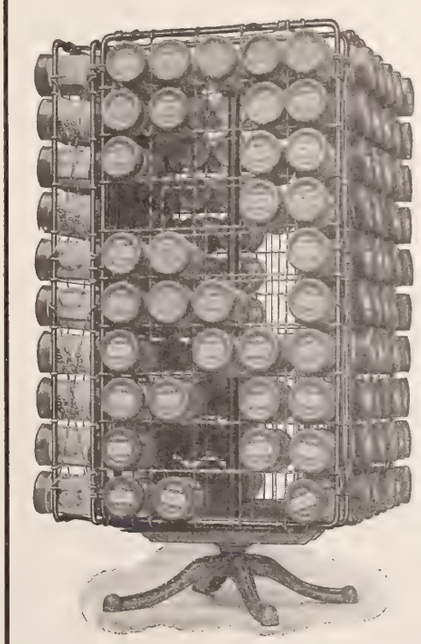
WORKED THE WRONG WAY.

Up-to-Date Merchant Had no Use for Boy Who Had Time to Pick Up Pins

If you see a pin and pick it up the good luck which the adage promises is nevertheless largely problematical. Every one knows the familiar story. The poor but honest boy looking for work applies to the man of business, who promptly turns him down. The boy turns to leave the room, spies a pin on the floor, instantly stoops and picks it up. The man of affairs calls him back, praises his thrift and gives him a position on the spot. Generations of business men have been brought up on the familiar formula.

With the time-honored story in mind a young man from the country found his way into a busy downtown office the other day and applied for a position, says the Hardware Dealers' Magazine. The man of affairs asked a few rapid questions, promised the position and abruptly closed the interview. On his way out the boy saw a pin on the floor. It was much too good a chance to miss, and, stooping carefully, he made sure of the pin under the manager's watchful eye. He was called back to the desk.

"See here, young man," said the up-to-date business man, "I don't want a boy who goes about with his eyes on the floor and has time to pick up pins. You're discharged."



The Monarch Midget IS IT.

¶ You don't know how good it is if you don't use one.

¶ Revolves on Ball bearings and sets on your counter giving access to every one of the 200 records without the necessity of the demonstrator stepping away from his machine.

¶ Keep all your latest and most popular numbers in a Midget and let it assist you in selling.

¶ If your jobber hasn't them in stock give us his name. **DO IT NOW.**

Syracuse Wire Works
SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.

JONES PATENT AGAIN DECLARED VALID.

For the Second Time This Important Patent, Which Covers the Process of Duplicating Disc Talking Machine Records, by the Electrotyping Process, Has Again Been Sustained by the U. S. Circuit Court of Appeals—A Great Victory for the American Graphophone Co.

For the second time the Jones patent, No. 688,739, issued December 10, 1901, covering the process of duplicating disc talking machine records by the electrotyping process, has been sustained and declared valid by the United States Circuit Court of Appeals, New York City, the unanimous opinion of the court being handed down April 14. The previous findings of the same court in the case of the American Graphophone Co. against the Universal Talking Machine Mfg. Co., joined with the American Record Co., were filed January 14, 1907. On August 24, 1908, Judge Hough decided the patent void, in the suit of the American Graphophone Co. against the Leeds & Catlin Co., New York, holding that an English inventor anticipated the patent in issue. This opinion the Court of Appeals reversed. The decision is of a broad and sweeping character and finally adjudicates the Jones patent. After reciting the history of the suit and quoting the specifications, Judge Coxe says, in part:

"The Circuit Court decided that the patent was anticipated by the Adams-Randall British patent, No. 9996, of July 10, 1888. The court also decided that the first method admitted by the defendants, viz.: 'Copying or reproducing and multiplying by familiar electro-metallurgical process, records bought in foreign countries and lawfully imported into the United States,' did not constitute infringement, but that discs made by the second method adopted by the defendants did infringe.

"The only debatable question, therefore, left for decision is whether or not the Jones patent is anticipated by the Adams-Randall disclosures. * * * Can it be said that this describes the Jones invention in such full, clear and concise terms as to enable a person skilled in the art to produce a commercial sound-record by the Jones method? We think not, and this conclusion is confirmed by an examination of the drawings and other portions of the Adams-Randall patent. It may be conceded that when Adams-Randall wrote the language (in the patents) he was possessed of an idea of some kind, but neither an idea nor a thought is patentable and neither can anticipate a patent. Assuming the existence of the idea, what was it, how was it to be carried out, and what was the result produced? The patent fails to answer with any degree of definiteness. A valid patent should not be destroyed by a vague, confused, indeterminate document.

"If to-day a skilled artisan, who had never heard of the Jones or Adams-Randall patents, were given a Jones disc and the Adams-Randall patent, and directed, after reading the patent, to construct similar discs, we doubt whether he would be able to do so.

"Is not the fact that the patent was never heard of, until it was resurrected for the purpose of this litigation, persuasive evidence that it contained nothing of value to the art? It deals with laterally grooved sound-records made by a revolving cutter or burr vibrating in hard material, so hard, indeed, that sound, it is said, can be reproduced from the originals. The patent does not suggest the use of the electroplate matrix as a die, but provides for coating the cylinder with copper, nickel or other tenacious metal to make it durable. In short, we are unable to see that Adams-Randall's contribution to the art advanced it a single step.

"The burden of proving anticipation by clear and convincing evidence rests heavily upon the defendants. We cannot avoid the conclusion that the sanguine and optimistic view taken by the defendants of the Adams-Randall patents is not justified by anything found in the patents themselves. The patent upon which the chief reliance is placed fails to give a clear statement of the method of producing the Jones disc. The naked assertion that a certain result has been accomplished without stating how, without describing the means which produce the result is insufficient as an anticipation.

"The most favorable view for the defendants is that the question of anticipation by the Adams-Randall patents is involved in doubt, and this is fatal to their contention. If the process pursued for its development failed to reach the point of consummation, it cannot avail to defeat a patent founded upon a discovery or invention which was completed. * * * The law requires not conjecture but certainty. It is unnecessary to discuss the other alleged anticipating patents and articles said to appear for the first time in the present record. They add nothing of importance to the controversy. In other words, if the references discussed by this court upon the former appeal plus the Adams-Randall patents are insufficient to destroy the patent in suit, it is manifest that the alleged new references are equally ineffectual.

"As before stated, we hold that the second method adopted by the defendants, and admitted by them in their stipulation to have been practiced prior to the commencement of the suit, constituted an infringement of the claims of the complainant's patent. It would seem that nothing further is required. Where a patent has been declared valid and infringed, a decree follows as a matter of course. As the Circuit Court has twice decided, once on a motion for a preliminary injunction, as we understand it, and again at final hearing, that the first process employed by the defendants does not infringe, we should hesitate long before reaching a different conclusion. It is, however, for present purposes sufficient to say that the complainants' proofs and the defendants' stipulation as to their second process amply sustain the charge of infringement. The decree is reversed with costs of this court and the cause is remanded to the Circuit Court with instructions to enter the usual decree in favor of the complainant."

The counsel appearances were Philip Mauro and C. A. L. Massie for the American Graphophone Co., and Louis Hicks for the Leeds & Catlin Co. A petition to the Supreme Court of the United States for a writ of certiorari, which acts as a stay, was filed May 17. The motion is either granted or denied without argument.

Judge Lacombe on April 17 signed an order, by consent, reinstating the preliminary injunction, which he had previously granted, on the petition of the American Graphophone Co. against the International Record Co., Auburn, N. Y., and then suspended, but not vacated, pending the appeal of the Leeds & Catlin Co. to the Circuit Court of Appeals in the Jones patent suit. As this case has been adjudicated it is not likely the International Record Co.'s case will ever go to final hearing.

VACATION TIME.

The Talking Machine the Basis of Summer Enjoyments—A Strong Statement but You Can prove It, Mr. Dealer.

Vacation time is almost here and every talking machine man should bring the fact to the attention of every passer-by by means of appropriate window publicity. Do not depend upon your window display entirely, though, but have a small electric buzzer working overtime from a hidden retreat, singing a song of trade to the curious public.

Did you ever walk along a street, gazing neither to the right nor left, your mind concentrated upon a business deal or busy with the list of necessities your wife asked you to bring home in the evening, when, suddenly, a seductive purring sound came to your ears close at hand, and you turned to find yourself gazing into an attractive window? Of course, you have, and so have tens of thousands of your fellows, and you will keep right on doing it as long as you live, and so will they. So much for the buzzer.

Appropriate Window Publicity.

You will say, gentle reader, that the subject of window displays is about worn bare; that there has been too much written about it already, and that it is full time to grant it a well-earned rest. The writer admits the truth of this, but he thinks there is just a little more of interest to be said before the last farewell is spoken; so here goes:

The keynote of vacation advertising is appropriateness. Every progressive dealer advertises at this season of the year, but does he make that publicity entirely appropriate? Does the poster he hangs in his store window and the reading matter that surrounds it suggest the enjoyments of holiday time with the talking machine as a foundation? Does it speak of the lawn fete, the row on the lake, the trip to sea, of if the vacationist is to remain in the city, the roof garden? It should be so, and somewhat as follows:

Mr. City Dweller, a Word With You.

Have you decided where to spend your holiday this year? It doesn't mater; take a talking machine with you, anyway. Consider that first and your destination afterward. Make it the foundation of your good time and the locality in which you find yourself will adjust itself to your desires.

If you pack a "talker" in your trunk you will be sure of one thing, viz.—the pleasure of the city theater, which embraces sweet ballads sung superbly by the best vocalists of the world, the uproarious mirth of the vaudeville stars, the brassy, soul-stirring blare of the military band and the soft, caressing melody of the orchestra. With these with you, what else matters?

Think of it out upon the dreamy limpid lake, far away from the haunts of man and the dust and clamor of the metropolis, with the talking machine pouring from its golden throat, mirth, melody or sadness in harmony with your mood. Great, isn't it?

What will the lawn fete be without an orchestra for dancing after the dainty supper is eaten? A failure? No. Not if you have that "talker" in your trunk.

Maybe you are going to sea. Well, when the ocean is calm and the moon is casting her magic spell upon the billows, would it not add greatly to the romance of the occasion to have an appropriate phonographic obligato? You will be in doubt until you try it.

To the man who can't get away, whose business cares chain him to his desk throughout the summer and who loves Bohemia, the "talker" is a friend, indeed. It will bring the roof garden to him when he cannot go to it, and with all its delightful Bohemian atmosphere. With something cold in the ice chest and a "talker" in the house, the city loses its terrors even in the most torrid weather.

Make your purchase now. You may not pass this way again.

HOWARD TAYLOR MIDDLETON.

INDEBTED TO ANDREW DEVINE.

Andrew Devine, whose death is recorded elsewhere in this issue, is credited with being the "father of the talking machine business." He, with two associates, bought the Bell and Tainter patent, and was the first to recognize the commercial possibilities of the reproduction of sound; but what Mr. Devine had particularly in mind was a machine for dictation. The amusement side was developed later and incidentally. When the American Graphophone Co. was organized by Mr. Devine, Edward D. Easton was made president, a position he has since filled so acceptably.

NATIONAL CO.'S EXCHANGE SYSTEM.

Important Letter Issued to the Trade Covering All Details of This Most Liberal Offer in Connection With Their New Continuous System of Exchange—Affords Dealers Great Opportunities.

Relative to their new continuous system of exchange the National Phonograph Co., Orange, N. J., in a circular letter dated May 1 furnish the following details:

"To the Trade: We would respectfully call your attention to the exchange papers herewith enclosed. We believe the proposition offered you is a most liberal one, and will entirely overcome the objections offered by the trade to previous exchanges. The jobber and dealer alike are now placed in a position where they may return to our factory such 'cut-out' and 'defective' records as they may have in stock, at such times as will suit their convenience, and it makes it entirely unnecessary for either jobber or dealer to return records for exchange at a time when it would be inconvenient to order enough records to offset those returned.

"We would particularly call your attention to the fact that 'cut-out' records must not be returned for exchange until such time as they have been eliminated from our regular catalogs, and even then some of the trade will feel inclined to continue to carry some 'cut-out' selections, as in a great many cases some records are equal to, and, in some respects, superior, to some of the newer selections; furthermore, there is bound to be a continued demand for some of these records, as they are listed in thousands of catalogs now in hands of phonograph users. This we feel will also cover the numerous complaints we have received from a number of dealers, when it became necessary to 'cut out' a quantity of records, as very frequently the dealers found that some of the numbers appearing in the 'cut-out' lists were among their best sellers."

Some of the details are appended: Beginning May 5, and until further advised, authorized Edison dealers may return direct to the National Phonograph Co., exchange department, Orange, N. J., for exchange through a jobber, cut-out and defective (not surplus) Edison Standard or Amberol records (not grand opera or concert). Dealers must, at the same time, send an order for immediate shipment for a quantity of Edison standard or Amberol records at least equal to the number of such records as he is returning, which order we will forward to the jobber designated when credit has been rendered for the records returned. Orders must be for stock records only, and not for any records contained in advance lists.

This proposition does not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature or second-hand records returned to us will be absolutely refused. No records can be returned through jobbers; they must all be shipped the National Phonograph Co. All records returned will be given a careful examination by our inspectors, and should any be discovered that are not subject to credit under conditions outlined, they will be disposed of by us, and should there be any shortage in count our decision as to the quantity to be credited must be final.

Defective records are those that are defective from manufacturing causes only, and do not include those that have been damaged after leaving our possession. Cut-out records are those that have been dropped from the regular catalogs, from time to time, numbers of which have been supplied to the trade through the regular bulletins.

The phonograph is suggested by a French photographer as means of timing when a clock cannot be watched. He has fitted his machine with a cylinder counting from 1 to 240, with intervals of one second between the numbers.

Where ignorance is bliss 'tis folly to be one of those fellows who know it all.

BOSTON'S TRADE HAPPENINGS.

Optimism Reigns Supreme in Boston Town Although Talking Machine Men in That City Would Like to do More Business—Royer Succeeds Cornell as Manager at Steinerts, Donnelly Looking After Columbia Retail Trade—Edison Amberols Liked—Eastern Talking Machine Co.'s Club a "Live" Organization—Other News Worth Recording.

(Special to The Talking Machine World.)

Boston, Mass., May 15, 1909.

In the spring, when young man's fancy turns to thoughts of talking machines, it is the time when the dealers in these necessary articles are usually pretty busy in attending to the wants of said young men. But this spring has evidently found the young man with other thoughts under his Dunlap, for business "ain't like it was years ago," as Bill says.

Still, everyone is an optimist, and everyone feels that to-morrow things will be different. The warm days have stirred up the summer young man and, like that of light literature, the sale of light musical records increases as the tribe gets thicker. Few local dealers expect much improvement in the general trade until the tariff question is settled.

Chief thing of interest in Boston talking machine circles this month is the change in the management of the M. Steinert & Sons, Manager E. P. Cornell retiring, and Herbert L. Royer, until recently eastern representative of the Victor Co., taking his place. Mr. Royer is one of the brightest men in the trade. He has had the advantage of the experience of a traveling salesman, a store salesman and manager, and the Steinert Co. is to be congratulated on securing such an unusually able man. Mr. Cornell is to devote his energies to the wholesale carpet business—something to deaden noise instead of making it, as it were.

D. D. O'Neal, the Victor man, made a flying trip through the Boston district this week and dredged up a number of orders.

At the new store of the Columbia Phonograph Co. G. P. Donnelly has been made manager of the retail department. Business here has increased very noticeably over that at the old store. The arrangement of the retail floor is much better and the window display is more attractive. Manager Erisman declares himself satisfied with the volume and character of the business done.

An interesting feature of business at all the stores where the Edison is handled is the demand for the new Amberol records. They have created practically a new class of trade, for a large percentage of persons who are buying them have never owned a machine and have become interested through this new record.

Many of the Edison dealers remarked this week that they will be very glad when the National Co. puts out a machine after the style of the Victrola. They believe there is a great demand for this kind of an instrument.

Ambassador Henderson, of the Columbia Co., called on the local trade this week. "Trade's great," he remarked.

The Eastern Talking Machine Co.'s club of employes had a very interesting meeting recently, at which four papers were read on as many different topics connected with the trade, and the "boys" relieved themselves of some good ideas. The rearranged retail floor is working like a charm in bringing in trade, especially now that the doors can be kept open. An extra effort at making attractive window displays is being made here.

"Business is very satisfactory, and we expect a boom to hit us before very long—just as soon as the warm weather is settled," says Manager Winkelman at the Oliver Ditson's Victor department. The demand for Victrolas is an important factor here.

The new Victor department of the Hallet & Davis Co. is now installed and business has started in nicely.

The Boston Cycle & Sundry Co., Edison jobbers, report business in New England as "getting ready for a sprint."

Send us your order and "forget it."

You'll get the goods in double-quick time, for *every order we receive is filled and shipped the same day we get it.*

What's the use of being tied to a jobber who makes you promises and then fails to "make good"? When you order Victors and Victor supplies you usually want them in a hurry. You can't afford to wait for the jobber to send them when he gets ready.

And don't let him bluff you with any "too rushed" talk. He ought to have enough employes to handle all his orders immediately. We have.

But why take any more chances? If your jobber has disappointed you once, he may do it again. You don't run any risks when you deal with us, and you don't have any feeling of uncertainty. We never "fall down."

Try us on Victors or Victrolas, or Victor Records; or record cabinets, fiber cases, horns, English needles, or anything else in the Victor line. We carry an enormous stock of all these goods, and can fill your order at once, no matter how large it is.

You ought to send for our handsome booklet, "The Cabinet That Matches," describing our record cabinets which exactly match each style Victor. Ask for our catalogues, too!

New York Talking Machine Co.

Successors to
The Victor Distributing and
Export Company

83 Chambers St., New York

The Cabinet That Matches

¶ No machine is complete without a Record Cabinet.

¶ The pleasure of a Talking Machine is doubled if you can put your hand on any Record you want.

¶ Has your difficulty been to find a Cabinet entirely in harmony with your Talking Machine?

¶ In our "Cabinet That Matches," we have given you something that is a component part of the Victor Machine. The living room or parlor table is saved—you have a place to set your Machine.

¶ The Talking Machine becomes, in an outfit, an artistic piece of furniture.

¶ The uniform finish on all four sides makes our Cabinet as desirable in the middle of a room as backed up against the wall.

List Prices:—$11.00, $15.00, $20.00, $25.00, $30.00, $40.00.

¶ Your regular discount applies. Send for catalogues.

The Talking Machine Co.
72—74 WABASH AVE.
CHICAGO ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

April Business Satisfactory Though Not so Good as That of March—Improvement Looked for in May—L. F. Geissler a Visitor—Story & Clark Piano Co. May Install Talking Machine Department—Some Personal Notes of Interest—News of the Travelers—Tresch, Fearn & Co. New Talking Machine Dealers—O'Neill, James Co. Move—"Washlady" Buys $100 Machine—Milton Lyons Joins Father—New Talking Machine Co. Cabinet—Closes Out Business in Burlington, Ia.—A Live "Talker" House in Waukegan—E. C. Barnes Complimented on "Tips" and Caruso's Misfortune Used as Advertising Material—Saleswomen Prove Successful—Other Trade News from the Metropolis of the West.

(Special to The Talking Machine World.)

Chicago, Ill., May 8, 1909.

April was a pretty fair month, all things considered. The volume of business as reported by local jobbers showed a slight falling off as compared with March of this year, but scored quite a material increase over April of 1908. This is the second month since the commencement of the business depression, which struck us the latter part of 1907, to be universally reported as showing an increase, and this in itself furnishes food for encouragement. Local retail trade has moved along in an uneventful manner, making about an even break with March. It is quite possible that May will show some improvement, as the time for the exodus of the summer cottage class is approaching, and this generally means the sale of not a few machines and liberal stocking up of records.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent several days in Chicago this week, and on his return East visited Evansville, Ind., where his father, E. L. Geissler, resides. The senior Mr. Geissler has been very ill, but his condition has considerably improved. Many years ago he was in the piano and musical instrument business in Evansville and was one of the pioneer dealers in that line in the state, but has, of course, long since retired.

The Story & Clark Piano Co. closed a lease last month for the large five-story-and-basement building at 250-252 Wabash avenue, directly across the street from their present location. They do not get possession before May 1, 1910, but it is quite possible that they will then install a talking machine department on an extensive scale.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, leaves tomorrow night for a trip to New York and to the Victor and Edison factories. This is Mr. Wiswell's first visit to the East since he assumed charge of the department.

E. A. Phillips, who for several years has been manager and buyer of the talking machine, sporting goods and toy departments of Rothschild & Co., has tendered his resignation, effective June 1. His successor will be Harry Solomon, who has charge of the trunk and sewing machine departments of the same house.

A. C. Ireton, assistant sales manager of the National Phonograph Co., is expected in Chicago to-day.

E. W. Dean, the needle manufacturer of Lowell, Mass., called on the Chicago jobbers last month and it is understood bagged some very nice orders.

Joseph Sheehan, who has been called America's greatest tenor, will leave in a few days for Winnipeg, Man., where he will appear in opera during the summer. He spent a great deal of his time at the record rooms at Wurlitzer's the past week making comparisons between his interpretation of standard arias and those of Caruso and the rest of the skyscraping crowd. Incidentally he made some good records on the Edison.

E. H. Uhl, Western manager of the Rudolph Wurlitzer Co., returned last month from his trip to the coast accompanied by Mrs. Uhl. He is now on a visit to the parent house in Cincinnati.

Tresch, Fearn & Co. is the name of a new firm in an old "talker" location, 73 Fifth avenue. James I. Lyons had this store for many years prior to occupying his present location at 265 Fifth avenue. George Tresch and E. A. Fearn, who compose the new firm, are both former employes of Mr. Lyons and were with him in the store in which they are now established on their own account. Mr. Fearn recently opened at 1041 Lincoln avenue, but has given up that store to go into business with his former associate. They opened on Monday of this week and are handling Victor and Edison goods and the Columbia disc product, and they carry cameras and photographer's supplies as a side line.

The O'Neill James Co., the large talking machine premium house, have moved from Lake and Fifth avenue to the new Hunter Building, corner of Market and Madison streets, where they occupy the entire eighth floor, besides a space in the basement for storage purposes.

They carry an immense stock of machines and records and have much more room and more conveniently arranged quarters in the new location. The Aratino Co., which they also control, is located on the third floor of the same building. Arthur J. O'Neill returned this week from a trip East.

The everlasting struggle to keep up appearances whether the pocketbook warrants it or not undoubtedly works to the advantage of the talking machine dealer as well as the milliner and dressmaker. An instance in point is related by a local "talker" man. He had just sold a $100 Victor to a handsomely dressed woman the other day when in came Mrs. O'Flaherty, who by her labors of the washtub assists Mike in eking out his scanty income. The salesman directed her attention to the Victor, but Nora wouldn't have it. She made at once for the $100 machine, remarking that phwat was good nuf for the loidy phwat chust lift phwas good nuf fur meh.

James I. Lyons has a new assistant in the person of his son, Milton Lyons. The young man is a live wire in every respect and is breaking into the work of the retail department in fine shape. He will work through all branches of the house and will no doubt be heard of in a decided manner in the future.

The Talking Machine Co., of this city, have completed the line of "Cabinets that Match," with one especially made for the Victor O. It makes a beautiful little outfit retailing at $28 for machine, flower horn, mahogany finished record cabinet and all. The company are now able to offer a cabinet to match every type of Victor machines, and so cleverly has the work of the designer been done, that the machine case and the record cabinet on which it is placed seems a single piece of furniture. The matching of the wood has been done as skilfully as that of the designs, and Arthur D. Geissler is reaping the reward of his ingenuity and enterprise in a demand for the "Cabinet that matches," reaching remarkable proportions with straight carload shipments of by no means infrequent occurrence.

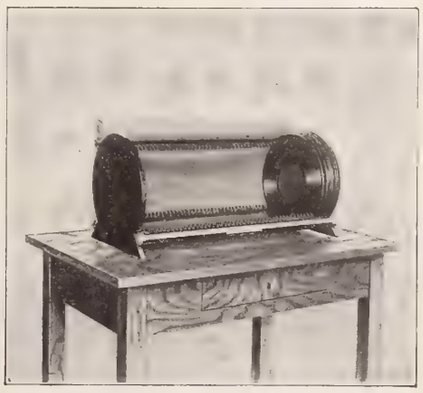
M. E. Reynolds, who has had a large jewelry and talking machine store at Burlington, Ia., for a number of years, has closed out his business and contemplates going to Oklahoma, where he will re-engage in the talking machine business or open a moving picture theater. H. B. Hopkins, of Lyon & Healy, spent a couple of days in Burlington last week and arranged for the sale of Mr. Reynolds' Edison and Victor stock to the Guest Piano Co., of that city.

Waukegan, Ill., which is about fifty miles north of Chicago on the lake shore, is the headquarters of Alden, Bidinger & Co., a retail talking machine and piano firm who are doing some very vigorous and resultful work in northern Illinois and southern Wisconsin. They have just taken a five-year lease on the building adjoining their present location in Waukegan, and this gives them a fine big double store. They have erected two additional booths. They carry an extensive stock of both Victor and Edison goods and are prolific in unique ideas in prosecuting their talking machine business. They have an automobile which is constantly in use by some member of the firm in traversing the country soliciting piano and talker business. A

Why RACK Your Brains

Over the selection of a record cabinet, when you should be helping your trade **Rack** their single and double-faced records with the

ECONOMY or the PERFECTION RACKS



combining the sterling qualities of Neatness, Portability, Utility and Salability? One record to a compartment. The only way to protect double-face records.

Economy Rack for 10-inch Records	$3.50
" Rack for 12-inch Records	3.75
Perfection Rack for 10-inch Records	1.50
" Rack for 12-inch Records	1.75
" Rack for Insertion in Cabinets	1.50

The Perfection Rack Cabinet is on the same principle as the Economy, but less ornamented, and therefore cheaper.

R. H. JONES, Patentee and Sole Manufacturer **5513-25 Monroe Ave., Chicago**

Are You Making
Enough Money
Mr. Dealer?

¶ *Perhaps not! But there is really no reason why you shouldn't be making more money than you are.*

¶ *The quickest way to increase your sales and thus your profits —is to give prompt service and furnish reliable goods.*

¶ *It is not necessary perhaps that you carry a large stock—but you simply must know where to get the goods your customer wants and get them quick.*

¶ *You can't afford to take any chances of losing a profitable sale by embarrassing delay on the part of the firm with which your order is placed.*

¶ *Our large and capable sales force, under the supervision of expert foremen, is in position to handle all orders—large or small—with extraordinary facility and dispatch.*

¶ *Don't be content with selling your customer a Victor or Edison outfit only—cultivate the record business. Remember that the record sales which follow the machine sales are really the most lucrative part of the transaction.*

¶ *If you want your record business to grow, you must keep it up-to-date. You should have at least a small stock of all the latest selections. We will fill your orders promptly for any you may not happen to have when called for—but better place an order with us to-day for a late assortment. Then there will be no cases of lost customers.*

¶ *We keep you posted from time to time on all kinds of money-making musical goods, just as soon as they come out.*

¶ *Victor and Edison outfits and supplies of all kinds in large quantities constantly on hand.*

¶ *Write for Talking Machine catalogue, and let us put your name upon our mailing list at once.*

Lyon & Healy

CHICAGO

Victor machine is always taken along, and quite a number of Victrolas have been sold the farmers. The firm give frequent concerts at Fort Sheridan, the Government military post near Waukegan, and they have sold a large number of Victors to the officers and members of the garrison. Mr. Alden and Mr. O'Shea are located at Waukegan, while Mr. Bidinger operates the branch at Kenosha, Wis.

A recent number of "Tips," a sprightly little journal issued by the Edison Business Phonograph Co., of Orange, N. J., contains an appreciation of Edwin C. Barnes, the company's Chicago dealer. It tells his story from the time he commenced selling business phonographs in Chicago, and winds up by handing him this bouquet: "Barnes does nothing else but sell phonographs. He puts his brains in it, and it is a compliment to the industry that he does so to the exclusion of everything else, for there is plenty of room for men of his energy and ability in every line."

An event which caused a great deal of interest among local stamp collectors was the sale at auction last month of the fine collection of Edward C. Plume, Western wholesale manager of the Columbia Phonograph Co. Mr. Plume has been afflicted with stampitis ever since he was a kid, and he is known as an authority on the subject. Hereafter he is going to specialize, however, and devote himself entirely to mementos of the Confederate States of America. The sale of the "Plume collection," as it was known, brought its owner about $600.

The fact that Caruso's voice went back on him so as to prevent his appearing with the Metropolitan forces in Chicago last month gave an opportunity for some effective talking machine advertising. For instance, the following card appeared in the amusement columns of the dailies during the opera season: "Caruso WILL sing at the Stratford Hotel between the hours of 6-8.30—10.30-12.30 p. m. He is still singing there, as the Stratford uses an Auxetophone for the delectation of its patrons."

Lyon & Healy believe in the efficacy of the feminine touch when it comes to retail record selling. They have a man, M. Blackman, in charge of the department, and he is a dandy, but his assistants are of the feminine persuasion. Like Mr. Blackman, they are all musicians and can tell the story of every opera represented in the Victor list and the particular incident covered by each record. Miss Eckner and Miss Bauer have been in the department for some years. Miss Wood, formerly with Grinnell Bros., of Detroit, and Miss Loomis are comparatively recent comers, and Miss Lessick, formerly with Rudolph Wurlitzer's Chicago branch, has just been added to the staff. They all have a strong personal following, and with Miss Fitzmaurice, the cashier of the department, constitute as bright and attractive a group as one would wish to see.

C. F. Baer, Chicago manager of the Columbia Phonograph Co., is building a bungalow on Lake Catherine, near Antioch, Ill., and is inviting his friends to spend the week-ends during the summer with him. Anyone who has been overlooked will kindly inform Mr. Baer, as he wishes to slight no one.

A. E. Croft & Co. are highly pleased with the reception being accorded the "Crescent" disc record cabinet by the trade. It's convenient, of attractive appearance, inexpensive and adapted for double-face as well as single records, as each disc has a compartment to itself. The firm have many letters commending the "Crescent" and also a special sales plan by which they send customers to the dealers.

George W. Lyle, general manager of the Columbia Phonograph Co., General, visited the Chicago office twice the week of April 21, running up to Minneapolis for a day in the interim. Mr. Lyle while here received a telegram announcing the decision confirming the validity of the Jones patent in the case of the American Graphophone Co. versus Leeds & Catlin, and was naturally jubilant over the news it contained.

A. W. White, formerly manager of the Columbia Co.'s branch at Duluth, Minn., was in the city recently calling on his old friends prior to going to Montreal, Can., where he will assume management of a branch store of the Toronto Phonograph Co. The Columbia have sold their store at Duluth to Mr. Edmonts, of that city, who will continue it and will also have the wholesale agency for the territory formerly covered by the Duluth branch.

The credit man of a local house recently got out his sharp stick and went after a talking machine customer who was several months behind on his payments. The latter made the excuse that he had not given the matter attention because he had been so busy aiding in the building of a new church. The credit man was not particularly of a religious turn of mind and the customer paid up, and that right speedily.

John A. Waring, who formerly managed the store for the Columbia Co. at Peoria, Ill., now has charge of the credit department for Rothschilds & Co. He is by no means out of touch with the trade as the instalment sales of the talking machine department naturally come under his purview.

The Talking Machine Co., in their regular monthly letter of advice for May, give their customers a splendid line of argument for use in selling Victrolas, and suggest a plan of campaign in the pursuance of which they offer to give the dealer substantial aid.

George Davidson, of the Talking Machine Shop, is on a ten days' eastern trip, accompanied by Mrs. Davidson. Cecil Davidson received yesterday a souvenir post card from Atlantic City which revealed an interesting group consisting of George and his wife and Harry Ellis who, by the way, was formerly with the Talking Machine Shop, but is now manager of Sol Bloom's branch store at Atlantic City.

The Salter Mfg. Co. are having a very large demand for the improved Salter disc cabinet, the kind with horizontal, felt-lined shelves. The Salter Co. were the originators of this arrangement for talking machine record purposes, and the idea sprang into instant and universal favor upon its introduction.

They are using Victor talking machines to good advantage in the sheet music department of Rothschilds for demonstrating popular numbers for which there are Victor records. The young woman pianiste accompanies the machine in a very effective way. It's a good scheme, as it saves the salary of a vocalist.

The Columbia Phonograph Co. are slowly getting settled in their new quarters at 210 Wabash avenue, which were described in last month's World. It's a fine location—an immense improvement over the old one at 88 Wabash avenue, both for the wholesale and retail branches of the business.

The fiber needle is making fine headway abroad. Daws Clarke of Manchester, is the sole representative in England for the time being, and judging from the way he is sending in orders to the manufacturers, the B. & H. Fiber Mfg. Co., of this city, the needle is finding great favor with the conservative Britishers. Germany is waking up to the merits of the fiber needle and the same is true of the other continental countries. Some very interesting, specially designed machinery is now being installed by the company.

The removal of the lid off the wax record business as the Columbia Phonograph Co. expresses it in their briskly worded circular announcing their latest move, naturally caused considerable stir in the trade. No more XP wax cylinder records are to be made by them, the success of the Columbia indestructible records being given as the reason for the decision. The Fair department store, of this city, is the first Chicago concern to take advantage of the authorized closing out retail price and are using liberal space in the dailies to announce it.

Joseph Vasey, in charge of retail machine sales at Lyon & Healy, spent his vacation getting settled in a handsome new residence he has built at the suburb of Brookfield.

The Regina Co.'s Chicago branch has moved to larger and more convenient quarters on the eighth floor of the McClurg building.

NEW STYLE EDISON PHONOGRAPH.

The "Fireside," which takes the place of the Edison Standard phonograph, about the same size with combination gear so that either the regular or Amberol record can be played, will be shipped the jobbers by the National Phonograph Co., Orange, N. J., between now and May 25. The first shipments were sent the Pacific Coast territory, so that machines will be in the hands of the jobbers throughout the country about the same time, as has always been the policy of the company when placing anything new on the market. The advance orders for the "Fireside" are heavy. The new machines will be placed on retail sale July 1. The list price is $22.

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

TRADE GLEANINGS FROM CLEVELAND.

Business Conditions Reviewed—Look for a Strong Buying Movement in the Fall—Dealers Should Attend Association Meeting—Devineau Affairs—Caldwell Co. Closing Out Talker Business—Roberts' Handsome New Quarters—Edison Business Phonographs in Demand—Goodman Piano Co. Handling Talking Machines—Gibson Purchases Hartwell Store—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1909.

The talking machine dealers are not enthusiastic over trade conditions, but they all report a fairly good business during the past month, notwithstanding the unfavorable weather and other drawbacks. Jobbers, while noting a diminution in the volume of trade, are booking orders quite as frequently and regular, but curtailed as to quantity. Business in the aggregate is of fairly satisfactory volume, when a retrospect of boom years is omitted. It is the general belief that while business will show the usual summer quietness there will be gradual improvement to a strong buying movement as the season advances.

There were a number of dealers and gentlemen interested in the talking machine business in attendance at the association meeting in this city May 5. Among others, Wm. McAlpine, of Toledo, who had with him several of the Stevens indestructible records, the invention of Geo. H. Stevens, of that city. The records are translucent, and Mr. McAlpine says they have demonstrated their practicability and durability and will soon place them on the market.

In behalf of the city the auditor has executed to the American Banking Co. an assignment of all right, title or interest to every claim or cause of action which the city would have against any person or corporation for any action or omission in connection with the alleged embezzlement of funds by Louis Devineau, former secretary of the city sinking fund commission. The company have paid the full amount of the alleged embezzlement, $12,800, with interest. Mr. Devineau was the inventor and manufacturer of the Ideal horn, and at the time of his flight to Europe was building up a good business.

Miss Edna A. Rankin, formerly with the Witt Music Co. and latterly manager of the talking machine store in the Taylor Arcade, was married to Mr. Edward I. Leighton, a resident of this city, April 17.

Geo. J. Doerzbach, of Sandusky, O., dealer in Edison, Victor and Columbia goods, was a visitor here April 22. It was remarked by local dealers that his visit was coincident with the opening of the baseball season.

The Caldwell Piano Co. are closing out their talking machine business and will confine their efforts exclusively to the piano trade. The rooms heretofore devoted to talking machines and records will be used for the display and demonstration of player-pianos.

W. J. Roberts, Jr., has moved from Erie and Huron and now occupies the Prospect avenue end of the Hippodrome building. The store has been neatly fitted up and conveniently and attractively arranged. At the entrance is the display room, then in sequence Victor and Edison demonstrating booths, an exclusive Red Seal and Edison stock room, a testing and tuning and repair room. The fixtures are of quartered oak and mahogany. Several new features in window display have been introduced. It is the intention of Mr. Roberts to utilize one room as a concert hall, giving concerts the last of each month demonstrating the new records.

W. H. Buescher & Sons said they have recently increased their force and had been quite busy during the past month.

"Considering the condition of business generally," said G. J. Probeck, of the Probeck Co., who has so far recovered from his illness as to be at the store part of the time, "the talking machine trade is fair. Record sales are a considerable percentage better than that of machines. Under court procedure we purchased "Philadelphia." the machinery and finished Ideal horns of the Federal Manufacturing Co. We have not yet determined what we will do with them."

T. H. Towell, president of the Eclipse Musical Co., says that country orders were coming in in substantial volume and the outlook improving.

J. H. Roach, manager of the Edison commercial system, who has an office in the Eclipse building, has installed the system in a large number of offices and is doing a good business.

The opening of the Goodman Piano Co. at 220 Superior avenue occurred April 27. Visitors, who were numerous throughout the day and evening, were favored with a recital in the concert hall during the afternoon, an Apollo player-piano and Victor Victrola being used. The store has been arranged providing several private demonstration rooms for pianos and four rooms exclusively for Edison phonographs, Victor talking machines, with ample record rooms. Mr. C. F. Foote is in charge of the talking machine department and says it is the intention to carry a complete line of everything in Victor and Edison goods.

M. A. Gibson, purchased the Hartwell phonograph store, No. 3032 Lorain avenue, April 1, and has remodeled the store and enlarged the business. He stated business during the month had been very good and was improving.

John Reiling, the West Side Columbia phonograph man, says he had a fine run of trade during April, making sales of a number of graphophones with a constant and increasing demand for records. He said he had been disappointed in not being able to get all the foreign records his customers demand.

B. L. Robbins & Co., the Bailey Co., May Co., Collister & Sayle and other dealers, all make practically the same statement as to business conditions.

Instead of sailing for Europe June 6, Sol Bloom, New York, has been compelled to postpone his trip until July 3, when he goes on the

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

REPAIR PARTS

High Grade—Made by Skilled Mechanics

For all Kinds of Phonographs or Talking Machines

NEEDLES

High Grade English Steel, each Needle Warranted as to Point and Finish

We are Sole Agents for the Largest Needle Factory in EUROPE

put up in Lithographed Envelopes and Tin Boxes in Cartons

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

CONTINUED TRADE IMPROVEMENT IN ST. LOUIS

Manager Gressing, of St. Louis Talking Machine Co., Reports Good Demand for Victrolas and Auxetophones—Columbia Co. Say Business Is Twice as Good as a Year Ago—Conroy Sells Talking Machine Department to Silverstone Co.—Union Furniture Co. to Have Recital Hall.

(Special to The Talking Machine World.)

St. Louis, Mo., May 4, 1909.

The talking machine business still shows a continued improvement both in wholesale and retail, and it has had an excellent effect on the dealers.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., states that their April trade was excellent. This concern recently received a large shipment of Victrolas in different oak finishes and circassian walnut, of which they made a handsome window display. Before noon the same day Miss Goetz, one of their saleslades, sold the circassian walnut to F. W. Horn, a prominent railroad official here. This concern has just installed an Auxetophone in the new Independent Amusement Co. theater at 4961-4965 Delmar boulevard, this city. Their entertainment will consist of high-class moving picture exhibitions. The Auxetophone will be featured in connection with their orchestra of six pieces. Mr. Gressing returned recently from a successful trip to points in Indiana, Kentucky and Tennessee. He was gone a week. L. A. Cummins, of this concern, is home from a two-weeks' trip through southern Missouri and southern Illinois. He had a good trip.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their business for April was nearly twice as good as one year ago, and that it was the best month's business of the year. He also reports their wholesale trade good. He states that the demand for the high-priced machines from one hundred dollars up was particularly good, showing that there is better class of trade coming into the field right along. W. S. Byrd, traveler for this house, is now on a three-weeks' trip through Illinois. W. C. Fuhri, general western district manager of the company, and C. W. Smith, manager of the company at Kansas City, spent some days here recently.

The Conroy Piano Co. have sold their talking machine interests to the Silverstone Talking Machine Co. The latter concern has moved the purchase stock to their store at 1010 Olive street and to their new warehouse at 1009 Pine street, which they have recently leased. John Stevener and G. J. Knapp, formerly of this department with the Conroy Piano Co., have accepted positions with the Silverstone Talking Machine Co. The Conroy Piano Co. were the first dealers in talking machines in this city, having commenced to handle them twelve years ago. They sold out their interests in this line because they needed the room for their piano department. They handled the Edison line exclusively.

The Koerber-Brenner Music Co. report that they have been having a good demand for high-priced machines, and that their record trade is good. A. Haas, formerly traveler for the Koerber-Brenner Music Co., has accepted a similar position with the Silverstone Talking Machine Co. Marks Silverstone, of the Silverstone Talking Machine Co., reports that trade is becoming more active.

The Union Furnishing House Co., who have an exclusive Victor talking machine department, announce that in their new eight-story store at the northwest corner of Seventh street and Washington avenue, which will be completed about October, they will have a talking machine recital hall on one of their floors, which will be 45x60, and in which they will give daily concerts. Miss Leah Gray is manager of their talking machine department. She reports that their business has been fairly good.

D. K. Myers, the Zonophone jobber, reports having had a splendid month's trade during April in all departments.

Manager E. P. Waterhouse, of the Dictaphone Co., reports that their trade has been good for the past month.

The Knight Mercantile Co. report business fair with them. A. A. Knight has just returned from a two-weeks' pleasure trip to Texas.

Eugene Ketterer, formerly manager of the talking machine department of the Conroy Piano Co., has been assigned to a position as salesman in their player department.

COLUMBIA CO.'S NEW STORE.

Take Possession of Their New Retail Quarters at 89 Chambers Street, New York.

The Columbia Phonograph Co. are now in their new store at 89 Chambers street, and R. F. Bolton, the manager, who said they commenced business last week, is very much pleased with the outlook. Their sales at retail are very gratifying, and the wholesale end is also expanding. C. P. Graffen is now making a trip for the Columbia Co.'s Chambers street establishment through New York State, and his sales represent a goodly volume of business booked, while his reports to Mr. Bolton are very optimistic.

WOODEN HORN LITIGATION.

The case of Lipman Kaiser, manager of the talking machine department of the S. B. Davega Co., New York, against the General Phonograph Supply Co., of the same city, involving the validity of the so-called wooden horn patent, was argued on demurrer Wednesday of last week in the United States Circuit Court, Judge Hough sitting. Decision was reserved. Suits on the alleged infringement of the same patent are also pending against a couple of other concerns, who are marketing wooden horns, Mr. Kaiser being the complainant.

NEW COLUMBIA RECORDS.

The Columbia Phonograph Co. have recently placed on the market a number of new grand opera disc records, both 10 and 12-inch size, by Constantino, which are said to possess unusual merit. The new records are catalogued in the symphony series, making the price considerably lower than the regular grand opera records.

MUST NOT CONSIGN EDISON GOODS.

The National Phonograph Co., Orange, N. J., have notified Edison jobbers they must cease consigning goods to dealers, in the appended circular letter:

"To Edison Jobbers—We have been reliably informed that some of our jobbers are still consigning goods of our manufacture to Edison dealers, this, notwithstanding the fact that such action is a distinct violation of a clause in our jobbers' agreement. We were firmly convinced that this undesirable feature of our business had been entirely eliminated, until the matter was very recently drawn to our attention, and we would now respectfully request that if any of our jobbers have been indulging in this practice that they immediately discontinue this method of handling our goods."

COLUMBIA CO. USING B. & H. NEEDLES.

The Columbia Phonograph Co. have adopted the B. & H. fiber needle as a feature of the company's regular line of supplies.

WHY J. B. LANDAY IS HAPPY.

It is a bouncing girl that was brought by the stork some weeks ago to the happy home of James B. Landay, of Landay Bros., Victor distributers in two places, New York. Jim's smile is a yard wide and all wool over this pleasing visitation.

Reg. U. S. Pat. Off.

Perfect Service.

Every Victor product in stock at all times.

Reliable stock.

Fully equipped for all needs.

Established methods of handling orders.

Customers come back when *you* have what they want.

Tie your wagon to a "live wire."

Satisfaction to you first or ours not at all.

Evening finds our orders all filled and shipped. No waiting 'till "to-morrow."

Rendering *you* an inestimable aid in making a success of the Victor.

Victor *exclusively*.

Insure your orders be filled by placing t' with US.

Caught without goods? NEVER.

Exactly what your calls for.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

THE BERLINER PATENT DECISION.

Horace Pettit Defines the Position of the Victor Co.—Infringers Must be Careful—Says Victor Co. Will Maintain Their Rights.

Horace Pettit, counsel for the Victor Talking Machine Co., has issued the following important announcement to the trade, dated Philadelphia, Pa., May 3, 1909:

"Gentlemen: On behalf of my client, the Victor Talking Machine Co., I desire to notify the trade that the Supreme Court of the United States, on April 19, 1909, filed opinions in the suits brought by the Victor Talking Machine Co. et al, against the Leeds & Catlin Co. in one case sustaining the basic Berliner patent No. 534,543, as to the contested claims 5 and 35, holding the defendant, the Leeds & Catlin Co., liable for infringement, and in the second case holding the defendant liable for contempt of court in manufacturing and selling disc sound records in violation of the decree of the court below, which enjoined the defendant from making, selling and using the apparatus or process of claims 5 and 35 and imposing a fine.

"These decisions of the Supreme Court of the United States affirm the previous decisions in these cases of the United States Circuit Court of Appeals for the Second Circuit and of the United States Circuit Court for the Southern District of New York and decided definitely in favor of the Victor Co. all questions raised by the defense regarding the Berliner patent.

"It is hardly necessary to call to your attention the fact that this Berliner patent, No. 534,543, had previously been sustained several times in the United States Circuit Court of Appeals and the United States Circuit Court. Some of the decisions referred to are as follows: Victor Talking Machine Co., et al vs. American Graphophone Co. (140 F.R. 860 and 145 F.R. 350). Victor Talking Machine Co. et al vs. Leeds & Catlin Co. (146 F.R. 534 and 148 F.R. 1022). Victor Talking Machine Co. et al vs. Talk-O-Phone Co. (146 F.R. 534 and 148 F.R. 1022). Victor Talking Machine Co. et al vs. Douglas Phonograph Co. (decision dated December 19, 1907). Victor Talking Machine Co. et al vs. William H. Hoschke, trading as Sonora Phonograph Co. (158 F.R. 309).

The decisions of the Supreme Court sustain our contentions, viz.:

"(1) That the Berliner Patent No. 534,543 controls the manufacture and sale of disc records for the Victor style machine.

"(2) That the manufacture and sale of disc cords alone for such use is an infringe-t of the patent.

) That no one without a license has the o manufacture or sell either machines or ords for the purposes of the patent.

desired also to call your attention to the ; some manufacturers are attempting to on the market machines having a so-nechanical feed' attachment, which so-'mechanical feed' is obviously employed urpose of attempting to escape infringe-e machine can operate better without ed 'mechanical feed' attachment than Attempts of this kind have already scountenanced and enjoined by the ed States Court. In our judgment these ructions are clear infringements of the said ms of the said Berliner patent. It is unnecary to add that all said infringements will be igorously prosecuted.

"This notice is given with a view of informing the trade of the situation regarding the Berliner patent and its scope, to give notice of the facts, and of my client's rights. We would state, however, emphatically, that it is the intention of the Victor Talking Machine Co. to maintain its rights and to vigorously enjoin all infringing acts not only as to manufacturers, but all dealers and distributors who insist upon handling infringing goods and in such cases to press for damages and profits for all past infringements.

"Yours very respectfully,
"(Signed) HORACE PETTIT."

RECORD BULLETINS FOR JUNE, 1909

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A667 L-O-V-E Spells Trouble to Me—Baritone Solo with Minstrel Chorus, orch. accomp. .....Arthur Collins and Rambler Minstrel Co.
That was Me (Lemonier)—Baritone Solo, orch. accomp.....Bob Roberts

A668 I'm Looking for a Sweetheart and I Think You'll Do (Klein)—Soprano and Tenor Duet, orch. accomp.....Ada Jones and Walter Van Brunt
Shine On, Harvest Moon (Nora Bayes-Norworth)—Baritone Solo with Chorus, orch. accomp.....Bob Roberts and Chorus

A669 Blow, Blow, Thou Winter Wind (J. Sarjeant)—Baritone Solo, orch. accomp... .....Alan Turner
Venetian Song (Tosti)—Baritone Solo, orch. accomp. .....Alan Turner

A670 A Farewell (Poem by Charles Kingsley) (Liddle)—Tenor Solo, harp and violin accomp. .....Harvey Hindermeyer
If Tears Were Pearls (Von Tilzer)—Baritone Solo, orch. accomp...Frank C. Stanley

A671 Attila—Praise Ye (Verdi)—Vocal Trio, Mixed Voices, orch. accomp..... .....Metropolitan Trio
Serenade (Schubert)—Baritone Solo, orch. accomp.....Alan Turner

A672 Mr. Hamlet of Broadway—Under the Honeymoon (Jerome)—Baritone and Soprano Duet, orch. accomp..... .....Stanley and Stevenson
Just Some One (Anderson)—Tenor Solo, orch. accomp. .....Henry Burr

A673 Denver Town (Botsford)—Vocal Quartet, Male Voices, orch. accomp..... .....Columbia Quartet
Dancing Sunshine (Ted Snyder)—Baritone and Tenor Duet, orch. accomp..... .....Stanley and Burr

A674 Selections of Hornpipes—Accordion Solo, piano accomp.....Peter Wyper
Selections of Jigs—Accordion Solo, piano accomp .....Peter Wyper

A675 The Captive Bird (Wilcocke)—Piccolo Solo, orch. accomp.....Marshall P. Lufsky
Le Cygne (The Swan) (C. Saint Saëns)—Violoncello Solo, piano accomp..... .....Jean Schwiller

A676 Immortellen Waltz (Gung'l)....Prince's Orch.
*Las Hijas de Eva—Romanza (J. Gaztambide .....Curti's Orch.

A677 The Bartered Bride—Sextette (Smetana).. .....Prince's Military Band
Vesnicko Ma Pod Sumavou Waltz (Arr. by F. Tryner) .....Prince's Military Band

A678 La Pulga —Two-Step (Pacheco)..... .....Banda de Artilleria
Marche des Gamins de Paris (R. Berger)..Banda

*In former catalogues as a single-face record.

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5099 Ivanhoe—Ho! Jolly Jenkin (Friar Tuck's Song) (Sullivan)—Baritone Solo, orch. accomp. .....David Bispham
Semele—Where'er You Walk (Handel)—Baritone Solo, orch, accomp..David Bispham

A5100 By Celia's Arbour (Mendelssohn)—Baritone Solo, orch, accomp.....David Bispham
Elijah—Aria—It is Enough (Mendelssohn)—Baritone Solo, orch. acc....David Bispham

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5096 The Star, the Rose and the Dream (Snyder)—Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
For All Eternity (Mascheroni)—Tenor Solo, orch. accomp.....Henry Burr

A5097—Rock of Ages (Dr. Thomas Hastings)—Contralto Solo, violin, flute and harp accomp.....Mrs. A. Stewart Holt
Prayer (sacred) (Foster)—Vocal Trio, Mixed Voices, orch. accomp..Metropol. Trio

A5098 A Possum Supper at the Darktown Church (Cal Stewart)—Descriptive Selection, orch. accomp.....Cal Stewart and Company
Down Among the Sugar Cane (Chris Smith)—Baritone and Tenor Duet, orch. accomp.....Collins and Harlan

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1070 Dancing in the Barn (Turner)....Military Band
1071 Queen of the Earth (Pinsuti)—Baritone Solo .....Alan Turner
1072 Isn't Love a Grand Old Thing (McKenna)—Soprano and Tenor Duet...Jones and Van Brunt
1073 The Whitewash Man (Schwartz)—Baritone Solo .....Arthur Collins
1074 The Father of Victory March (Ganne)—Xylophone Solo .....A. Schmehl
1075 Shine On, Harvest Moon (Nora Bayes)—Baritone and Tenor Duet....Stanley and Burr
1076 Heinie Waltzed 'Round on His Hickory Limb (Ingraham)—Baritone Solo..Bob Roberts
1077 The Bandolero (Sweet).....Band
1078 A Little Bit's a Whole Lot Better Than Nothing at All (Gus Edwards)—Baritone Solo .....Fred Duprez
1079 Naughty Eyes (Wenrich)—Tenor Solo..... .....Walter Van Brunt
1080 Steamboat Leaving the Wharf at New Orleans (Original)—Vocal Quartet, Male Voices .....Quartet
1081 When the Humming Birds Return, Sweet Irene (Ted Snyder)—Baritone and Tenor Duet .....Stanley and Harlan
1082 La Cinquantaine (Marie).....Bohemian Band
1083 Bandy Legs (Lowitz)—Soprano Solo...Ada Jones
1084 Medley of Broadway Hits (Arr. by Ossman)—Banjo Solo .....Vess L. Ossman
1085 Abide With Me (Monk)—Tenor Solo...Henry Burr
1086 The Yama Yama Man Medley (Arr. by Lacalle) .....Band
1087 The Preacher and the Bear (Arzonia)—Baritone Solo.....Arthur Collins
1088 Killarney (Balfe)—Tenor Solo..Jno. A. Finnigan
1089 On a Monkey Honeymoon (Morse)—Baritone and Tenor Duet.....Collins and Harlan
1090 Indian Intermezzo (J. Kost)—Accordion Solo .....J. J. Kimmel
1091 Sweet Girl of My Dreams (Olcott and Sullivan)—Tenor Solo.....Walter Van Brunt
1092 Finnigan's Irish Band (Drislane)—Talking Record .....Steve Porter
1093 The Colored Wedding (Laurendeau).....Band

ZONOPHONE 10-INCH DOUBLE-DISC RECORDS.

ZONOPHONE CONCERT BAND.

5482 (a) La Mariposa—Entr'Acte.....Diaz
(b) Chorus from "Creation".....Haydn
5471 (a) Swedish Guard March.....Lovander
(b) Wedding March (Hochzeitszug) from "Feramors" .....Rubinstein

ZONOPHONE ORCHESTRA.

5483 (a) Amina—Egyptian Serenade.....Lincke
(b) Serenade Coquette.....Barthelemy
5472 (a) Whoop It Up—March and Two-Step .....Friedman
(b) Hoop-E-Kack—Two-Step Novelty.....Allen

ACCORDION SOLOS PLAYED BY J. J. KIMMEL.

5473 (a) Straight Jig Medley No. 2.....
(b) Medley of Irish Reels No. 3.....

Miscellaneous Instrumental Selections.

5474 (a) Serenade—Flute and Viola Duet played by Messrs. Mazziotta and Hess, orch. accomp.....A. E. Titl

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(b) Souvenir—Violin Solo played by Henry Hess, orch. accomp.....Drdla

Vocal Selections With Orchestra Accompaniment.

HENRY BURR.

5484 (a) I'll Dream of That Sweet Co-Ed—From "The Fair Co-Ed".....Luders
(b) When You First Kiss the Last Girl You Love—From "A Stubborn Cinderella." .....Howard

AMY BUTLER.

5485 (a) I Just Come Back to Say Good-bye...Snyder
(b) Beautiful Eyes .....Snyder

THOMAS CHALMERS.

5487 (a) The Palms (Les Rameaux).....Faure
(b) One Sweetly Solemn Thought.....Ambrose

ARTHUR COLLINS.

5475 (a) The Whitewash Man.....Jerome-Schwartz
(b) Say No! That's All.....Snyder

THOMAS HARDIE.

5476 (a) Castles in the Air—From "The Fifth Commandment" and "Lady Luna"...Lincke
(b) All the World Loves a Lover.....Ball

BYRON G. HARLAN.

5488 (a) Tittle, Tattle, Tattle Tale.....Ingraham
(b) School Mates .....Edwards

FRANK HOWARD.

5486 (a) Nobody Knows, Nobody Cares.....Harris
(b) Dear Old Dear.....Burt

ADA JONES.

5477 (a) B L-N D and P-G Spells Blind Pig..... .....Von Tilzer
(b) Arab Love Song—From "The Boys and Betty" .....Hein

5489 (a) Make a Noise Like a Hoop and Roll Away .....Helf
(b) Bandy Legs .....Lowitz

BILLY MURRAY.

5478 (a) Naughty Eyes .....Wenrich
(b) Gee! But You Look Awfully Good to Me —From "The Boys and Betty".....Hein

FRANK C. STANLEY.

5490 (a) I Wish I Had a Girl.....Le Boy
(b) I Never Cared for Anyone the Way I Care for You.....Helf

FRANK C. STANLEY AND CHORUS.

5495 (a) Hello, People—From "Havana".....Stuart
(b) Cupid's Telephone—From "Havana"...Stuart

ARTHUR COLLINS AND BYRON G. HARLAN.

5479 (a) My Bambazoo..... Snyder
(b) Who's Your Friend?.....Snyder

BILLY GOLDEN AND JOS. C. HUGHES.

5491 (a) Shipmates.....Vaudeville Sketch
(b) Farm House Liars.....Vaudeville Sketch

ADA JONES AND LEN SPENCER.

5492 (a) Si Perkins' Barn Dance.....Descriptive
(b) Sweet Peggy Magee.....Descriptive

FRANK C. STANLEY AND HENRY BURR.

5480 (a) Golden Arrow.....Williams-Van Alstyne
(b) Dancing Sunshine .....

MR. AND MRS. WHEELER.

5481 (a) Barcarolle—O Lovely Night From "Les Contes d'Hoffman".....Offenbach
(b) Serenade (Standchen).....Schubert

PEERLESS MALE QUARTET.

5493 (a) The Day of the Game- From "The Fair Co-Ed" .....Luders
(b) Denver Town .....Botsford

Miscellaneous Vocal Selections.

DOROTHY KINGSLEY.

5494 (a) I Remember You.....H. Von Tilzer

ALICE C. STEVENSON.

(b) Mr. Soldier—From "Kitty Grey".....Lonsdale

NEW VICTOR RECORDS.

No.		Size
	ARTHUR PRYOR'S BAND.	
5698	Teddy After Africa.....Pryor	10
31735	Parsifal—Processional of Knights of the Holy Grail .....Wagner	12
	VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
5694	If You Alone Were Mine—Two-Step (Si vous voulez de l'amour).....Scotti	10
	COUNTER TENOR SOLO BY WILL OAKLAND, WITH ORCH.	
5682	When You and I Were Young, Maggie.. .....Butterfield	10
	OCARINA SOLO BY MOSE TAPIERO, WITH ORCH.	
52017	Carnival of Venice.....	10
	HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.	
5697	Good Luck, Mary.....Piantadosi	10
	COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.	
5699	My Bambazoo .....Snyder	10
	COMIC SONG BY HARRY LAUDER, WITH ORCH.	
52016	Wearing Kilts (That's the Reason Noo I Wear a Kilt)	10
	COMIC TALK BY CHARLEY CASE.	
5693	How Mother Made the Soup.....Case	10
	TWO RECORDS BY NAT M. WILLS.	
31734	Hortense at the Skating Rink (Comic Monologue) .....Wills	12
5695	Jungle Town Parody—Teddy in Africa (with orch.) .....Wills	10
16297	(a) Sullivan Medley.....Pryor's Band	10
	(b) Yankee Dude March (Lampe)..... .....Pryor's Band	10
16299	(a) Lincoln Centennial March (Sanford).. .....U. S. Marine Band	10
	(b) Gate City March (Weldon)..... .....U. S. Marine Band	10
16300	(a) Oh, the Women (O Les Femmes) (Lincke) .....Victor Orch.	10
	(b) Rondo Caprice (Clarke)..... .....Herbert L. Clarke	10
16303	(a) I Remember You (Bryan-Von Tilzer) .....Jones and Murray	10
	(b) Lena (Barton) (guitar accomp.)..... .....Ward Barton	10
16295	(a) Mariar (Williams-Gumble) ....Clarice Vance	10
	(b) It Looks Like a Big Night To-night (Williams-Van Alstyne).Clarice Vance	10
16301	(a) Whistle and I'll Wait for You (Meyer) .....Ada Jones	10
	(b) When the Meadow Larks Are Calling, Annie Laurie.....Arthur C. Clough	10
16302	(a) The Whitewash Man....Arthur Collins	10
	(b) The Boogie Boo (Ayer)..Billy Murray	10
16304	(a) Just One Sweet Girl (Von Tilzer)..... .....Harry Macdonough	10
	(b) Summer Reminds Me of You (Myers) .....Walter Van Brunt	10
35070	(a) Golden Lilies—Three Step (Birnschein) .....Victor Dance Orchestra	12
	(b) Sirens Waltz (Les Sirenes) (Waldteufel) .....Victor Dance Orchestra	12
35076	(a) Traviata Selection (Verdi)..... ..... Pryor's Band	12
	(b) Trovatore Selection (Verdi)..... ..... Pryor's Band	12

TWO DUETS BY EAMES AND DE GOGORZA.
EMMA EAMES—EMILIO DE GOGORZA.
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89022 Trovatore—Mira d'acerbe lagrime (Let My Tears Implore Thee).....Verdi
89023 Nozze di Figaro—Crudel! perche finora (Too Long You Have Deceived Me)..Mozart
A WAGNER ARIA BY VAN ROOY.
ANTON VAN ROOY, BASS.
Twelve-inch, with orch., $3.00—In German.
92062 Lohengrin—Dank, König, dir, dass du zu richten kamst! (Frederick's Charge Against Elsa, Act. I).....Wagner
THREE RECORDS BY MME. ARRAL.
BLANCHE ARRAL, SOPRANO.
Ten-inch, with orch., $1.00—In French.
64098 Beggar Student—Czardas.....Millöcker
64099 Valse d'oiseau (Birds of the Forest)...Varney
Twelve-inch, with orch., $1.50—In French.
74132 Traviata—Ah, fors' e lui (He My Heart Foretold) .....Verdi
A NEW ELMAN RECORD.
MISCHA ELMAN, VIOLINIST.
Ten-inch, $1.00.
61184 Gavotte .....Böhm
AN ENGLISH BALLAD BY WILLIAMS.
EVAN WILLIAMS, TENOR.
Ten-inch, with orch., $1.00—In English.
64100 The Lass of Richmond Hill.....McNally
A RECORD BY BLANCHE RING.
BLANCHE RING, WITH ORCH.
Ten-inch, 60c.
5692 Yip! I Adee! I Aye.....Cobb-Flynn

EDISON STANDARD RECORDS FOR JUNE.

10137 Brooke's Triumphal March..U. S. Marine Band
10138 No One Knows.....Manuel Romain
10139 Did He Run?.....Edward Meeker
10140 Chinese March—Kwang Hsü..... .....Edison Concert Band
10141 Bandy Legs.....Ada Jones
10142 He Will Hold Me Fast..Anthony and Harrison
10143 Trans-Mag-Ni-Fi-Can-Ban-Dam-U-Al-I-Ty .....Billy Murray
10144 The Jolly Clowns...American Symphony Orch.
10145 If You Were Mine.....James F. Harrison
10146 Who's Your Friend?.....Collins and Harlan
10147 Almost .....Edward M. Favor
10148 The Rolling Chair March..... .....Maurice Levi and His Band
10149 Uncle Josh's Trip to Coney Island..Cal Stewart
10150 Isn't Love a Grand Old Thing..... .....Ada Jones and Billy Murray
10151 Schoolmates.....Byron G. Harlan
10152 Moszkowski's Serenade..... .....Venetian Instrumental Trio
10153 Flanagan's Evening at Home.....Steve Porter
10154 Good Night Quartet—"Martha"..... ..... Metropolitan Quartet
10155 Denver Town.....Premier Quartet
10156 In God We Trust March....U. S. Marine Band

EDISON AMBEROL RECORDS FOR JUNE.

135 Ruy Blas Overture.....Edison Concert Band
136 Adam and Eve.....Grace Cameron
137 Whispering Flowers.....Edison Concert Band
138 As the Years Roll On.....Manuel Romain
139 Hallelujah Chorus—"Messiah"..... .....Oratorio Mixed Chorus
140 Semper Fidelis March.....U. S. Marine Band
141 Any Old Port in a Storm.....Gus Reed
142 A Possum Supper at the Darktown Church.. .....The Cal Stewart Co.
143 Peer Gynt Suite—No. 1, "The Morning"; No. 2, "Ase's Death".....Edison Concert Band
144 Peer Gynt Suite—No. 3, "Anitra's Dance"; No. 4, "In the Hall of the Mountain King" ..... Edison Concert Band
145 The Longest Way 'Round Is the Sweetest Way Home .....Will Oakland
146 Wedding March—"Midsummer Night's Dream" .....American Symphony Orch.
147 Hear Ye Israel—Aria from "Elijah"..... .....Edith Chapman
148 Sweet Peggy Magee..Ada Jones and Len Spencer
149 Frau Luna Overture..Maurice Levi and His Band
150 Anona .....Mabel McKinley
151 Darkey School Days.....Golden and Hughes
152 Gavotte-Caprice..Samuel Siegel and Roy H. Butin
153 Seven Favorite College Songs..... ..... Knickerbocker Quartet
154 The Skater Waltz.....New York Military Band

PERFECTS TALKING MACHINE HORN.

Civil Engineer of Waukegan, Ill., Demonstrates New Harmonic (Vibratory) Horn Constructed According to New Principles.

(Special to The Talking Machine World.)
Waukegan, Ill., May 5, 1909.

Entirely perfected and ready to be placed on the market, R. J. Smith, a local civil engineer, has on exhibition at Alden & Bidinger's music store one of his harmonic (vibratory) phonograph horns and amplifying devices, attached to a Victor machine. His work is complete after three years of constant experiment and work and the product of his labor is ready to be placed on the market.

The horn is a stepped horn, each step representing a note or half note, consequently he can have as many octaves as are required. The purpose of his invention is to amplify and at the same time to retain all of the sweetness and naturalness of tone. The vibrations created by the diaphragm passing through an acoustic chamber into the horn, readily find such portions of the horn as are in sympathy, thereby giving a true and natural reproduction of great volume.

It is said that Mr. Smith was granted a patent on his invention, only after a personal visit to Washington and an actual demonstration there. The government officials did not believe that it would be possible to construct a device of one piece of metal that could be made to give forth various tones, hence a demonstration was required. The simple running of one's finger over the horn proves its capability of giving forth the various tones and the vibrations ring for some time after.

While the present experimental horn is made of brass, Mr. Smith believes it is possible to use other materials in their construction. Soft steel, tempered, he believes will make an excellent horn and he thinks it may even be possible to construct a wooden horn on these same lines.

The device on exhibition at Alden & Bidinger's is attached to a Victor machine, but Mr. Smith has on exhibition at his home one of his horns fitted up in cabinet form and used in connection with a sounding board that gives the horn still greater freedom of vibration. The cabinet is very ingeniously arranged so that either cylinder or disc machines can be readily played through it with slight changes.

There are others

Making Record Cabinets and good ones at that. **We** grant **You** this but no one is making any better Cabinets than we are and few as good. Looking back ten years **We** find most of the accounts **We** then had still buying Cabinets of **Us.** You know there is a reason. **We** will tell you why they continue to buy:

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The Udell Works, Indianapolis, Ind.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., May 8, 1909.

PROCESS OF MAKING SOUND-RECORDS. John O. Prescott, Summit, N. J. Patent No. 913,765.

The object of this invention is to provide an improved process of producing duplicate sound-records from an original record having a record-groove cut therein in any suitable manner, as by means of a cutting stylus vibrated by sound waves while traveling over the record.

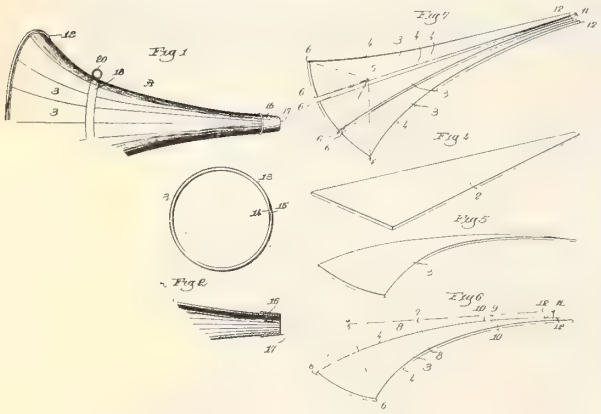
The invention relates more particularly to the production of duplicate sound-records of the disc type having a laterally undulating record-groove therein, but is not limited in this respect. The improved process involves the provision of a tablet in which the original sound-record is cut differing from those heretofore used in that it

will withstand changes of temperature of considerable degree without injury. By this process, one or all of the expensive operations of electroplating may be entirely eliminated and duplicate records equally as good as those made by the process heretofore practiced are obtained. Furthermore, less time is required to produce the duplicate records as the original record is ready to have the matrix formed thereon as soon as it is cut and as the casting operation requires much less time than electroplating.

HORN FOR TALKING MACHINES. Stanislaus Moss, Philadelphia, Pa., assignor to Sheip & Vandegrift, Inc., same place. Patent No. 889,480.

This invention relates to horns for talking machines.

In order that sound waves may be produced or transmitted with substantial perfection, it is essential that the transmitting instrument shall offer no obstruction to the free vibratory or other sound-wave movements, and that its transmitting surface present no abrupt or angular change of direction, either in the line of transmission or transverse thereto. It is of importance also that the transmitting instrument itself shall not give forth vibrations calculated to interfere with the sound waves, all as well understood by those skilled in the art. These considerations are particularly true in the production and transmission of musical tones, so much so that even slight interference with the true sound-wave



movements, either by abrupt angular changes in direction of transmission by the horn itself, or discordant vibrations in the horn material, becomes a matter of serious objection.

It has been proposed heretofore to construct horns for sound reproducing machines of metal either of a single piece or number of pieces joined together by a seam extending longitudinally of the horn. The metallic vibration interjected by such horns is well recognized, and the joints or seams offer objectionable interruptions to the sound waves. It has also been proposed to form horns of wooden strips laid together in two or more layers or plies to break joints, the strips of the several plies mutually contributing to hold the strips of the other from separation at their edge points. In such veneer construction, however, strips forming the inner ply, along the surface of which the sound waves travel, are not transversely curved into a true circle as prescribed by the dimensions of the horn at any point in its axial length, and, moreover, there is an interruption in the continuity of the inner horn surface near the flare of the horn where the outer strips cover the spaces between the edges of the inner strips, with the result that there is an objectionable interference with the transmitted sound. It has been further proposed to form phonographic horns of a single ply or layer of strips by assembling a number of the strips and then subjecting them to endwise and lateral compression to secure the desired horn contour, but in such construction the edges of the strips do not present surfaces which can be brought into close union and joined, the result being that the strips separate along their adjacent edges. Moreover, in this construction the individual strips do not present true circular curves throughout the axial length of the horn.

With these briefly stated considerations in view the present invention has for its object to provide a phonographic or like horn which shall be free from the objections noted, and present a structure formed of a single layer of thin wooden strips, which, previous to being assembled, are permanently bent longitudinally and transversely to give to the horn its proper longitudinal shape and transverse circular form, and wherein also the edges of the strips are beveled to present each to the adjoining strip, a contacting surface susceptible of being permanently connected throughout with no interiorly projecting interruptions to the sound waves either transversely or longitudinally.

In the drawings:—Figure 1 is a side perspective view of a horn embodying the features of the present invention; Fig. 2 is a central longitudinal section thereof; Fig. 3 is a detail view of the strengthening hoop which is secured to the flaring end of the horn; Fig. 4 is a perspective view of one of the wooden blanks prior to being bent longitudinally and transversely; Fig. 5 is a similar view of the blank of Fig. 4 after being permanently bent longitudinally and transversely, but prior to the bevel formation of its longitudinal edges; Fig. 6 is a view similar to Fig. 5, showing the previously bent strip provided with the radially beveled edges; and Fig. 7 is a perspective view of three of these permanently bent strips showing how they are assembled with the radially beveled edges face to face.

TALKING-MACHINE MECHANISM. Thomas Kraemer, Philadelphia, Pa., assignor to the Hawthorne & Sheble Mfg. Co., same place. Patent No. 913,828.

This invention relates to talking machines and is directed to the provision of improved means for controlling the rotation of the record, whereby such rotation may be started and stopped and its speed regulated as desired.

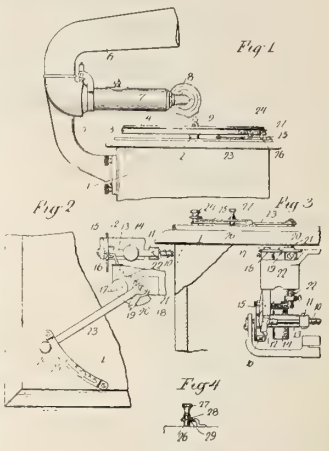
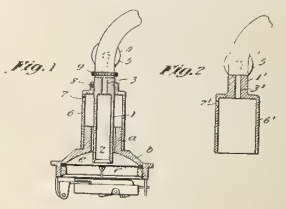


Figure 1 is a view in elevation of a talking machine broken away in part; Fig. 2 is a top view of a portion of the machine, having the motor-box broken away in part to show the governing mechanism; Fig. 3 is a side view of a portion of the machine with the casing similarly broken away; and Fig. 4 is a detail view.

SOUND-MODIFIER. Alexander N. Pierman, Newark, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 917,654.

This invention has for its object the provision of means for eliminating harsh or disagreeable sounds which sometimes accompany phonographic reproduction and which are particularly unpleasant when the sounds are received by the hearer through ear tubes, as for example, in the ordinary use of the phonograph for commercial purposes. It appears that the tones which are produced by the central portion of the diaphragm of the reproducer are purer in quality and freer from vibrations which produce the harsh sounds above referred to, than those which emanate from other portions of the diaphragm, and it is therefore the object more particularly to provide means whereby the vibrations from the center of the diaphgram are transmitted to the



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Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.

hearer while the vibrations from other portions of the diaphragm are largely if not entirely eliminated. This invention also includes means for varying or regulating the strength or volume of the sounds produced whereby an adjustment may be secured to adapt the reproduction to the ear of any particular listener.

Reference is hereby made to the accompanying drawing of which Figure 1 is a side elevation, partly in axial section, of a phonograph reproducer with one form of invention applied thereto; Fig. 2 is a side elevation, partly in section, of a modification of the invention; Fig. 3 is a side elevation showing in dotted lines a phonograph of the Edison Commercial type with the device of Fig. 1 applied thereto and provided with a flexible ear tube.

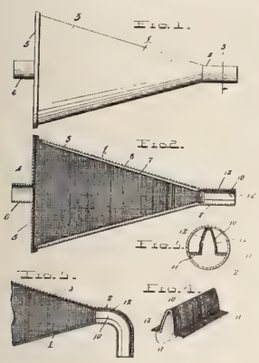
PHONOGRAPH HORN. George W. Duncan, Chicago, Ill. Patent No. 914,934.

This invention relates to acoustics, and is particularly directed to the improvement in the acoustic products of phonograph or graphophone horns, speaking tubes or megaphones.

The object of the invention is to provide a device of this character which will be efficient in operation and cheap to manufacture; which will have its tone properly modulated to eliminate all harsh, squeaky and unpleasant noises so that the pure mellow notes of the voice or instrument are reproduced approximately in the form and tone of their original production.

Heretofore this inventor claims there has been no horn produced which does not at some time give forth blares which usually spoil the whole rendition.

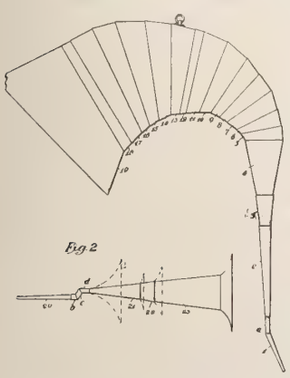
It is the object of the invention to obviate this difficulty and others inherent in the present type of graphophone horns, and broadly speaking consists in applying to the horn a dampening device and an accentuator or tone producer in the form of a rib or partition placed in the horn in the form of the human vocal chords.



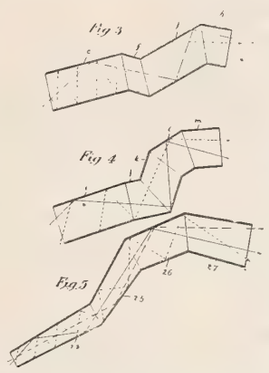
In the accompanying drawing, Fig. 1 is a side elevation, Fig. 2 is a longitudinal section therethrough, Fig. 3 is a transverse section on the line 3—3 of Fig. 1, Fig. 4 is a detail perspective view of the vocal piece removed from the horn, and Fig. 5 is a fragmentary section showing the modification.

PHONOGRAPH-HORN. Adelbert Theo. Edward Wangemann, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 913,930.

The present invention has for its object the production of a horn for use with phonographs and similar instruments which will produce a more perfect combination of tones and overtones than horns previously made, so that when used for recording purposes, the elevations and depressions constituting the sound record will correspond more accurately to the actual tones and overtones given out by the instruments or voice producing the sounds, and when used for reproducing will produce such tones and overtones in more accurate proportions than horns previously known. It is well known that in order to produce pleasing sounds practically all the sound-waves produced at a given time should reach the ear at the same instant. Now in the case of phonographic reproduction, it is believed,

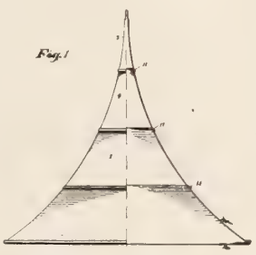


that the reproducer diaphragm sets up in the sound-box waves traveling in almost every direction, so that two principal classes of waves issue therefrom into the resonating horn, namely those which travel in a direction parallel or slightly inclined to the axis of the horn, and which may be called direct waves and those whose direction of travel is considerably inclined to said axis, and which are termed "cross vibrations." It is obvious that since the path of travel of the cross vibration is longer than that of the direct vibrations, they will reach the listener later than the direct and thereby produce an unpleasant effect of rumbling sound; they will cover up and destroy and counteract a number of the direct waves. This invention has for its further object the elimination of all or a large part of said cross vibrations, or the conversion thereof into direct waves.



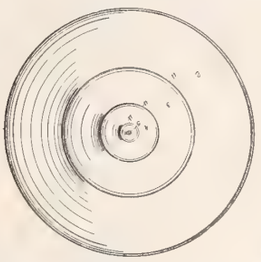
Reference is hereby made to the accompanying drawing in which Figure 1 illustrates one form of horn constructed in accordance with the invention. Fig. 2 illustrates a modification. Figs. 3, 4 and 5 are sectional detail views.

AMPLIFYING HORN. John H. B. Conger, Newark, N. J., assignor to the Tea Tray Co., same place. Patent No. 917,252.



The objects of this invention are to provide an amplifying horn flaring upon curved lines which shall be composed of transverse sections, each comprising a seamless or circumferentially integral band; to thus reduce the number of parts or pieces in such a horn and secure fewer seams; to enable a horn flaring on curved lines to be made collapsible; to provide interchangeable sections for the small end of the horn so that the main body of the horn can be used for different talking machines, and to secure other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like numerals of reference indicate corresponding parts in each of the several figures,



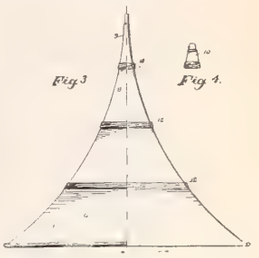
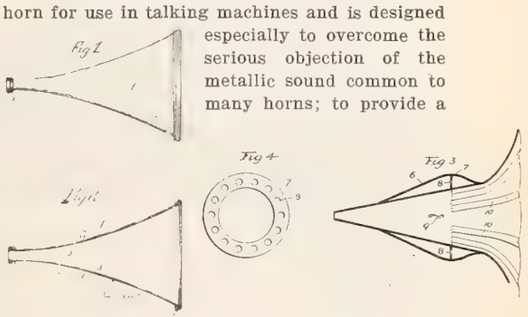


Figure 1 is a side elevation, partly in central vertical section, of a horn of improved construction; Fig. 2 is a plan of the same; Fig. 3 is a view similar to Fig. 1 except that the horn sections are shown detachably united, and Fig. 4 shows a small end section adapted to replace the one shown in Fig. 3 for certain kinds of talking machines.

PHONOGRAPH HORN. George Benjamin, Philadelphia, Pa., and William Handley, Camden, N. J. Patent No. 917,404.

This invention relates to the production of a horn for use in talking machines and is designed especially to overcome the serious objection of the metallic sound common to many horns; to provide a horn very light in weight and at the same time very durable.



In the accompanying drawing is shown in Figure 1 a side view, and in Fig. 2 a sectional view of a horn made in accordance with this invention. Fig. 3 represents a sectional view of a horn having a sound-box. Fig. 4 is a detail view of the bridge.

SOUND-BOX FOR TALKING MACHINES. Henri Jarde, New York. Patent No. 917,076.

The object of this invention is the devising of

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This is to acquaint you with the fact that I have this day made a careful and thorough test of the Music Master horn, and have found it everything to be desired. The tone is wonderfully mellow and rich, and records which were not entirely satisfying when reproduced through horns of a different material, became clear and sweet when heard through the Music Master. Allow me to congratulate you upon your really successful horn, and to wish you every possible share of good fortune.

Yours cordially,

Howard Taylor Middleton

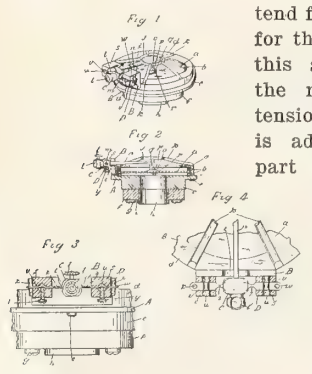
SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Pa.**

BERLINER GRAMOPHONE CO., Montreal, Canadian Distributors.

COLUMBIA PHONOGRAPH CO., exclusive distributors for Music Master Horns to fit Graphophones.

suitable mechanism for retaining the needle arm in a sound-box of a talking machine whereby it is feasible to employ a diaphragm for the sound-box made from suitable cardboard in place of the more expensive mica diaphragm commonly used. While the inventor's endeavors have been directed with this end in view, the construction employed, however, is capable of operating the needle-arm in conjunction with a mica diaphragm also, but better results are obtainable with an inexpensive disc of card-board. In like manner the mechanisms employed in the several sound-boxes in common use may be used in conjunction with card-board diaphragms, but not with the good results realized when they are used with mica diaphragms.

The distinguishing novel feature in this reproducer or sound-box is in the employment of a thin strip of metal preferably of steel and in the manner of securing it to posts or lugs that extend from the sound-box for that purpose. Upon this strip is mounted the needle arm. The tension of the steel strip is adjustable and the part of the strip on either side of the needle arm and between the posts is reduced in cross-section. The needle arm is snugly fitted upon the strip, and the contracted portion of the strip each side of the arm act as resilient pivotal connections for the needle arm.

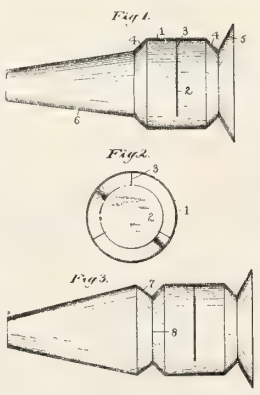


Referring to the drawings: Figure 1 is a perspective view of the complete sound-box. Fig. 2 is a vertical sectional view; Fig. 3 is a broken front view partly a sectional view. Fig. 4 is a broken plan view partly a sectional view.

SOUND-REPRODUCING INSTRUMENT. Overend G. Rose, Camo Meeker, Cal. Patent No. 916,603.

In an application for Letters Patent of the United States of recent date there was described a focusing and analyzing device for sound waves comprising a box or chamber having therein a focusing and analyzing disc arranged at right angles to the course of the sound waves, and having the function of focusing the sound waves and analyzing and splitting them up so that, as reproduced, the sounds will occupy the same relative positions which they occupied when originally played or otherwise produced when making the original record.

The present invention relates particularly to the combination of the focusing and analyzing device of the character just mentioned with a hollow or tubular extension whereby the device may be directly associated with the reproducing instrument without the intervention of a horn. This connecting member, with the analyzing device, may be attached to either a disc or a cylinder talking machine. They will take the place of the horn and analyze, focus, and augment the sounds from the reproducer.



In the accompanying drawings—Figure 1 is a longitudinal sectional view through one embodiment of the invention; Fig. 2 is a cross-sectional view through the device of Fig. 1; and Fig. 3 is a modified form of the apparatus.

In these drawings 1 indicates the sound-box or chamber in which is arranged the focusing and analyzing disc or diaphragm 2 which is held by hair-like wires 3 which are taut and hold the disc in a manner to be sensitive to the finest sound waves. The box at each end is of conical form, as at 4, and at the end from which the sounds are emitted the conical portion 4 connects with a flaring truncated conical extension 5, which is of larger diameter than the box and serves as a reflector for the sound waves. At the other end the box is provided with a hollow extension 6 of preferably conical form tapering outwardly so that its smaller end is of such a diameter as will enable it to be attached to the reproducing instrument. The larger end of this conical extension coincides in diameter with the opening of the truncated end of the box, and forms with it an annular diaphragm or opening for the sound waves to enter, as in the device described in the application above referred to.

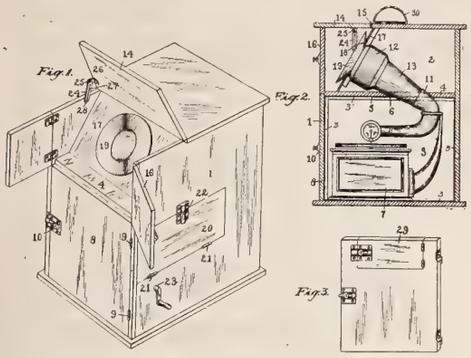
Instead of the form shown in Fig. 1, is provided intermediate the sound-box and the conical extension or connecting tube, an inverted truncated conical portion 7 Fig. 3. This also provides an opening or air diaphragm at 8 through which the sound waves pass before striding the analyzing disc. It is preferred, however, the form shown in Fig. 1, as the sound waves will be conducted by the tubular extension 6 directly to the sound-box. The tubular extension 6 is designed for direct attachment to the reproducing machine, and, as a result of this use the reproduced sounds are as loud as when the sound-box is used with the ordinary horn. The additional advantage of compactness and simplicity is secured, it being possible to pack the device within a small compass.

CABINET FOR SOUND-REPRODUCING APPARATUS. Overend G. Rose, Camp Meeker, Cal. Patent No. 916,604.

This invention relates to appliances for use with sound-reproducing apparatus, and concerns particularly a cabinet or casing for containing the sound-reproducing apparatus and the parts associated therewith whereby the horn, sound-box or equivalent device may be properly arranged in relation to the sound-reproducing machine, and whereby also the sound-reproducing machine may be completely inclosed, together with its associated delivering device, one object which is attained by this invention being that the scratching noise of the needle and the operation of the machinery will be eliminated from

the sound as delivered from the horn or sound-box, and another object attained is the facility with which the horn, sound-box, analyzer, or focusing device may be associated with the reproducing instrument.

By the use of the cabinet of the present invention the inventor is enabled to quickly convert any tapering tone arm disc machine or a machine known as the new Columbia tapering tone arm cylinder machine into a so-called horn-

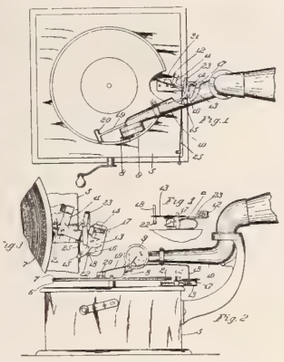


less talking machine, and yet this invention can, if desired, be used with an ordinary horn with or without sound-box attachment, or the sound-box attachment can be used without a horn of ordinary form.

In the drawings—Figure 1 is a perspective view of a cabinet built according to the invention, the parts being adjusted for use; Fig. 2 is a vertical sectional view of the cabinet with the reproducing machine and sound-box in place therein and in elevation; and Fig. 3 is a detail view of a modified form of front door for the cabinet.

GRAMOPHONE. Henry F. Pektier, Columbus, O. Patent No. 917,790.

The chief objects of this invention are first to provide an improved brake for stopping the record upon the completion of the reproduction and second to provide means for automatically cleaning the record during the reproducing operation.

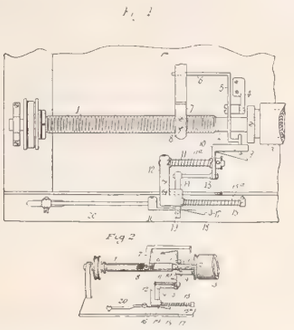


In the accompanying drawings—Fig. 1 is a plan view with parts broken out; Fig. 2 is a side elevation; Fig. 3 is a detail in plan of the braking mechanism on a larger scale than exhibited in Fig. 1; Fig. 4 is a detail in elevation looking to the left Fig. 3.

STOP FOR PHONOGRAPHS. Paul Bastian, Stuttgart, Germany, assignor to Wilhelm Reclam, same place. Patent No. 916,973.

The object of the invention is to provide a reliable stop for automatically arresting the rotation of the phonograph cylinder at the end of each tune and thus prevent over-running or damage to the reproducing mechanism thereof.

The annexed drawings illustrate the invention as applied to a phonograph of which are shown only the parts immediately connected with the automatic stop-mechanism, viz.: a portion of the record cylinder, mandrel, operating screw shaft and pulley and a portion of the arm on the screw shaft for working the sound-box. Figure 1 is a



plan; and Fig. 2 is a perspective view of the parts mentioned.

May 1 Joseph Landay, father of James B. and Max Landay, of Landay Bros., New York, accompanied by his wife, sailed for Europe on the American liner "St. Louis." Mrs. Landay is going to Scotland to visit her daughter.

T. K. Henderson, on the wholesale selling staff of the Columbia Phonograph Co., General, returned from his New England trip Monday.

Steve Porter, of the "talent," has abandoned city life and is cultivating the soil and raising live stock on a farm at Martinsville, N. J.

The Columbia Phonograph Co., General, have adopted the Music Master wood horn for their higher priced machines.

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The TRADING SIDE LINE AND NOVELTY NEWS SECTION

NEW YORK, MAY 15, 1909

VALUE OF MIXABLE MEN.

A Good Mixer Is Always Warmly Welcomed—He Radiates Sunshine and Helps Trade.

If there is any one class of men in the world noted for charity, good fellowship and sound judgment, that class is the traveling man. Ask any person who has traveled over the country a lot who he would rather go to for advice or for help in time of trouble, and with a very few exceptions he will say "a salesman" without an instant's hesitation.

Many people, undoubtedly, wonder why the average traveling man has this sort of a disposition, but if they stop to think the answer will come. Undoubtedly it takes this kind of a man to be successful in this particular line of business. He has to be a mixer, one who has the power and is inclined to sympathize with all classes of men, and it is the mixing quality that gives him the reputation for good that he is.

Welton S. Stilwell in writing on the subject of a mixer without doubt describes the greater number of traveling men. He says in part:

"According to Webster, a mixer is one who mixes, and to mix is to blend into a mass. There are mixed marriages, mixed trains, mixed brains, and the individual who helps involve the latter by mixed drinks.

"Have none of them.

"The kind of a mixer we are after is the man who can properly mix with his fellows, for his name spells success in any walk of life.

"You have met the mixer and have been charmed by his personality. You perhaps noticed his sympathy in mirth and in sorrow, in gladness and in regret, that was as naturally tender and inspiring as a mother's caress. You thought, as potentate or peasant might think, that he was one of your exact class and kind. The mixer is a living inspiration—an example of unwarped mentality. He is armed with the candor of his honesty to himself and is invulnerable to all the shafts of malice. He fears no harm, for he knows it not. There lives no man with the temerity to affront him, for he is covered with chain mail of good fellowship. He rides on the tide of popular approval, for he is a man.

"The mixer is an accomplished listener. The subject of your tale of woe loses its sting and presents a brighter face in his reflected sympathy. Your little joke finds happier expression, flows smoother from your lips, abounds in heartier humor and finds its climax whetted to a keener point when he is there to hear.

"In every walk of life the mixer is the leaven of the masses. Without him humanity wouldn't fit and would pull itself askew. He is the whole set of tools—the plumb, the level and the square—that keeps the fabric of society from collapsing by its own horrid incongruity.

"An odd fact about the mixer is expressed in the varying opinions of various people. To his intimates he is a chameleon, for he wraps the hue of his environment about him and fits the exact time and place. The priest finds him sedate and contemplative; the merchant recognizes his innate selling force; the actor wonders what freak of circumstance deprived the stage of its own; the inventor discovers his latent talent which might yet startle a world; the little child knows not that he is matured, and old age accepts him as its staff.

"He is cosmopolitan.

"The mixer's capital is tact, and it should be ours. From its acquirement comes the attainment of life's dream. It is the meter of sympathy and the thermostat of his heart. Tact is the sensitive mental finger which finds the pulse of the moment and lets our own throb in perfect unison."

MOTION PICTURES IN NEW ROLE.

Aid Father in Tracing His Runaway Daughter—Reconciliation Effected.

The moving-picture film has been discovered in a new role, that of restoring his lost daughter to an Up-State business man. The father had come to New York on a buying trip and to kill some spare time visited a moving-picture show.

He had sat listless and indifferent while several motion pictures had been projected upon the screen, but as a new subject was started he half rose to his feet and watched the action intently. He felt there could be no mistake. The girl playing the maid part in the picture could not possibly resemble his own lost daughter so closely without being she. To reassure himself, however, he stayed to see the film exhibited again and to make certain of its manufacture. The manager of the theater gave him the address of the company that manufactured the pictures and he called upon the proprietors in New York. He was given an opportunity to see the performers engaged in their work of producing pictures and in that way came face to face with his daughter.

She recognized her father, and when taxed admitted her identity. She said she had tired of her work in the small town, and with another girl ran away to New York, where they became affiliated with the stage. After a more or less successful career in minor parts with various dramatic companies, the girl accepted steady employment with the picture concerns, and is at present earning good pay. She assured her father that she will return home for a vacation this summer, her only reason for not doing so before being through fear that she might not be permitted to return to her work.

The father is overjoyed to know that his daughter is well and happy, and is willing that she shall continue her present employment as long as he knows her whereabouts.

Gattegno, Raphael & Co., of 141 Park Row, are certainly making a name for themselves in turning out postal cards at remarkably interesting prices. They make a specialty of handsome embossed cards in sceneries, comiques, floral designs, landscapes, birthday greeting, which are skilfully and artistically finished in Bromide hand colored. Besides the above lines this concern carry a complete assortment of imported stock of velvet and celluloid finished cards which sell at retail from 5c. up to $1 each. Samples and quotations will be cheerfully furnished on application.

BUSINESS HELD UP.

The Tariff Discussion Is Holding Up Trade in Every Section of the Country—Delay Still Looked For—What Causes the Trouble.

The chances that the tariff bill will be given to the country by June 1 are now, in the opinion of several members of the Senate's Finance Committee, decidedly few and, in fact, any encouragement to that end has been practically given up this week. In the opinion of Senate leaders, the issues that are to be raised in regard to numerous important items of the bill, taken in connection with the controversy being waged over the revenue producing capacity of the proposed measure, and also the discussion over the income tax, will tend to keep the bill before the Senate during, at least, the entire month of May. Hence, with about two weeks given in consideration by the House and in "conference," it is not considered probable that the bill can become a law much before July 1 next.

The lines are now seen to be quite clearly drawn and defined and a glance makes apparent the difficulties with which the Senate administration forces will be confronted in their endeavors to crowd the bill through at the earlier date.

Practically these lines are drawn upon two issues: (a) That the bill as now written will not supply sufficient revenue; (b) that it does not make for a genuine downward revision of the existing rates.

The issue raised regarding the necessity for more revenue is supported by the movement now in full swing among a number of Republicans to bring about reductions in the Aldrich schedules upon some of the most important items such as cotton and woolen manufactures, etc.

Senator Dolliver, of Iowa, and Senator Nelson, of Minnesota, two leading Republicans, are at present perhaps the most prominent members of their party in opposition to the pending bill. Other Senators on the Republican side who might be named as in revolt against the Aldrich measure are Senators Cummins, Dixon, Brown, Bristow, Crawford, La Follette and Beveridge. All these Senators are insisting on a downward revision, and pointing out that the pending bill does not, in respect to important schedules, accomplish this revision downward.

This disposition of men like Dolliver and Nelson to revolt against the bill, taken in connection with the income tax movement, seems likely to portend the warmest kind of a controversy in the Senate before the bill is "put through," and it certainly looks as if important changes will be made in the rates now scheduled in the Aldrich measure.

Senator Aldrich, however, be it remembered, is regarded as a shrewd, far-seeing and astute leader and it is therefore expected that he will find some way to make concessions here and there which will have a tendency to quiet those Senators who are insistent that the bill is unsatisfactory, and in this way considerably smooth out the road for the passage of the bill.

Just now, however as indicated, the outlook is for a rather stormy time until the clashing interests come to an understanding.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

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NEW YORK, MAY 15, 1909

KEEP EVERLASTINGLY AT IT.

One Stroke May Not be Felt But Steady Pounding Will Win.

"One stroke of a bell in a thick fog gives no lasting impression of its location, but when followed by repeated strokes at regular intervals the darkest night cannot conceal its whereabouts." It is the continuous work that brings success in everything. It is ill advised to change salesmen unless the change must, perforce, be an unquestioned improvement and the business unequivocally improved thereby. It is the continuous growth, following and development that makes a sales force valuable to the firm; it is the "continuous stroke of the bell" that draws people back to the salesman who executed his part of the work to a satisfactory and profitable finish.

Often when a customer visits a store for an article which he is accustomed to find in a certain space and he finds the whole department has been moved to another section of the building, he loses his interest and drifts out of the store; he is rarely in a mood or has the time to explore unknown regions. This condition doesn't hold in the case of a new customer; he isn't familiar with the place and there is no disappointment.

"The continuous stroke of the bell" is important in advertising—in either the wholesale or retail trade—and when a man is sure he has the correct medium for his business his regular announcements to his customers should be considered as necessary as the appropriation for the rent, and they should be classed as an imperative expense, not as a luxury that might be cut out when the exchequer is at a low ebb. The smaller the bank balance the larger the advertising appropriation. It is the insistent, tireless, regular work in any department that counts.

On the road it is the regular visitor who has the advantage; the trade expects the man who calls regularly and the buyers are glad to save business for him. The momentum of a business often keeps it producing dividends long after the genius that inspired it has withdrawn its support. Continuous industry wins. Don't forget it when discouraged.

STAND BY GOOD MEN.

Encourage the Loyal—Put Blame Where It Belongs—Stimulate Good Work on the Part of the Salesmen.

All too often the merchant burdened with his particular cares grumbles about the difficulty of securing competent help. All too seldom does he stop long enough to bring to his mind the loyalty some of his force manifest. And he lets his mind brood over the shortcomings of the one or the other who has not "made good." Truth is, that brainy, able men are always scarce. That is to say, they are seldom "looking for a job." And only in rare cases can such be had cheaply. The man who is extraordinarily capable learns his worth and exacts good pay, else starts out for himself and perhaps becomes your competitor.

Before you grumble about this, that or the other member of your organization, consider whether you had a right to expect better work from the clerk at the salary paid him.

Think also whether you saw to it that the incentive of probable substantial advancement was there to spur on the "best work" you had expected. Also consider whether your leadership affords opportunity for learning how to grasp and appreciate the business situations you expect your clerks to master.

Remember that if you "jump on" a man for having in a certain case taken the initiative you must not expect him to attempt it again in a hurry. Men with initiative are even scarcer than brainy men. They are to be cultivated, and if at their first attempt an error in judgment appear, let them down easy. Show them where their mistake comes in; but be careful not to discourage the now riper use of the rare and desirable quality. For by too severe a reprimand you may choke the ambition and then you will have just cause to grumble—perhaps for a long while to come.

ARE TIPS GRAFT?

One Writer Says the Custom Should be Abolished and Presents Arguments in Support of His Theory—The World Does Not Agree With the Writer.

Let us abolish tips. It is a disgusting, degrading, demoralizing habit. Those who receive tips are cheapened in the eyes of the tip giver. They are looked down upon and are regarded, in Kiplingesque, as belonging to "the lesser breeds without the law." It is seldom that tips are given willingly, unless, perhaps, it is by salesmen whose expenses are charged to the house. When tipping a railway porter, for instance, one instinctively feels that the octopus management has "put one over us." We feel that the railway company charges us full price for service to begin with and then places us at the mercy of a blackmailing blackman who must be placated with a bit o' siller. It is the same in hotels and restaurants. One does not have to give a tip if one never intends to visit that restaurant again. But woe unto the patron who neglects to give a tip and asks for service a second time. We do not object so much to indirect taxation. Most of us would rather pay the restaurant or hotel management the full price for service and let the waiter be given honest wages. We cannot help but look down upon tip-taking porters, waiters, barbers and the rest. Real quality waiters and barbers scorn tips. They realize that to accept them is contrary to man-building laws. The tip taker always has a cringing, supplicating, whining air. The tip taker is not a real man. Oftentimes he is but a poor imitation of the real thing. And don't forget this: The tip giver is as bad as the tip taker, just as the bribe giver is as bad as the bribe taker. And what is tipping but a species of bribery? The patron who gives the biggest tips gets the best service in a hotel, just as the corporation that pays the most graft money gets the greatest privileges in a city whose aldermen are of the tip-taking kind. This tipping habit runs all through our business life. It ought to be stamped out. The movement should be started by the railroads and hotels and restaurants voluntarily. These places would then get more efficient helpers. And, although I am no believer in legislation as a cure-all for social diseases, I do believe that a national anti-tipping law would prove of much value, writes Thomas Dreier in The Traveling Man. Now Mr. Dreier may have a lot of supporters but the man at the World wheel is not among them. He believes in tipping, that when a man has rendered a special service he is entitled to some recompense for it, but the habit is carried to an extreme point in many cases.

WORRY THE DESTROYER—CUT IT OUT.

As not a few ailments complained of can be traced to worry, it behooves us to guard ourselves against this enemy—the destroyer of health. Worry injures sometimes beyond repair certain cells of the brain; and the brain being the nutriment center of the body, it naturally follows that other organs become affected. Like a thief in the night who so treacherously disregards the occupant of the house he intends to pilfer, so does worry creep into the bodily structure and does its terrible work of destroying it.

The very fact that worry can destroy the brain cells, which are, so to speak, the commanding officers of mental power, health and motion, should be a sufficient ground for us to try our utmost not to permit ourselves to be connected in any way with this health destroyer. We like to add here that when worry manifests itself at intervals, the brain may cope with it; but the perpetual kind we should guard against, for this is the destroyer of health.

BUSINESS TROUBLES.

A petition in bankruptcy has been filed against the American Art Metal Novelty Co., of 304 East Twenty-third street, New York City. It is alleged that the company is insolvent and made preferential payments. The liabilities are not given but the assets are estimated at $5,000.

A petition in bankruptcy has been filed against the National Materials Co., dealers in cameras, photo supplies, etc., at 49 West Twenty-eighth street, New York City. The liabilities are estimated at $4,500, with no assets given.

A petition in bankruptcy has been filed against the Burham Safety Razor Co., manufacturers of safety razors, of No. 64 Murray street, by Carell & Henkel, attorneys for Edward Connors, a creditor, for $561 for money loaned. It is alleged that the company is insolvent and made preferential payments of $206. Judge Holt appointed Henry B. Barnes, Jr., receiver, with a bond of $500. It was stated that there is a stock of razors on hand worth about $1,000 and some outstanding accounts. The company was incorporated Feb. 28, 1908, with capital stock $50,000, and it was said that $6,000 cash was invested in the business, which did not prove profitable. The company was organized by a number of well-known men who had been in the liquor line. Lawrence Mulligan, half brother of Senator Timothy D. Sullivan, became president; Daniel Mulcahy, vice-president, and Edward Connors, treasurer, who resigned some time ago. One cause of the bankruptcy was that the company could not make the razor blades sharp enough and had to buy them from another concern, which absorbed all the profit.

Schedules in bankruptcy of the Vitak Company, manufacturer of moving picture machines at 180 Lafayette street, show liabilities of $13,647 and nominal assets of $7,120, consisting of stock, $3,285; machinery, dies and office furniture, $3,452; accounts, $358, and a note for $25. Among the creditors are C. A. Hayden, president, $2,152; J. H. Hayden, $2,278; W. E. Waddell, $2,663; T. M. Hardesty, $2,056, all for services; D. G. Plumb, Newark, $1,295, merchandise; Mrs. C. A. Vilas, Chicago, $1,500, money advanced, secured by 1,500 machines, and William B. Hayden, Catskill, N. Y., $800, money loaned, secured by 500 machines.

ORDERS THAT PAY.

Some salesmen take orders every day—they are natural salesmen—have a winning personality and so they get along after a fashion, until they learn that the percentage of profit they are making is not a paying one; or, until so-called hard times come, which is the unhealthy or abnormal condition of business. Then they learn that the orders that come easiest pay the least percentage of profit; that the lines that pay require the greatest effort, and that they know very little about real salesmanship.—Rahming.

DON'T LOSE YOUR TEMPER.

"Remember that when you're right you can afford to keep your temper, and that when you're wrong you can't afford to lose it."

"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor.

The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—***the blades are fine.*** Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

HOW INITIATIVE PAYS.

Don't Wait to be Told What to Do but Use Brains—The Valuable Employe Does Not Confine Himself to Routine but Hustles on His Own Account.

The clerk or other employe who does nothing until he is told to do it, is not living up to either the letter or the spirit of his contract with his employer.

"Initiative," says an old merchant, "is simply the willingness and ability on the part of an employe to do things that are not simply routine, to do things he is not told to do, to look for opportunities to help the boss or to improve the business wherever possible.

"The employe who has no initiative in his make-up is going around a circle, and when you go around a circle you don't go forward. There is no one thing outside of honesty, ability and hard work that will help the employe to go forward like initiative. In every great business there are many opportunities for an employe to do things he is not told to do, and when an employe gets the initiative habit he is not long in attracting the attention of the boss.

"Look over the work you are doing, study the matter carefully, figure out some plan whereby the value of the work you are doing will be increased. Find a chance to lessen the expense in your department. Put into practice some idea that will increase the receipts. Acquaint yourself with the operations of other employes in similar work. Wherever you find a plan better than yours, take advantage of it. Keep your eyes wide open and you will find many opportunities for doing things you are not told to do. Every employe should carry out to the letter the directions given him by the boss, and in addition to this he should have initiative, which is doing things the boss did not tell him."

CHEERFUL STATISTICS.

Some Reasons Why the Pessimist Should Take to Cover Now That Spring Is Here.

If any doubter still lives who thinks there is any reason why improved business conditions should not come with leaps and bounds, let him refresh his soul by perusal of the following paragraphs:

The United States annually produces more corn than all other countries of the world combined—2,927,000,000 out of 3,888,000,000 bushels.

The United States annually produces more wheat than any other country in the world—634,000,000 out of 3,108,000,000 bushels.

The United States annually exports more wheat flour than all the other countries of the world combined—15,000,000 out of 26,000,000 bushels.

The United States annually exports more wheat including wheat flour, than any other country in the world—146,000,000 out of 646,000,000 bushels.

The United States annually produces more oats than any other country in the world—754,000,000 out of 3,582,000,000 bushels.

The United States annually produces more cotton than all the other countries of the world—13,000,000 out of 20,000,000 bales, and also exports more cotton than does all the rest of the world—9,000,000 out of 13,000,000 bales.

The United States annually exports more cottonseed oil than all the other countries of the world combined—42,000,000 out of 52,000,000 gallons.

The United States annually produces more tobacco than any other country in the world—690,000,000 out of 2,201,000,000 pounds.

The United States annually produces more flaxseed than any other country in the world—25,000,000 out of 87,000,000 bushels.

The United States annually produces more hops than any other country in the world—57,000,000 out of 211,000,000 pounds.

The United States annually exports more oilcake and oilcake meal than any other country in the world—2,063,000,000 out of 4,913,000,000 pounds.

The United States annually exports more rosin than all the other countries of the world—717,000,000 out of 846,000,000 pounds.

The United States annually exports more spirits of turpentine than all the other countries of the world—16,000,000 out of 24,000,000 gallons.

The United States has more (22,244,446) dairy cows than any other country in the world; more horses, 23,000,532; more mules, 4,056,399; more swine, 57,976,361 and (except British India) more cattle, 73,246,573.—New York Sun.

"LIFE'S WORTH LIVING"

Says the Detroit Poet—So Say We All of Us.

The music trade men are going to hold an annual convention in Detroit next month.

The sessions will practically cover two weeks, as the Piano Manufacturers' National Association will have one week, which will be followed by meetings of the Piano Dealers' National Association.

Early in June the music trade men from all over America will be pointed towards the City by the Straits.

There is an active committee in Detroit planning entertainments which will delight the visiting hosts.

The following poem, by Edgar A. Guest, poet laureate of Detroit, is a sample of some very clever work sent out by the entertainment committee:

In Detroit, Life's Worth Living
Every day;
In Detroit, we are giving
Joys away.
In Detroit, it is true
That our skies are always blue,
There's a smile for me and you,
Blithe and gay.

In Detroit, life is cheerful
All the while,
For our people soothe the tearful
With a smile.
To a stranger, foe or friend,
We've a helping hand to lend
And our resting time we spend
On Belle Isle.

In Detroit, we have pleasures
By the score;
And the rarest of our treasures,
Yes, and more,
Is our river, Oh! so bright,
Cool and restful, day and night,
Source of infinite delight,
O'er and o'er

In Detroit, life's worth living
Every day;
Folks are gentle and forgiving,
If you stray.
In Detroit may I be,
When God's angel beckons me,
O'er the silent, unknown sea,
Far away.

PUSH.

That is the word on the door leading to the Hall of Achievement.

The door opens to the man who is going forward, the man who is advancing with force, the man who is pressing on, says the Shoe Trade Journal.

It is closed for the man who waits for the door to open itself, the man who waits for someone to open it for him—the man who waits for anyone or anything to do his work for him.

On the door's other side is the word Pull.

It is only used by the man who is coming back.

Apply the pressure. Go forward.

Push!

SENECA CAMERAS
As A Side Line

THE Talking Machine Dealer is in a splendid position to sell cameras.

The same class of people who buy Talking Machines buy Cameras.

SENECA CAMERAS are the best Cameras made—they have to be for they stand on their own merits against the trade restriction of the Camera combine.

It takes a little knowledge of the subject to sell Cameras successfully, just as it does to sell Talking Machines but we are willing to help you get going. The profit will be worth the work.

Write to-day for information.

SENECA CAMERA MFG. CO.

The Largest Independent Camera Makers

ROCHESTER, N. Y.

"GREYHOUND" FIRE FIGHTER.

Motorcycle First Aid Machine in Use in the Buffalo Fire Department.

The Auto-Bi Co., of Buffalo, N. Y., makers of the Greyhound motorcycle, are developing the possibilities of the motorcycle along various lines, one of the most interesting of which is the adaptation of its use as a means of delivering efficient apparatus and a skilled operator at a fire in a hurry.

A very large proportion of fires originate in very small ways, and of course it is obvious that the time to kill them is before they grow up. As a matter of fact, statistics show that from 80

THE "GREYHOUND."

to 90 per cent. of alarms turned in are for what the firemen call "Lace curtain fires."

Now, it will be seen with half an eye that it is of great value to have a trained fireman on the spot at the earliest possible moment—would be, even though he had with him none of the tools of his trade, as, by exactly locating the fire and deciding at a glance the best manner of attack, he could save a lot of time. If, in addition to this, he can arrive with such apparatus as a couple of Ever Ready Extinguishers, which are said to be about six times as efficient as the ordinary chemical, and twenty times as efficient as water, the value of the service is almost incalculable.

The problem has been solved by W. C. Chadeayne, of the Auto-Bi Co., who immediately set about adapting a stock machine, "A Greyhound," to carry a fire laddie and a brace of Ever Ready Extinguishers from a fire house to a fire on the keen jump.

As shown by the illustration, the extinguishers are mounted in spring brackets on each side of the rear wheel in such a way as to be instantly released by throwing a cam lever, enabling the operator to snatch them out in no time at all.

The machine is equipped with an automatic stand which takes care of itself when the machine is pushed off, and with a loud voiced alarm bell for the purpose of warning traffic.

For several weeks past the man and the machine have been stationed at Chemical No. 5 house in Cleveland avenue, Buffalo, responding not only to alarms from the district covered by Chemical No. 5, but to nearly all other alarms in the city.

In the most of cases, irrespective of distance, the Greyhound machine has arrived before the department apparatus, and in several cases Chadeayne has killed the fire before the regular department could get into action. As a case in point, on April 25, there came an alarm from Bird avenue and Hoyt street in response to which the Greyhound machine traveled 6,580 feet, about a mile and a quarter, and Chadeayne put out the fire while the crew of engine No. 19, which had to travel only 1,800 feet, were coming up the stairs.

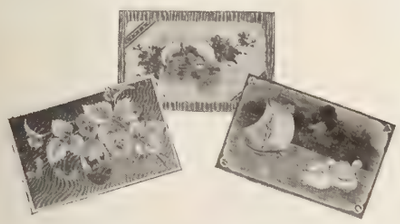
In another case, the little two-wheeler ran 7,400 feet and had first water on the fire, arriving about the same time as truck No. 4, which traveled 3,000 feet. The distances above quoted are from the official city maps.

The Auto-Bi people are naturally enthusiastic over such a showing. In view of the fact that the extra weight carried is very considerable, and the use about as hard as could be devised, it would seem a sure thing that the regular Greyhound construction is more than equal to all legitimate requirements.

Incidentally it may be said, that a large measure of credit is due to the Greyhound shock absorber, which, by its cushioning action, saves both rider and machine from the effect of all the shocks and bumps of the road.

The Old Reliable Post-Card House

GATTEGNO, RAPHAEL & CO.



We offer a full and complete line of attractive Art-Finish Post Cards of every description.

Another brand new novelty in full celluloid, also in full plush with embossed silk designs. A card never offered to the American Public before.

We also offer the most complete line of cards embracing "Birthdays," "Love Scenes," "Comics," "Animals," "Flowers," etc., etc.

Our prices are the lowest to Jobbers and Dealers—while our goods retail at the highest prices.

Write to-day for samples and send $3 to $4. We don't keep catalogue as we receive every week new novelties.

If cash does not accompany order please furnish first class New York references.

GATTEGNO, RAPHAEL & CO.

Importers and Publishers

141 Park Row, - New York City

LET THE PEOPLE KNOW.

Do Not Hide Your Business Light, but Have It Shine so That Even He Who Runs May Read.

John Wanamaker is perhaps the largest advertiser in the New York daily papers, and it is advertising which has built the Wanamaker business.

It was said of Wanamaker when he began in Philadelphia in a humble way years ago that he spent more than half his meager capital in advertising.

Certainly, the growth of the Wanamaker business is a credit to the power of advertising.

The old Stewart building, which Wanamaker occupies in New York, was built by A. T. Stewart, whose name is kept alive by a one line notice in the Wanamaker advertisements, and yet Stewart was the greatest merchant of his time.

His fame and merchandise spread to every corner of the United States.

Few merchants since have even approached his pre-eminence. He bought better and sold cheaper than any merchant of his period.

He bought the entire product of many mills. He originated and established the one-price system of doing business—marked goods in plain figures—a colossal achievement in those days of many prices and much bargaining.

He had the biggest and most profitable business in the world—and he did not advertise—neither did his competitors.

One day a friend of his said to him: "You ought to announce in newspapers what you have for sale. You ought to advertise."

"Everybody knows," Stewart replied, "that I carry the most complete line of dry goods in the United States. Everybody knows that I sell only good goods and at lower prices than others. Everybody knows where my store is. Why should I pay money to newspapers to tell people what they already know? I will not advertise."

His friend replied: "They know it when they think of it, but you must remind them even of that which they already know. Yours is the greatest store in the world, and yet you ought to advertise."

"I can't see it," said Stewart, "but you may insert one advertisement in the papers, because you believe in it."

So the next day an advertisement appeared, stating merely regular prices of regular goods in one of the departments, calling the people's attention to them.

Stewart was a busy, active man. Yet he stayed around that department all that day, and at night the figures showed double the normal business.

Stewart then said: "My friend, you are right. The greatest store in the world must not only have the goods the people want, but must also let the people know about the goods and where they can be had."

WM. G. FRAZER'S GOOD TRIP.

Wm. G. Frazer, manager of the post-card department of the American News Co., returned on May 3 from an extended business trip as far West as Denver, Col., visiting the various branch depots of the company en route. Mr. Frazer stated that he found business in their particular line satisfactory in all sections and there was every prospect that 1909 would prove a record year for the American News Co.

If silence is golden, where can it be cashed, please?

If you expect nothing, all you get is so much velvet.

Local Views Printed to Order
Black and White, Gelatine, per 500, $2.65; per 1000, $3.75

Local Views Printed to Order
Double tone, im. brown cardboard, per 500, $2.80; per 1000, $4.00

Local Views Printed to Order
Double tone, Real, on chamois card, the best; per 1000, $5.25

Local Views Printed to Order
Photo finish, like a photo, glossy, you know; per 1000, $5.25

Local Views Printed to Order
Hand colored, the best, per 500, $4.00; per 1000, $6.50, $7.50

Local Views Printed to Order
Hand colored on double tone, im. "it is it"; per 1000, $8.50

Local Views Printed to Order
Colored print, plain and glossy; in single 1000, $6.50 and $7.50

Local Views Printed to Order
Autochrom, six colors, "Better than any chrom"; per 1000, $6.75

Local Views Printed to Order
Com. Colored print, "The Best," Panel effect; per 1000, $11.50

Local Views are our specialty. Samples of the above free. Special prices for quantities.

FLOWER CARDS at $2.75, $3.75, $4.75, $5.75 per 1000.

BIRTHDAY, FOURTH OF JULY, XMAS and NEW YEAR CARDS and BOOKLETS, hummers for the money, from $6.50 per thousand upwards, F. O. B. New York. They consist of highly lithographed 12-color work, plain embossed, bronzed and gilded, the kind for which you are paying right now $1.25 and $1.50 per 100.

NEWFIELD & NEWFIELD
Selling Agents for European Printing Works
98 WARREN STREET, NEW YORK
Agents wanted in uncovered territory

NO DISCOUNT ALLOWED.

The Plan of Granting Special Discounts Is Now Being Rapidly Abandoned by Business Establishments in All Trades.

Some of The World readers will learn with interest that the dry goods merchants and dealers in women's furnishings of Canton, O., recently issued a signed statement, notifying the public of their intention to abolish special discounts and to make no exception whatever to this new rule. In the notice in question these merchants say they find that the growth of the "one-price" system has made imperative a change from the discount-giving method, and that, in justice to the majority of their public—who are entitled to the best cash price given to anyone—the abolition of discounts has become essential. They add that in place of giving discounts for charitable purposes, as has been done in certain cases in the past, they will hereafter make individual cash donations.

This action will generally be regarded as a gratifying sign of progress. It is obvious that the modern method of treating all customers alike does not exist in stores where discounts are given. Of necessity, the discount must be added to the selling price of the merchandise. Thus, the largest and most loyal customers pay 5 or 10 per cent. more for their goods than do the members of those favored classes to whom custom has accorded the special privilege.

Who can doubt that if the public generally were familiar with the extent to which discounts are given by certain stores the effect of such knowledge upon the trade of those concerns would be very severe? As to what that extent may be, we will here merely mention that some time ago a high functionary in a large store in Buffalo furnished us with a list of twenty-six classes to whom discounts were at that time given by stores in his city.

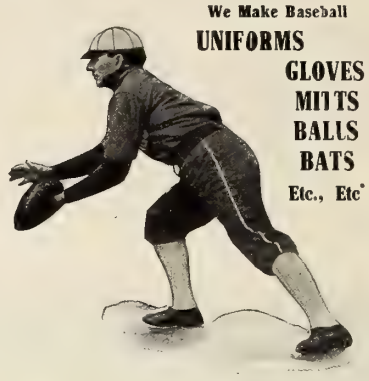
The discount-giving evil has been considerably reduced within the last few years. It would have been done away with ere this in many more communities than is now the case were it not for the difficulty which merchants experience in getting together and taking united action upon what each of them individually feels to be a serious trade evil. But even where merchants cannot get together on this important matter, merchants have in many instances "gone it alone" and discontinued the giving of discounts. That such individual action has brought ill consequences in any case we have let to learn. On the contrary, many satisfactory experiences could be cited on the part of merchants who have hewn to the line on this discount-giving matter, even though their competitors clung—and still cling—to the old and disingeneous plan of marking up their goods all round in order to make possible the concessions they afford to certain classes.

BASEBALL AND ATHLETIC GOODS

BEARING THIS TRADE MARK
ARE MADE ON HONOR

Peerless BRAND
CHICAGO SPORTING GOODS MANUFACTURING CO.
Ratsch Peerless

We Make Baseball
UNIFORMS
GLOVES
MITTS
BALLS
BATS
Etc., Etc.



TRY A LINE IN YOUR STORE

Send for our list of assortments

Complete Stock Containing 248 Pieces of Goods Cost You $99.69

CHICAGO SPORTING GOODS MFG. CO.

Fulton and May Streets **CHICAGO, ILLS.**

BE UP AND DOING, STOP DREAMING

Stop that dreaming!

Stop that unprofitable thinking that doesn't help you sell the goods.

Thoughts of Home Sweet Home must be reserved for the proper time.

The day is meant for that eager hunt for business that pays a profit.

Don't just look on the game and let the other fellow capture the prizes. Get into it and give him a contest.

Don't allow any feeling to creep in that you would rather do something else than sell the line you have.

It is much better for you to get another job than to continue to wish you had one.

It is the getting what you want that counts, and the way to get it is to have a determination instead of just inclination.

Inclination is desire in the bud. The way to make it bloom is to act—DO the thing that you desire. Sell the man the goods. If you don't succeed the first time, enjoy going after him until you do.

You must enjoy your business if you expect to succeed in it.

A salesman must not deceive himself with the idea that his buyers do not know whether or not he enjoys his business.

A salesman conveys to his buyer just what he feels and believes himself.

Be a good lover of your business and woo your buyers in that spirit, and they will want to see you just the same as your best girl does when she knows you love to be where she is and talk about things of mutual interest.

Good salesmanship consists very largely in the cultivation of the right feeling and concentrating upon the work in hand.

MR. DEALER

Are you looking for a side line that sells and is making other dealers money? Write us to-day about your territory and our proposition on

WINTER & CO. PIANOS and MASTER PLAYERS

AND

RUDOLF PIANOS and PLAYER PIANOS

The Klein & Heffelman Co.

WHOLESALE OHIO DISTRIBUTORS

Canton, Ohio

MORE DEPLORABLE.

After the cold snap of ten days ago a group of salesmen were discussing the question of which town in the State had the coldest hotel. The last man to speak named a town in the northern part of the State, told his experience there in the late cold spell and received the prize. At night he had gone to bed with all his clothes on and his overcoat over his feet. It was no use. He shivered sleepless till morning, then went down to the office where a fire had been started. A farmer in from the country with a milk wagon, his face a mass of frozen breath from whiskers to eyebrows, came in to thaw himself out. In a minute a second drummer came down stairs blue with cold and wild with disgust. "I bet a million dollars I had the coldest room this side of the Arctic circle," he exclaimed. He would have said more but he spied the congealed face of the milkman behind the stove. His own slight woes were instantly forgot. "My God, pardner," he gasped, "what room did you have?"

It may be possible to succeed without a press agent. We are open to conviction on this point.

RECENT INCORPORATIONS.

The Mechanical Rifle Fire Control Co., of Paterson, N. J., have been organized under the laws of the State of New Jersey to manufacture guns, rifles, etc., with a capital of $250,000. Incorporators: Edwin S. Hooley and Frank W. Thompson, North Plainfield, N. J.; John W. Griggs, Paterson.

The Mansfield Manufacturing Co., Stock Exchange Building, Chicago, has been incorporated under the laws of the State of Illinois with a capital of $2,500, to manufacture novelties. Incorporators: George W. Killelia, A. H. Wilson, Henry Horner.

The Keystone Novelty Co., of Wilmington, has been incorporated under the laws of the State of Delaware with a capital of $5,000. Incorporators: William J. Jackson, H. S. Cornell, R. A. Whiteside, Beaver Falls, Pa.

The Holman Novelty Co., of Buffalo, has been incorporated recently under the laws of the State of New York to manufacture novelties with a capital of $5,000. S. N. Holman, F. J. O'Brien and G. W. Quinlin are the incorporators.

The Amusement Device Co., of New York, has been incorporated with the Secretary of State of New York to manufacture and deal in amusement devices, with a capital of $30,000. Incorporators: Lloyd Collis, Theodore Hanse, Wales R. Stockbridge, all of New York.

The United Art Novelty Co., New York, has been incorporated under the laws of the State of New York, with a capital of $1,600. Incorporators: Edward Denivelle, Mt. Vernon, N. Y.; William Trojar, Joseph S. Engel and Louis T. Fassum, New York.

A recent incorporation in the State of New York is the Truitt Safety Razor Co., of New York, organized to manufacture safety razors, etc., with a capital of $20,000. Incorporators: George R. Chesbrough, New Rochelle; Stephen Lounsberry, W. F. Thornton, both of New York.

The Lenox Novelty Co., 414 Greenwich street, New York, has been incorporated with the Secretary of State of New York, with a capital of $10,000. Incorporators: Frank W. Peterson, Peter Licari and Mattie Licari, Emma Peterson, all of Brooklyn.

A recent moving picture concern incorporated is the William H. Seanson Co., of Portland, organized under the laws of Maine with a capital of $100,000. President, A. F. Jones; treasurer, T. L. Croteau; clerk, J. E. Manter, all of Portland.

The Halleet Sales Co., of Kittery, Me., has been incorporated to manufacture novelties of all kinds; capital, $50,000. President, G. E. Burnham; treasurer, A. H. Peavey; clerk, E. J. Burnham, all of Kittery.

The Princess Leather Novelty Co., of New York, has been incorporated at Albany to manufacture novelties in leather, with a capital of $2,000. Incorporators: Arthur Jacobwitz, Brooklyn; Isaiah Siglen, Ray Feller, Brooklyn.

Among the recent incorporations in the State of New Jersey is the Philadelphia Sanitary Vending Co., of Camden, organized with a capital of $50,000, to operate vending machines. Incorporators: William Wunder, M. B. Marsh, George D. Porter, Charles Orcutt, George H. B. Martin, as above.

The Ripley Sales Co., of New York, has been incorporated at Albany recently to deal in novelties, with a capital of $5,000. Incorporators: E. J. Forhan, J. J. Harper, H. M. Browne, 154 Nassau street, New York.

The Walter Wellman Co., Inc., of New York City, manufacturers and publishers of souvenir post cards, are among the late incorporations in the State of New York. Walter Wellman, Matilda Wellman and James J. Maddox, are the incorporators. The capital stock is $10,000.

BETTER WEATHER HELPS BUSINESS.

Chicago Sporting Goods Co. Feel the Impetus in the Demand for Their Products—Talking Machine Dealers Should Look Up Their Catalog—Sporting Goods Profitable.

(Special to The Talking Machine World.)

Chicago, Ill., May 7, 1909.

The long-looked-for pleasant weather arrived three days ago, and it is sincerely hoped that it will stay long enough to acquire the habit. It has certainly stimulated the baseball fever, and it is being predicted that this year will be a record-breaking one among the manufacturers of the equipment for the national game.

The plant of the Chicago Sporting Goods Co. is working overtime to supply the prodigious demand for their product. Quality has always been the hobby of this popular company, and the fact that the "White Sox" have been a large customer for so long have put them in the very front rank of sporting goods houses.

Talking machine dealers will find in the company's offer of placing a complete line of baseball goods an excellent opportunity for adding a side line that is the main line of a large number of dealers, and one that will prove the livest kind of a trade wire. A postcard will bring the information that may mark an epoch in the dealer's business.

From present indications the motorcycle bids fair to exceed the bicycle in popularity, even when the latter vehicle was in its glory. While numbers are to be seen in the crowded city streets it is on the fine park and country roads that these machines hold sway. Flying up and down hills and through valleys, with no effort on the part of the rider, the motorcycle is destined to be the pleasure vehicle of the masses—those who like fast and easy traveling and who do not care to or are not able to buy and maintain an automobile.

PEERLESS SUCTION CLEANERS

(THE VACUUM SYSTEM)

ONE OF THE AVAILABLE LIVE LINES

ELECTRIC MODELS C and D

Advantages of Our Machines:

"Suction" Sufficiently strong to instantly remove all dirt.

"Construction" Extremely simple and strong.

"Weight" Very light, and easily carried around.

"Filtration" Through Canton flannel bags. Easily emptied.

ELECTRIC MACHINES Retail at $55 and $65

HAND MACHINES Retail at $15 and $25

WRITE FOR TRADE PRICES

HAND MODEL A

HAND MODEL B

Jobbers and Dealers throughout the country are falling in line; you cannot afford to stay out.

Write for Particulars and Descriptive Booklet

Housecleaning time is all the time Peerless Suction Cleaners sell all year around.

Interesting margin on all models.

MANUFACTURERS OUTLET COMPANY

Main Offices: 89 Chambers Street **Factories: 71 and 75 Reade Street**

NEW YORK CITY, U. S. A.

TALKATIVE SALESMEN.

Some, Like the Unfortunate Parrot, Talk Too Blamed Much.

Some salesmen never seem to realize that salesmen, as salesmen, can talk too much. Many a customer has been talked into a sale and out of it again. Some salesmen have talked clear up to the mountain top, and instead of closing up the sale when they get to the crest they talked over the peak and down the other side, and then could not understand why they didn't sell their goods.

A big buyer in a certain line of goods has been quoted as saying that on one occasion he was ready to sign a contract, and actually had a pen in his fingers, but was prevented by the endless argument of the salesman, who did not perceive that his point was won and that action and silence, not talk, was his duty.

Having one's appetite spoiled by a trifle is possible, with the food untouched before us. The salesman had talked too long.

BE IN HARMONY, DO NOT BE IMPATIENT.

No man is more constantly unhappy, or makes others more so, than the impatient man. He is out of harmony with things; and all things fight and worry and wound him. He feels himself dishonored, too, by his impatience; and he does lose, so far as he indulges it, the true dignity of life. He is not cast, indeed, like the victim of, sensual vice, into the slough or hishonor; his garment perhaps is not soiled; but it is burned through in a thousand spots, by the ever-dropping little sparks of petulance; and it is in tatters and disorder with the ever-crossing flurries of angry passion; and he seems to himself and to others as one who scrambles through life, rather than as one who walks in the calm and dignified robe of conscious self-possession. Constant fretting and fault-finding and breaking out into sarcasms and anger may bereave a house of all honor, peace, and comfort, almost as effectually as gluttony and drunkenness. Or suppose that the fretful temper be hidden and smothered in the heart; then it wastes and consumes the springs of the inmost life.

THE MASTER-MAN.

Elbert Hubbard always says things in a memorable way. You don't forget what he says or how he says it. He is not so very original, but he is very engaging and you simply cannot ignore what he writes. Take this little philosophy from the Cosmopolitan. It is the quadruple extract of truth and ought to be learned by heart:

"The master-man is simply a man who is master of one person—himself.

"When you have mastered yourself you are fit to take charge of other people.

"The master-man is a person who has evolved intelligent industry, concentration and self-confidence until these things have become the habit of his life.

"Industry in its highest sense means conscious, useful and intelligent effort. Carried to a certain point, industry is healthful stimulation—it means active circulation, good digestion, sound sleep.

"Industry is a matter of habit.

"We are controlled by our habits. At first we manage them, but later they manage us. Habits young are like lion cubs—so fluffy and funny! Have a care what kind of habits you are evolving; soon you will be in their power.

"It is habit that chains us to the treadmill and makes us subject to the will of others. And it is habit that gives mastership—of yourself and others.

"The highest reward that God gives us for good work is the ability to do better work. Rest means rust.

"So we get the formula: Acquire and evolve physical and mental industry by doing certain things at certain hours.

"The joy and satisfaction of successful effort—overcoming obstacles, getting lessons, mastering details which we once thought difficult—evolve into a habit and give concentration.

"Industry and concentration fixed in character as habits means self-confidence.

"Industry, concentration and self-confidence spell mastership.

"So from the man we get the master-man."

PIANOS FOR PERRY B. WHITSIT CO.

A Great Shipment of Winter and Rudolf Pianos for the Columbus Dealers.

(Special to The Talking Machine World.)

Columbus, O., May 1, 1909.

The Perry B. Whitsit Co. furnished an unique parade on the streets Saturday when the company received at their stores on South High street some $60,000 worth of pianos, piano playing instruments and other goods, which was delivered to them by one transfer company. All of the wagons of the company were called out and loaded up.

When the procession was formed and the trip was made to the store, where the goods were received in the immense warehouse of the firm, they were immediately placed on exhibition. Hundreds of people attracted by the parade entered the store and were treated to a rare entertainment from expert pianists as well as listening to the latest talking machine records. No such a procession of music has paraded through High street for many a day.

The Perry B. Whitsit Co. are large jobbers of talking machines, Mr. Whitsit being secretary of the National Association of Talking Machine Jobbers, and they have only recently added pianos to their business. The photoograph herewith shows the delivery of the shipment of Winter and Rudolf pianos and players above referred to and received by the Whitsit Co. last week, consisting of thirty-six pianos in all. The Whitsit Co. are an enterprising concern and intend to play a prominent part in the piano trade field in this city and vicinity. They speak very highly of the Winter line of pianos, which they handle, and find them to be quick sellers and satisfaction givers.

DELIVERY OF WINTER & CO. PIANOS TO PERRY B. WHITSIT CO.

The Congress Post Card Co., of 41 Warren street, New York, have a new feature of supplying the retail trade with an attractive assortment of 1,000 exclusive designs in fine post cards, no two alike, put up in a very substantial display album, thus furnishing the dealer with an assortment of designs unequaled in even the largest stores, as well as the vehicle to properly display them to his trade without soiling, and without the inevitable "dead stock" feature of the business.

If you probe deep enough into the lives of men who suddenly spring into the limelight you will find that years were given to unremitting toil in preparation for the day of their phenomenal success. One properly trained through hard work and self denial will never ruin a brilliant future. If you are trained you will be ready for the opportunity when it comes.

MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

THAT IS

HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases. **Send for Catalogue.**

THE HARMONY COMPANY, 947 N. Lawndale Avenue, CHICAGO

SOME MOVING-PICTURE TRICKS.

Amusing Incidents Often Occur in Creating "Magical" Illusions That Confuse, Interest and Delight.

The old saw that things are seldom what they seem is nowhere more true than with the moving-picture. This does not merely mean that the "Great Train Robbery" really happened near Paterson, N. J., or that the scene of "The Storming of San Juan Hill" was in the Orange mountains. It applies to the dancing Teddy bears and the whirling detached letters slipping into a continuous sentence, as well as to many other tricks of the moving-picture studio.

Once these tricks were closely guarded secrets; now the makers of moving-pictures realize that their success depends upon the cleverness of their ideas rather than on the tricks themselves, and they talk freely of them.

Most of the tricks depend on the fact that a moving picture is, in reality, a series of photographs on a gelatine film, each showing a slight variation in movement and reflected on a screen in such rapid succession that the changes in the picture are merged, or blended, so that the objects photographed seem to move. How delicate are these slight variations in the pictures may be suggested by the fact that a moving-picture requiring fifteen minutes to show comprises from 14,000 to 16,000 photographs an inch long and seven-eighths of an inch wide on a film 1,000 feet long. They pass through the lantern at an average speed of from 60 to 75 pictures a second.

While preparing the photographs it is a simple matter to stop the film in the camera and make changes in a group. Thus a dummy is substituted for an actor just before a train is supposed to strike him. A doll or Teddy bear may seem to move on a lantern screen by taking each photograph separately and changing the poses very slightly between times. Such substitutions also explain the so-called "magical pictures," originated by Malies, a magician in Paris, in which objects disappear or characters are "materialized" in an instant, seemingly from nowhere.

Such tricks, though, sometimes miscarry. There was, for instance, a set of moving-pictures showing a photographer hit by an express train. An actor, impersonating the photographer, was rehearsed to select a pretty rural view from a railroad track in New Jersey. As he was focusing his camera the train was to come along and strike him. It was to be a real express train at full speed. At the critical moment the moving-picture camera was to be stopped and a dummy substituted for the supposed photographer.

The man sent out to tell the engineer of the express train about the plan failed to reach him. The engineer, running his train at full speed, saw what he belived to be a man on the track. He blew his whistle. The man paid no attention. The engineer put on his emergency brakes. The engine came to a standstill just as it struck the photographer. Climbing out over his engine the engineer snatched up the body and found it to be a dummy.

While making the pictures for "The Great Train Robbery" there was another incident not in the bill. One of the "bandits" was supposed to attack the fireman of the train on the locomotive tender, beat him on the head with a piece of coal, and throw him overboard. It was another case of the moving picture camera being stopped and a dummy being substituted for a living man.

To make the scene more effective the train was stopped on a bridge crossing the Passaic river. The pictures were taken on a Sunday afternoon, and just as the "assault" occurred a trolley car passed crowded with passengers.

The passengers were horrified to see what seemed to be a bandit murdering a railway fireman and casting his body from the bridge to the ground beneath. The trolley car was stopped; the excited passengers rushed back to assist the wounded man—to find the dummy.

The moving Teddy bears—dancing, making love, and doing tricks—were no more than toys put through successive poses in an infinite gradation of movements, so that when the pictures of them were taken separately and pieced together the animals seemed to move. Some idea of the labor involved in making such a series of pictures may be gained from the fact that it took five days to pose the bears for the 16,000 odd pictures in the series.

By the same methods the effect is produced of dozens of letters whirling in circles and moving in zigzags in bewildering confusion until each drops into place and form part of a sentence. Separate pictures were taken of each combination of the letters placed on a tilted screen of black cloth.

SIDE LINE TRADE IN MILWAUKEE.

McGreal Finds the Piano a Valuable Accessory to His Business While a Number of Dealers Outside of the City Handle Post Cards, Athletic Goods and Other Specialties.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 9, 1909.

Milwaukee talking machine dealers are waking up to the fact that a few good side lines in their business are becoming more than profitable. Lawrence McGreal, leading talking machine jobber and retailer, took the initiative and embarked in the piano business upon a small scale, more as an experiment at first, but finally with the realization that with very little pushing pianos could be sold to his established trade. The Smith, Barnes & Strohber pianos were taken up, and Mr. McGreal is more than satisfied with results. A side line of sheet music installed by Mr. McGreal proved not quite so successful, because of the fact that the sheet music business is already overworked in Milwaukee.

Several dealers located outside of the business center of the city are beginning to dabble in several lines. One dealer has put in a fine display of souvenir postals, a phase of the business that brings him no little revenue. This business is proving to be more profitable to Milwaukee dealers because of the fact that the E. C. Kropp Co., one of the most extensive manufacturing postal card concerns in the country, is located in the city.

Two dealers of Milwaukee located in a section of the city near the baseball parks have taken advantage of baseball enthusiasm in the neighborhood by installing side lines of athletic goods, especially in the baseball field. Sales have been more than satisfactory since the opening of the baseball season. The general opinion seems to be that the new side line is also increasing interest in the talking machine end of the business, especially in records. One dealer reports a big sale of new records which he says would never have been made had it not been for the fact that the customer heard the new pieces played while selecting some baseball "togs."

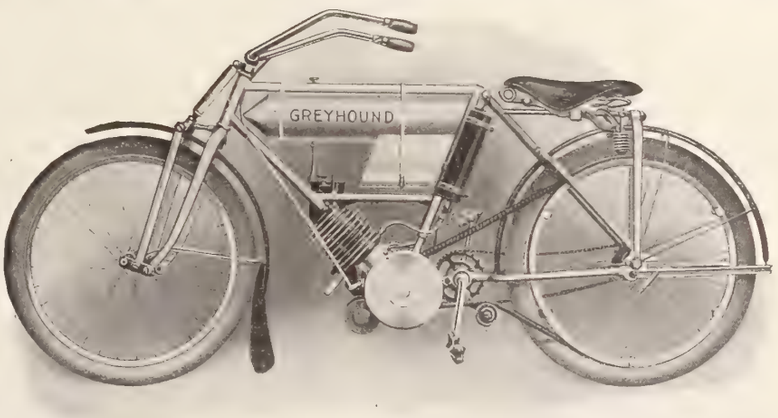
NOVEL PUBLICITY METHODS.

Unique moving-picture shows throughout its territory are being given by the Morning Leader of London, Eng. Starting with a view of a news event of the day, the films show the news coming into the Morning Leader office on the "taper"; the editor putting it in shape; operators setting up the copy; stereotypers casting plates; 3 a.m., the prospective reader sleeping at his home; the presses hard at work; the autos starting with their loads of papers; the paper at the breakfast table. To stimulate interest the Leader offers $250 (and a like amount in consolation prizes of $5 each) for the best name for its advertising venture.

A "water mark" is not a "design" when taking the form of a firm's name and address. The board of appraisers have so admitted, in the case of the protest by W. Schade, of St. Louis. Writing paper, thus marked, is not, therefore, subject to additional ten per cent. duty. This decision is of great interest and importance to the paper trade.

Industry is the watchdog that keeps the wolf from the door.

GREYHOUND



MOTORCYCLE BUSINESS IS COMING STRONG

For sport or business the little two-wheeled automobile is hard to beat.

A little motorcycle department added to your business now will soon become a big one.

We want to correspond with dealers who appreciate live issues and favorable opportunities. The 1909 Greyhound has no equal for SIMPLICITY and COMFORT.

Full and Prompt information for riders and dealers.

The Auto-Bi Company

Oldest American Motorcycle Makers

1448 NIAGARA STREET - - - - - - BUFFALO, N. Y.

CHARACTER AND SUCCESS.

The Elements Which Enable a Man Starting With Little Capitol to Build Up a Successful Enterprise the Subject of an Interesting Chat by Alexander H. Revell.

Chatting about "a plain business man," Alexander H. Revell recently said in the Saturday Evening Post:

"The elements of character which enable a man, starting with little or no capital, to build up a great fortune are of that practical and sturdy sort that are fostered and developed by hard knocks and grave obstacles until, by the time the man has achieved wealth, he has also attained an intellectual masterfulness which enables him to swing men and events to his purposes.

"Many think the city man who makes a large fortune—say of a half million dollars or more—must possess a superlative genius for business, that his talent for money-getting is as much greater than that of his country cousin as the city aristocrat's wealth is greater than the modest competency of the village nabob. This is a decided mistake. Probably it requires more of a gift for a business man to amass $50,000 in a village than to make a million in a big city. Hence my advice. Strike out for the centers of population. If failure must come it will not fall with much greater bitterness or hardship in the metropolis than in the hamlet. And success comes in packages so much larger in the city that the greater chance certainly makes the venture worth the while.

"Next in importance, in counseling the youth with an ambition to join the ranks of the plain business men of to-day and to share their power, is the advice. Select one distinct and substantial line and stick to it through thick and thin. Let this be the thing for which there is the strongest natural inclination. Some men are born for trade, others for manufacture, and still others for executive affairs. If a boy is unable, when he arrives at his majority, or nearly approaches it, to tell which of these lines has the greatest attraction for him, he hasn't much individuality, but he had better venture out anyway and take anything that offers until he is more certain about his natural drift. Any bright boy should know the general drift of his own nature and gifts, and can tell if his talents are of a commercial, a constructive or an administrative order.

DEVELOPMENT OF CHARACTER.

"Emphasis should be placed on this point: Make the most of a dominant gift. I would rather have one talent securely in my possession than an uncertain grasp upon a dozen flattering endowments. The man with the one talent will deal with it seriously and profitably, both to himself and to those about him. He will seldom fail if he stays by the main chance and risks his all upon it. But those who attempt to keep up five or ten talents are so many houses divided against themselves, and must fall.

"It would be easy to distort this advice, however. Every man must have recreation, and the development of his minor gifts, purely as a matter of diversion, is the best possible method of relaxation. Let him play with his nine lesser talents as much as he likes, and if he fails with any or all of them the mistake will be overlooked and criticism smothered under the mantle of his success with his one main gift. This may seem a somewhat narrow view, but before condemning it consider your own experience or that of your friends. Some persons are inclined to bewail the fact that this is a period of specialties; but it should be remembered that there is no specialty, in the modern application of the term, which will fail, if thoroughly mastered, to make the narrowest man broad and the broad man broader.

"Living for to-day and letting the future take care of itself is one of the most common causes of failure in commercial life. The prodigality with which the average young man of salary wastes both his time and money is little less than appalling. Lack of attention to vital details and a neglect to build, piece by piece, and with thoughtful appreciation and patience, the structure of a sound reputation—always the biggest item in the man's working capital—are, next in order, the most persistently besetting sins of the youth who is pushing ahead for an honored place in the ranks of plain business men."

TAFT IN ACTION.

To be Caught by Norwegian Moving Picture Men.

(Special to The Talking Machine World.)

Washington, D. C., April 27, 1909.

President Taft and Senator Nelson, of Minnesota, will soon be exhibited in motion in moving picture shows in all the large cities of Norway. Two Norwegian moving-pictures men arrived in Washington to-day for the purpose of transferring Mr. Taft and Mr. Nelson to moving picture films, for exhibition across the water. Mr. Nelson is the only native Norwegian ever elected a member of the United States Senate. Norway is almost as proud of him as Minnesota and a few years ago when he went back to the land of his birth, he received a great reception from the Norwegian nobility.

The Norwegian moving-picture men had no sooner reached Washington than they sought out Senator Nelson and apprised him of their purpose in coming here. Mr. Nelson consented to pose, and to-morrow a camera will be set up on the east plaza of the Capitol and Mr. Nelson will be put through his paces. On Thursday it is the hope of the moving-picture men that President Taft will consent to pose. The visitors want to picture the President and Norwegian Senator together, but they are not very hopeful of getting such a negative.

TO CELEBRATE PILGRIMS' LANDING.

World's Fair Planned for Boston in 1920 to Celebrate Tri-Centennial of the Event.

Plans are already on foot for a mammoth world's fair to be held in Boston in 1920 to celebrate the tri-centennial of the landing of the Pilgrims. The Boston Herald appears to be the chief advocate of the project, and in a recent article on the subject it said:

"New England alone, of all the sections of the United States, has had no great exposition. Philadelphia had the Centennial, Chicago the Columbian, Buffalo the Pan-American, St. Louis the Louisiana Purchase. San Francisco, Atlanta, New Orleans, Jamestown, have had expositions on a smaller scale and more local in character. It is now New England's turn to have one of the first magnitude, one that will attract not only the nation, but the world, for New England's history is not only the common heritage of the nation, it is part of the heritage of modern civilization, of the progress of mankind.

"A World's Fair, worthy of the name, in her Capitol City, should arouse interest everywhere. From the West and South vast throngs will come to the land of their forefathers; from Canada, Mexico, Central and South America thousands will make pilgrimage to the birthplace of American liberty; from Europe, Asia, Australia, New Zealand, Africa, great numbers will come, attracted by the traditions of this old part of the New World, its natural attractions, and its teeming, prosperous contemporary life.

"In 1920 sixteen years will have passed since the preceding great exposition in this country, that of St. Louis, which commemorated the Louisiana Purchase; twenty years will have passed since the preceding great exposition in Europe, that of Paris in 1900. The interval is, therefore, not too short, nor is the announcement too far in advance. An enterprise of such magnitude requires years of forethought and expert preparation. Japan is devoting ten years to preparation for the Tokio Exposition, which will open in 1918. It is none too soon, therefore, to serve notice to the world if a World's Fair is to be held in Boston in 1920."

According to all reports business men of New England agree that such an exposition should prove a good thing and a successful financial venture, but Bostonians fear the reaction on general business that is likely to follow the closing of the exposition. Still there are several years in which to consider the matter before a definite decision may be arrived at.

RULING ON COLORED POST CARDS.

On a protest made by the American Jobbing Co., Chicago, Ill., in regard to hand colored post cards, which were classified as printed matter under paragraph 403, tariff act of 1907, and which were claimed to be dutiable as paintings, General Appraiser Fischer handed down the following decision recently: " * * * The cards are printed, some by the gelatine process and others by the ordinary photographic process. They are also hand colored. Printed souvenir post cards of this kind are not paintings, and the claim that they are is hereby overruled."

Dail's Display Music Cabinets

WILL DOUBLE YOUR SALE OF SHEET MUSIC

(Patent Pending)

No. 73. Music Cabinet

THE sale of sheet music depends on the display you can give it. Our cabinets give the finest display ever devised. Built in round revolving and flat styles, to suit the conditions of your store. We furnish Steel Pockets for filling up blank wall space. A post card will bring you suggestions that may be worth dollars to you.

THE GIER & DAIL MFG. CO.

206 Grand Street

LANSING, MICH.

SLOT MACHINES ARE RISKY.

Fake Coins and Actual Burglaries Reduce Profits Through Them.

Of the various slot machines which are put forth for the public patronage the chewing gum and weighing machines are the most profitable. It is even said that these two are the only paying machines which are legal, although the new drinking fountains are making a good showing and have satisfied the health authorities that everything is being done to keep them in a sanitary condition.

There does not seem to be any way to prevent the loading of slot machines with slugs, foreign coins and other objects which give the young American so much of the vender's material as to do away with profits. In some cities it is a practice to break open the machines and to take both goods and money.

In New York so many of the machines are in protected places that it is possible for their owners to make a good profit. It is contended that less than 50 per cent. of the slot machines are money makers, however.

Gambling machines are the biggest money makers, but owing to the chances of their being confiscated by the police this branch of the business cannot be handled with any guarantee of a sum return.

THE QUALITY MAN IN BUSINESS.

The hardest thing that I know of in selling is to show a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are almost invariably dearer in the end; to show him that almost always an article is worth just about what it costs; in short, to impress him with the meaning of "quality."

No word in the vocabulary of business is more pregnant with significance than that one word "quality," says Edwin W. Moore, president, The Electric Cable Company. You may apply it to goods, to service, to ability; this one truth is universally the same—no extravagant assertion of present advantage, no false logic of economy, can long make headway against downright merit in merchandise or men.

Who are the biggest men in the world to-day?

They are the men who have recognized the value of reaching the highest standard of efficiency, whether it be in the manufacture of a commodity or the rendering of a professional service. They may call themselves bankers, lawyers, engineers or ministers. As a matter of fact they are selling for themselves or someone else and the best salesman gets the highest price. They have stepped beyond the dividing line of quality that marks off the great from the mediocre. They know that the great salesman sells his commodity at his own price; the "medium good" man sells his at the customer's price.

True it is that the great are few, the mediocre many, but the few who have scored highest in the business game are the men who have built on "quality."

THE GILLETTE POCKET EDITION.

The Gillette Sales Co., of Boston and New York, report an increasing demand for their specialties. This is due to their constant enterprise in producing new and better values, and in advertising so liberally that he who runs must buy. One of the quick sellers in the Gillette line these days is the pocket edition of their well known razor. This new combination comprises a metal case, velvet lined, together with either a gold or silver plated razor, blades and blade case. The case comes either triple silver plated, gun metal or gold plated. The outside of case comes in several styles, basket, shell, flower or empire patterns, the most popular being the latter. The razor and blade box matches the metal case pattern, making very attractive sets. The sets are unique by reason of their compactness, while retaining the features of the standard sets. The "Gillette" shaving brushes and shaving soaps are other additions to their line. Talking machine dealers desiring side lines would do well to take the Gillette proposition into consideration. It is one of the great, big successes of the day.

AN ENTERPRISING BARBER.

Some years ago there was a colored barber in New Haven who was largely patronized by the boys from Yale College. He was one of the best specimens of politeness that walked the earth. His courtesy, kindness, and good manners were jarred by nothing, and never misplaced. A young merchant who was once being shaved by him, said, "See here, Joe, you ought to make your politeness your trade mark."

"Yes, sir," said Joe. "Would you be good enough to tell me how?"

"Adopt a motto, Joe. Something that will let the people know you have politeness and courtesy always on tap. Let's see. How will this do: 'Urbanity is our Prime Factor.'"

The barber stopped shaving. "Say, boss," he said, "that seems to tickle me. Please say it again."

"Urbanity is our Prime Factor."

"That shorely does hit the right spot. I likes the sound of them words. Would you be good enough to write them down?"

The customer wrote them down. When he left the shop, Joe was still studying them, and laughing happily to himself.

From that time on Joe's motto was always on his cards; on his sign; in his advertisements in the college paper. He made the most of it, it gave him distinction, and the more the college boys quizzed him about it, the happier he was. It lifted him above the horizon, and made him conspicuous; and, above all, it brought him business.

"Urbanity is our Prime Factor." How many stores there are that could add to their success if they could truthfully adopt this motto, and as truly live up to it, says the Hardware Dealers' Magazine.

There's money in it. No patent rights to be paid for. Free to all. What store will be the next to try it?

LATEST CUSTOMS RULINGS.

An Appeal Ordered in the Cinematograph Films Controversy.

Notice was received by Collector Loeb from the Treasury Department ordering that an appeal be taken to the Federal courts from a recent decision made by the Board of United States General Appraisers affecting the classification of cinematograph films.

The collector had assessed duty on the films at 65 cents per pound and 25 per cent. ad valorem as articles of which collodion or any compound of pyroxylin is the component material of chief value. The importers, headed by J. A. Berst, appealed to the Board of Appraisers, alleging that either the films should be classified as "photographic dry plates or films" or else as "photographs," with the rate of duty in either case 25 per cent. The board reversed the collector and held the films to be "photographs."

James B. Reynolds, Assistant Secretary of the Treasury, says he directs the appeal to the courts in view of the importance of the issue. The importers intend to put up a strong fight when the issue is heard in the courts.

ACCOMPLISH GOOD RESULTS.

How the Motion Picture Patents Co. Have Helped the Interests of Moving Picture Men.

Last week the Motion Picture Patents Co. accomplished a very important work for both exhibitor, exchange and the picture loving public, when it succeeded in killing a bill introduced in the Senate by Senator Cullen, which, if passed, would have closed every picture theater in New York State. The bill made it a misdemeanor to use celluloid films in any moving picture machine, apparatus or device.

Now comes the announcement from the same concern that it has brought about the death of a bill in the New Jersey Legislature which would have made it a misdemeanor for an exhibitor to admit girls under 16 between the hours of 6 p.m. and 8 a.m., and girls under 14 at any time of the day unless accompanied by parent or guardian.

The Patents Co. contend that, under the reforms which it is bringing about, such as the "censored" films, clean, well-ventilated theaters, and lights on during the shows, the motion picture offers advantages of education and entertainment, especially desirable for children, and believes this principle should be encouraged.

If a pleasant incident occurs in the store, one that has a news value or in which there is human interest, do not hesitate to "give it to the papers." It will pay you.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00
FOR
1000
IN TWO COLORS

$7.20
FOR
1000
In Hand Color
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

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MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

MOVING PICTURE MEN.

Supreme Court Justice Grants an Injunction Restraining Mayor McClellan from Interfering With the Operation of Moving-Picture Shows in Brooklyn on the Sabbath—Declares in Long Opinion That It Is Duty of Mayor to "Turn Down Absolutely" an Application for a Moving-Picture Show License or Else Issue It Without Restrictions.

Supreme Court Justice Wiliam J. Carr, of Brooklyn, has granted an injunction restraining the Mayor of New York from interfering with the operation of a moving picture show on Sunday at 889 Broadway, Williamsburg, by the William Fox Amusement Co. This case has been pending several weeks, and the decision, it is said, establishes a precedent which will affect the 350 picture shows in Greater New York. Under the ruling, seven of the largest of these popular price shows in the borough will be immune from police interference on Sundays, although the licenses under which they are at present operating stipulate that no exhibitions shall be given on Sundays.

Justice Carr, in his opinion, which covers seven typewritten pages, says that it is the duty of the mayor to "turn down absolutely" an application for a moving picture show license or else issue it without any restrictions. The mayor has no power, the court says, to issue a license with a string tied to it. If the owner of the license violates the criminal law, Justice Carr adds, then it is the duty of the police to step in and make an arrest.

Justice Carr's decision is a signal victory for the moving picture show proprietors, and they are greatly elated over it.

On March 23 last Justice Edward B. Thomas handed down a decision in the moving picture show case upholding the mayor and refusing to issue a mandamus that had been asked for. He said he believed that the mayor was well within his powers in issuing six-day licenses.

By the decision of Justice Carr, the following places will be permitted to do business until restrained by judicial action: Harry A. Samwick, 1703 Pitkin avenue; Gustave Konigswald, 4715 Fifth avenue; Econopuly Company, 837 Broadway; Fox Amusement Company, 889 Broadway and 1493 Third avenue, and Robert J. Clause, 361 Arlington avenue.

The managers of these places contended that they had the right to operate on Sunday, although the licenses which they allege they were forced to take under duress, permitted business on only six days, because many others conducting similar shows enjoyed the right to do business on Sunday without molestation of any kind.

INDIVIDUALITY AS AN ASSET.

Personality of Merchant Reflected in Publicity —Every Employe Made to Feel That He Is an Important Factor in the Business—Importance of Proper Methods in Perfecting a Business Organization.

Every merchant is anxious not only that his store shall progress and develop, but that it shall become an enduring and impregnable institution—as strong as the rock of Gibraltar, to paraphrase a familiar phrase. To this end he strives continually in one way or another to place his establishment before the public in such light as to distinguish it in every one's eye and mind from the other stores of his city and vicinity. There are two methods pursued in this direction which may be cited as fairly typical.

In the one case the personality of the owner, or owners, is frequently, or regularly it may be, played up in the ads and in various other forms of publicity, especially the "write-ups" obtained from the local newspapers. Considerable space is devoted to the doings of the merchant, or firm members, and of the members of their respective families, etc.

In the other case it is the store's organization and policy that are brought to the front. The idea that the establishment is a "one-man concern" is less emphasized, and one learns not alone of the concern itself, of the public-spirited or philanthropic citizens at its head, of its tremendous buying power, etc., but also of the organization, its straightforward methods, its desire to satisfy each customer, the ability of its buyers, and the fact that its highly desirable and commendable policy actuates the entire establishment, down to the smallest messenger.

It cannot be denied that the former method bring results, and good results. But is it preferable? Is it not the latter method which makes for permanent success and which, if adopted and adhered to, will not only win the lead, but maintain it?

To speak more specifically, the store which fosters the elements of permanency is the one in which every employe is made to feel that he is an important factor in giving individuality to the establishment. Step by step, from the head down, a knowledge of the store's policy is passed along. Each one having any vestige of authority is at all times alive to the importance of having his subordinates realize that "the store" "wants this done" thus and so, that it will not tolerate any deviation from its general rules, that even the store must not profit at the expense of its clientele, that it will consistently reward faithful service and emphatically punish those who transgress, etc., etc. And how essential it is that such an understanding exists, seeing that it is through even the lowliest among their employes that retailers come into daily touch with the public.

Moreover, the establishment of such a policy and the imprinting of its features on the mind of every one connected with the store not only means better treatment of the public, but also more desirable conditions for the employes. Also it means the avoidance of unseemly disputes and controversies, says the Drygoods Economist. For example, suppose a floorman complains to one in higher authority of misconduct on the part of another employe. The delinquent employe started an argument, we will say, in the presence of a customer! He broke a rule that was known to be inviolable; hence argument is not even suggested.

In stores where a different spirit prevails the complainant might have to spend much time in outlining the affair in all its details and might finally have the whole thing pooh-poohed. Were the complainant thus deterred from reporting other infractions one effect on the store's atmosphere can readily be imagined.

The direct results of proper methods? Well, for one thing, in a store where they prevail, as in all others, it is the business of the salespeople to sell goods. But each salesperson is strongly impressed not merely to work for a "big book," but to have every customer satisfied—so well pleased with her purchase that she will be again and again attracted to the store.

By pursuing such methods the store can not only attract the "best trade in town," but also can draw to itself and build up a staff of managers and employes that can always be relied upon to carry out its wise and progressive policy. Thus will its individuality grow more distinct and impressive as the years flit by, and thus will its influence and its prestige be continually enlarged and extended.

THE POWER OF MIND.

If we believe that the mind is simply a finer part of the body, and that the mind acts upon the body, in the same way the body must act upon the mind. If the body is sick, the mind becomes sick also. If the body is healthy, the mind remains healthy and strong. When one is angry, the mind becomes disturbed; at the same time, when the mind is disturbed, the body also becomes disturbed. With the majority of mankind, the mind is entirely under the control of the body; the mind is very little developed. The vast mass of humanity, if you will excuse the saying, is very little removed from the animals. To bring the control about, we must take certain physical helps, and, when the body is sufficiently controlled, we can attempt the manipulation of the mind. By manipulation of the mind we shall then be able to bring it (as well as the body) under our control, make it work as we like, and compel it to concentrate its powers as we desire.

INSPECTION OF ALL PICTURE SHOWS.

Acting Police Commissioner Baker two weeks ago summoned all of the police inspectors of Greater New York before him and instructed them to make a careful examination of all the music halls and other places of amusement and report the condition of the places inspected.

The acting commissioner told the inspectors that he had before him a large number of applications for renewals of licenses for these places. Mr. Baker declared it to be his intention to refuse license to all places where violations of law are discovered.

1000 Different Post Cards

Not Two Alike in Album

Ranging from 2 to 5c., up to 15c. a piece

At $12.50, C. O. D.

Subject to Inspection.

CONGRESS POST CARD CO.
41 Warren Street,
Dept. C. NEW YORK CITY

NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

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Branch Office, 625 F St., Washington, D. C.

This Will Interest You

Some talking machine dealers have taken on pianos recently, and they have been more than pleased with the results obtained.

Now, we manufacture the pianos that have the right kind of drawing power.

The cases are most attractively designed.

They will interest people of artistic taste wherever placed.

They are made in a variety of woods, and the exterior beauty is supplemented by a wealth of tone that captivates people who know true musical value.

We have one of the largest piano producing establishments in the country, and if our instruments had not been splendid sellers our business would not have developed in such a phenomenal manner.

Now, you can increase your trade very materially if you enter into a business arrangement with us.

We can supply the pianos which will help you to make a larger profit in your business enterprise.

Do not fail to take this matter up with us, because the longer you delay, the farther you are putting larger profits behind you.

Those dealers who have already taken our earlier suggestions are on the high road to greater business success.

Why do you not get on the same path?

Cable-Nelson Piano Co.

General Offices, 209 State Street, Chicago, Ill.

The Peerless

In Another Style Known as

D-X

¶ This Style of Instrument is especially adapted for use in Dancing Schools, Moving Picture Theaters, Summer Pavilions, or any place where good, loud music is desired.

¶ Equipped with **Xylophone,** Genuine Turkish Cymbals, Bass and Snare Drums, of the best make. (Drums can be adjusted to play loud or soft.)

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Windsor Arcade, Fifth Avenue
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Factories,
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VOL. V. No. 6. 60 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

THE PLEASURE DOUBLED

THE COST REDUCED

ZON-O-PHONE

The Pleasure Doubled

The Talking Machine you select determines the pleasure you will have. The Zon-o-phone is the oldest of all disk machines, the most highly developed in smooth running, durability and mechanical conveniences. It has a remarkably clearer and more natural tone.

The Cost Reduced

Take the trouble to hear the Zon-o-phone before you buy. After you are satisfied with its superiority you will also find it lower in price, model for model.

Zon-o-phone Double Record Disks

The highest type of record ever sold for 65c.

Hebrew Supplement, just issued; the finest Hebrew records ever made. Songs by Mme. Regina Prager, Mr. Kalman Juvelier and other well known artists.

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Newark, N. J.

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Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

The Talking Machine World

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TO CALL TRAINS BY PHONOGRAPH.

Canadian Pacific Railroad to Substitute Talking Machines Instead of the Human Train Announcers in All Its Stations.

Many years ago Thomas A. Edison calculated that the phonograph might be used to great advantage in making announcements regarding the starting of trains and other data which is given out by the sturdy-lunged announcers in human shape at the leading railroad stations.

The talking machine at the time, however, was not sufficiently developed in tone volume and the matter fell through. It was also planned to use talking machines, automatically controlled, in the trains to announce the stopping places, as well as other essential items of interest to passengers.

We now read that the Canadian Pacific Railroad has arranged to dispense with the megaphones in the hands of the railroad train announcer, and replace it by the useful and tireless phonograph record. The human worker may, and usually does, mumble and roar inarticulately while the well-selected record goes on forever talking intelligibly and correctly.

Speaking of this subject recently, "Railway and Locomotive Engineering" said:

"The fact that a man possesses a powerful voice is no guaranty that what he says will be understood in a big building. This fact is often painfully brought home to the traveling public in the waiting-room of almost any large railway station. There is a great difference between mere loudness and distinctness. This fact has led G. J. Bury, general manager of lines West, on the Canadian Pacific, to introduce what is probably a most welcome innovation in the matter of announcing the arrival or departure of passenger trains.

"Ordinarily a man with a loud voice calls out something and the public is made aware of the fact that something is happening, but what it is nobody seems to know. Mr. Bury has substituted a phonograph for the loud man in the Winnipeg station of the Canadian Pacific Railroad, and records have been prepared where distinct enunciation has been substituted for the usual jumble of sounds and where a clear, steady voice supersedes a roar. The new arrangement, if satisfactory, will be repeated in the Montreal station. Mr. Bury believes that to make the traveler understand what is said is the main thing, and if this is not done, Stentor himself would be a useless railroad employe in the matter of train announcement."

Automatic announcers (not talking machines) were tried for a time in the Grand Central Station in New York City, but were found to be indistinct and were soon abandoned for the old-fashioned human larynx.

PHOTOGRAPHING SOUND.

Prof. Miller's Device Distinguishes Human Voice from Instrumental Notes.

(Special to The Talking Machine World.)
Cleveland, O., May 29, 1909.

Prof. Dayton C. Miller, of the Case School of Applied Science here, says he has discovered a means of photographing sound. By the use of his newly perfected device he believes it will be possible to distinguish on films the difference between the tones of a human voice and the tones of a musical instrument.

The nearest that scientists have come to reproducing sound waves heretofore has been to make them visible on smoked paper. Several photographs have been made on the regular print paper, but they have been small and imperfect. The invention of Professor Miller directly photographs the sound waves, magnifying them 2,000 times and recording them on films.

In his investigation Professor Miller has used an harmonic analyzer, an instrument made in Switzerland, which separates sound waves into their component parts, determining whether a certain photographed sound wave was made by a flute, a bell, a violin, or other musical instrument. It is his purpose to tabulate the results of his experiments for the use of other investigators, a labor that will require several years.

THE "TALKER" AS AN EDUCATOR.

Still a Few Old-Fashioned Music Teachers Who Cannot See That the Talking Machine Is One of the Greatest Aids in Augmenting Musical Taste and Musical Knowledge.

It is an old topic for discussion—whether the talking machine has been a benefit or an injury to the music teacher. Some of the old-fashioned teachers believe that the talking machine has exercised a most injurious influence on musical taste generally. But this narrow-minded view of the situation is entirely offset by the opinions of the majority of teachers—men of wide learning and intellect—who look upon the talking machine as a great educator—a great blessing, in fact, as it has brought to thousands of people, impoverished musically, the works of the great masters as sung by the noted artists of the world, or played by leading bands and orchestras. Were it not for the talking machine those benighted people would never have known what classical music is, nor would they have heard any of the great operatic singers. It would be far beyond them financially; yet for a small sum of money they are to-day enabled to hear the best in music. And thus the musical taste of the masses is increased and stimulated. People who formerly looked upon music as a waste of time are now eager that their children should learn to read music—to play the leading musical instruments—and this is where the influence of the talking machine is most potent.

There is another phase to this matter which has been pointed out so very aptly by Harry Wheeler in a recent issue of The Etude, when he says: "The sound-reproducing machine, as an adjunct to the singing teacher, is highly commendable, and its musical benefit to the vocal student is almost inestimable. By its records one may gain the style, expressions and phrasing of the recitatives and arias of the leading operas, oratorios, and other vocal compositions as rendered by the greatest vocal artists of the day. For instance, suppose one wished to study the aria 'Celeste Aïda,' what better example of style could be found than that rendered by Caruso, by means of the sound-reproducing machine, or 'Ah! Forsèe Lui,' by Sembrich, etc. One may also hear a perfect pronunciation of the different languages in which arias are sung. While these invaluable benefits may be derived from the sound-reproducing machine, still it would not be safe for the student to imitate the tone quality, as that must be left to the teacher. It might be feared that arias studied by means of the sound-reproducing machine would tend to imitation, thus retarding the development of temperamental individuality. There need be no fear of this. The fact of the student being sufficiently interested to make a study of an aria as sung by different artists would prove that instead of retarding, would greatly stimulate his musical temperament."

CARUSO'S VOICE SAVED.

So Says Prof. Vedova After Operation—Was in Danger of Being Lost.

Prof. Vedova, of Rome, who recently operated on Caruso's tonsils at Milan, states that the operation was a complete success and that Caruso will be able to sing in another week.

The professor is sure that his voice was not affected by the operation and believes that his voice will be even better than ever in consequence of it. But he says that had Caruso neglected to have the operation performed for a few months longer he certainly would have lost his voice.

MUSIC BY WIRELESS.

Germans Have Perfected a New Wireless System Which It Is Claimed Will Obviate the Uncertainties With Which Other Systems Have Had to Contend.

"Singing sparks" is the expressive name given to an improved wireless system just perfected by the German Telefunken Wireless Telegraphy Co., of Berlin. Messrs. Slaby & Arco, the chief engineers of the company, after whom the German system is generally called, have invented a device, which, it is claimed, will entirely obviate the uncertainties with which other wireless systems hitherto have had to contend.

The new method consists in sending out the vibrations which form the messages as pure musical tones, which are capable of being heard by the receiver, no matter how softly they may be attuned.

It is declared by the inventors that by means of this device it will be possible for the first time since the wireless telegraphy was established to maintain communication by this means, in spite of the most violent atmospheric disturbances. Another advantage claimed is that it will be possible to work with much smaller antennæ for the aerial wires by which the energy is absorbed.

In their passage through the air the singing sparks will be entirely noiseless.

Prof. M. I. Pupin, of Columbia University, in speaking of the foregoing achievement to a reporter of the New York Times, said, that the production of continuous electrical waves has been one of the principal problems of wireless telegraphy. Musical—that is, continuous—electrical waves have already been produced by the so-called electrical arc, but these, up to the present announcement, have not been very rapid or very powerful. If it is found that there has been a great increase in their rapidity an important discovery has been made.

One great advantage, he said, in increasing the number and power of the oscillations of the current sent out by wireless methods will be an addition to the sensitiveness of the receivers. Moreover, there will be a much greater possibility of attuning the wireless receivers. One of the great difficulties with which wireless operators have had to contend has been interference from other instruments. But if it is really practicable to send forth rapid oscillations smoothly without a break in their series every receiver may be attuned, so that it will register only those oscillations which are intended for it.

The professor also pointed out that the new invention should have a beneficial effect on the progress of wireless telephony. Until now twelve miles have been the limit for talking without wires, and it is evident that if this could be extended to 200 miles, for example, the value of the system would be immensely increased. There is hope that a device by which continuous waves of great rapidity can be transmitted would greatly extend the radius of wireless telephony. It would at once increase the power of the waves and make the instruments far more sensitive for their reception.

The Houston Phonograph Co., of Houston, Tex., are carrying a very large supply of Victor and Edison machines and records in their warehouse, at 709-711 Louisiana street. In addition to their warehouse they maintain attractive parlors at 919 Capital avenue, where a full line of machines are displayed in attractive environment. J. N. Swanson is general manager of this business.

THE ONE PRICE SELLING SYSTEM

As Applied to the Talking Machine Trade a Success—Price Cutters Few—Pointers Worth Noting by Dealers Who Wish to Retire—Prices Must be Upheld by the Trade.

In view of the fact that occasionally a jobber or dealer, but especially the latter, have a mistaken conception regarding the judicial enforcement of the contract or agreement between the manufacturer of machines, records, etc., as it pertains to prices, this subjoined general statement from the Edison Phonograph Monthly may be illuminating and possibly instructive:

"Nothing could demonstrate the success of our uniform one price selling system more conclusively than the fact that notwithstanding Edison goods are handled by more than thirteen thousand dealers, the number of cases of price cutting is so small that the percentage is an almost entirely negligible fraction. The price cutters that we wish to talk about in this issue are dealers who, because of peculiar local conditions, or because they have failed to apply the necessary push to make the business a success, have decided to discontinue the business of selling Edison goods. We venture the assertion that if the facts and the policy of the National Phonograph Co. with regard to such sales were fully understood by all dealers, there would be no cases of price cutting of this sort. This is the most objectionable class of price cutting which is met with, for it is the height of unfairness for a man to sell Edison goods for years, during all of which time he is dependent for his entire success on the strict carrying out of the one price selling system, and then the moment he decides to go out of business himself, to begin cutting prices and to disrupt the trade of all dealers in his vicinity, merely to get rid of a small stock of records and other goods he may have on hand. Such price cutters as these would be the very first to object, had they still been in the business if the price cutting was done by some one else in the neighborhood.

"There seems to be an impression abroad in some quarters that when a dealer has ceased to buy new records and other goods each month, he is no longer bound by his contract, but is free to go ahead and sell out his stock at such prices as he may see fit. Nothing can be further from the truth, for he is bound by his contract and by the notices secured to the goods as long as he has any Edison goods in his possession, and he never can acquire the right to sell them to the public at any other prices than those prescribed by the National Phonograph Co. Again, parties who are going out of business, sometimes write to the company notifying it of this fact and requesting it to take back the stock on hand at the prices paid and threatening, if this is not done, that the goods will be sold at cut prices. In this too, a very great mistake is made, for the company does not put out its goods on consignment and will not take them back merely because a dealer, for reasons of his own, has decided to go out of business; and the jobber cannot take them back as this is specifically prohibited by his contract.

"The only proper way for a dealer who has decided to go out of business to sell his goods is to continue selling them to the public at the prices prescribed by the National Phonograph Co., or else make arrangement with some other dealer, either by selling the goods to the latter or by putting them in his hands for sale at full prices. If a dealer proposing to go out of business will make such an arrangement as this with another dealer who is in good standing, and will apply to the National Phonograph Co. in advance, giving the details of the transaction, and they are found to be satisfactory, the National Phonograph Co. will approve such an application and will permit the transaction, and the dealer who is retiring will be able to dispose of his goods at a fair price and there will be no disturbance of neighboring dealers by cut price sales; and last, and best of all for the retiring dealer, he will not be subject to the necessity of defending an equity suit in the federal courts for an injunction and accounting, which will certainly be brought against him if he persists in putting the goods on the market at cut prices.

"Henry Spahr, who was a dealer in Jersey City, N. J., decided to go out of the business of selling Edison goods, and he began advertising and selling his goods at cut prices. A representative of the National Phonograph Co. called upon him and notified him that if he did not discontinue the sale at once, the company would proceed against him; but he scoffed the idea and said that he was convinced that as soon as his sales became known the National Phonograph Co. would be over there with a truck for his goods, and would take them back and pay the prices he had paid for them as if he had taken them on consignment, but instead of being visited by a truck he received a visit from the marshal of the United States Circuit Court with a preliminary injunction, and the sale was stopped, but the records remained in the store.

"A final decree has now been obtained against Spahr, and instead of making money by his cut price sale, he has enjoyed the pleasant (?) sensation of being a defendant in a suit in the United States Circuit Court, and has been put to considerable expense. The moral is plain—if you are bound to go out of business, or if circumstances force you to do so, do not begin cutting prices right and left, for not only have you no right to disrupt the business of your fellow dealers, in common with whom you have shared in the past the benefits of the one price selling system, and to which your past success in the business was due, but you will have the same experience as Mr. Spahr, of Jersey City, and others who have tried the same thing have had, and you will find too late that it is unlawful, troublesome and expensive."

When the final decree against Spahr was recently entered in the Circuit Court of the United States for the district of New Jersey, and the perpetual injunction issued, it was specified in addition "that the complainants do recover of the defendant their costs and disbursements of this suit, to be termed by the clerk." The foregoing admonition applies with equal force and effect to dealers who are handling the patent protected goods of other companies with whom they may have signed.

THERE IS NO QUESTION ABOUT THE DEMAND FOR VICTOR and EDISON MACHINES and RECORDS

IF we could take you into our confidence and show you how much more profitable our business has been than those carrying only one line, you would at once conclude that both lines are necessary for a dealer to carry, in order that he get all he should out of the Talking Machine business.

THE demand for both lines has been created and the manufacturers are spending enormous sums of money each month to create a greater demand in their respective lines. But are you in a position to supply the demand of the public? If you would be fair to yourself you would carry both lines. If you are not at present carrying these two lines we would consider it a pleasure to talk it over with you.

NO other jobber has as many advantages to offer you as we have in the way of satisfaction and service. Read the few suggestions in black face type. **Complete Stocks of Victor and Edison Records, Machines and Supplies. One Express Charge for Two Lines. Figure This Item at the End of a Year. Every Article Sold by Us Reaches You in Factory Condition. Fifteen Years an Exclusive Talking Machine House and the Experience Gained During That Time is Yours. Give Us a Trial With Your Next Order.**

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributers of Victors in New England

NEW COPYRIGHT LAW

Attacked in Berlin—Termed the "Craziest Potpourri of Modern Ideas and Peanut Protectionism That Can be Imagined."

The Berne copyright treaty, as revised by the Berlin conference last November, has been before the German Reichstag for consideration. In the discussion the copyright legislation of the United States was savagely attacked.

Dr. Heinrich Muller (Radical) called the new American copyright law the "craziest potpourri of modern ideas and petty peanut protectionism that can be imagined, a regular caricature of complexities and obscurities and a contradiction of the words Mr. Roosevelt uttered when proposing it."

Herr Muller asked the Ministry if the treaty of 1892 between Germany and the United States provides for enforcing the new American law without further action by the governments concerned. He then said that America's new legal position is untenable, and that other civilized countries must not rest until America abandons these petty and miserable principles. He explained that the United States probably will have to join the international convention before long.

Heinrich Dove (Radical) declared that the United States, Holland and Russia attended the Berlin conference merely as camp followers.

Foreign Secretary Von Schoen described the recent American law as a modification of existing conditions.

SUIT TO COMPEL AN ACCOUNTING.

(Special to The Talking Machine World.)
San Francisco, Cal., May 30, 1909.

The suit filed by the California Cameraphone Co. against W. H. Leahy, Ed. Ackerman, E. C. Leffingwell and others to compel an accounting, has brought out the counter claim that the proceeding is inspired by Francis Fitch, son of the "silver-tongued orator," Thom Fitch. Mr. Leffingwell said they "paid $5,000 cash to a brother of Francis Fitch for the cameraphone rights in this State. After that they financed the company to the extent that their judgment showed them was proper, the films furnished by Mr. Fitch's New York house became very poor and they lost money rapidly, although the enterprise at its inception netted good returns. Mr. Fitch himself then stepped in with the assurance that he could make the various houses pay, and bought from us a control of stock, uttering promissory notes for the same. These notes, which aggregate $3,000, fell due May 1." Hence his counter suit to hold back execution on the notes. Mr. Leffingwell said the notes will be collected at all hazards.

Victrola

Victrola XVI, Circassian Walnut, $250

WHAT does the widespread Victrola magazine advertising mean to you? You can make it work overtime and produce big profits if you will. But there must be co-operation on your part.

Here are some suggestions which will help you pile up big profits on selling Victrolas. Make a list of all the people in your town who can afford a Victrola. Arrange for a Victrola concert at their homes. Select a pleasing program from the instrumental, comic and operatic Victor Records, remembering that rich people enjoy fun as well as grand opera. Explain the various records as you play them, and tell entertainingly about the singers and musicians.

This is possible and reasonable, Mr. Dealer, *and it will bring results.* Why not get one Victrola from your distributor at once, and try this plan? You'll sell that one and probably many more.

And just think of the Victor Records these wealthy people will buy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y......Finch & Hahn.
Altoona, Pa......W. H. & L. C. Wolfe.
Atlanta, Ga......Elyea-Austell Co.
Phillips & Crew Co.
Atlantic City, N. J......Sol. Bloom, Inc.
Austin, Tex......The Petmecky Co.
Baltimore, Md......Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
Bangor, Me......M. H. Andrews.
Birmingham, Ala.....E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y......American Talking Machine Co.
Buffalo, N. Y......W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt......American Phonograph Co.
Butte, Mont......Orton Brothers.
Canton, O......The Klein & Heffelman Co.
Charlotte, N. C......Stone & Barringer Co.
Chicago, Ill......Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O......The Rudolph Wurlitzer Co.
Cleveland, O......W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O......Perry B. Whitsit Co.
Dallas, Tex......Dallas Talking Machine Co.
Denver, Colo......The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Iowa....Jones Piano Co.
Harger & Blish, Inc.
Detroit, Mich......Grinnell Bros.
Dubuque, Iowa.....Harger & Blish, Inc.
Duluth, Minn......French & Bassett.
El Paso, Tex.....W. G. Walz Co.
Escanaba, Mich......Grinnell Bros.
Galveston, Tex......Thos. Goggan & Bros.
Grand Rapids, Mich...J. A. J. Friedrich.
Honolulu, T. H......Bergstrom Music Co., Ltd.
Indianapolis, Ind.....Kipp-Link Phono. Co.
The Musical Echo Co.
Jacksonville, Fla......McGraw Bros. & Vogt.
Kansas City, Mo......J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb......Ross P. Curtice Co.
Little Rock, Ark......O. K. Houck Piano Co.
Los Angeles, Cal......Sherman, Clay & Co.
Memphis, Tenn......E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis......Lawrence McGreal.
Minneapolis, Minn.....Minnesota Phonograph Co.
Mobile, Ala......Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J......Price Phono. Co.
Newark, O......The Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La......Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y......Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landay Brothers, Inc.
Stanley & Pearsall.
Benj. Switky.
New York Talking Machine Co.
Omaha, Neb......A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria, Ill......Chas. C. Adams & Co.
Philadelphia, Pa......Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
Western Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburg, Pa......C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me......Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore......Sherman, Clay & Co.
Richmond, Va......The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y......The Talking Machine Co.
Salt Lake City, Utah..Carstensen & Anson Co.
San Antonio, Tex......Thos. Goggan & Bros.
San Francisco, Cal.....Sherman, Clay & Co.
Savannah, Ga......Phillips & Crew Co.
Seattle, Wash......Sherman, Clay & Co.
Sioux Falls, S. D......Talking Machine Exchange.
Spokane, Wash......Eiler's Piano House.
Sherman, Clay & Co.
St. Louis, Mo......Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn......W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y......W. D. Andrews.
Toledo, O......The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C......E. F. Droop & Sons Co.
John F. Ellis & Co.

F

MOTION FOR WRIT DENIED

In Application Made in Behalf of the Leeds & Catlin Co. in Suit Won by the American Graphophone Co.—Final Action in Jones Patent Process Litigation.

(Special to The Talking Machine World.)
Washington, D. C., June 7, 1909.

The Supreme Court of the United States made quick work of the application of the Leeds & Catlin Co., New York, for a writ of certiorari to review the decision of the Circuit Court of Appeals, Second Circuit, reversing Judge Hough, rendered in the Jones patent process for duplicating disc records on April 14. The petition of Louis Hicks, their counsel, was peremptorily denied, and the celebrated litigation of the American Graphophone Co. (Columbia Phonograph Co., General) against the Leeds & Catlin Co. was abruptly brought to an end. The action of the Supreme Court is the final adjudication of the case.

By dismissing the application of the Leeds & Catlin Co. and denying their motion for a writ of certiorari, the Supreme Court has ended one of the most bitterly contested patent litigations that has been before the United States courts for years. The question involved was the validity of the patent covering disc sound records as now universally made. The Columbia Phonograph Co. owns this patent and Leeds & Catlin were sued as infringers. This decision gives the Columbia Co. control of the manufacture of disc sound records for many years to come. The Victor Co. is licensed under this patent.

In the opinion handed down April 13, 1909, finally sustaining the Jones patent, the Court of Appeals found that the essential facts upon which the Leeds & Catlin Co. were relying had been just as fully presented two years before, when the patent was sustained in suits brought by the Columbia Phonograph Co. against the Universal Talking Machine Manufacturing Co. and the American Record Co. Speaking of the Jones (Columbia) process the court quoted approvingly from its former opinion (above mentioned) that "the disc produced by the patented process responds to the test of success, where others have failed. But, in addition to this inventive success it is also a commercial success." The court finds that the testimony in the present suit does not disclose any new facts to change this decision.

Of the alleged anticipating patents and articles, said to appear for the first time in the present suit, the court says "they add nothing of importance to the controversy." The chief reliance of the defendants was placed upon two British patents granted in 1888 to Adams-Randall. The Circuit Court of Appeals, contrasting Adams-Randall's patents with the Columbia (Jones) patent, holds that the former patents "abound in tentative, indeterminate and infeasible suggestions, too nebulous to anticipate a patent which has actually shown the art how to make the thing needed."

The court held, finally, that the proofs "amply sustain the charge of infringement," and closed with instructions to enter the usual decree in favor of the complainant—the American Graphophone Co., the Columbia Phonograph Co., sole sales agent.

The decree is for a perpetual injunction, an accounting of the Leeds & Catlin Co.'s profits accruing under their infringement, and also for the damages which the American Graphophone Co. and Columbia Phonograph Co. have sustained thereby. This litigation, now finally ended in favor of the Columbia organization, has been in progress over five and a half years.

HOW TO CHECK "JOY RIDING."

Utilization of Steam Siren and Phonograph in Automobile Will Check Drivers Exceeding the Speed Limit.

The once familiar slapstick comedy devices are at last being paraphrased by the inventors. Theatergoers have not forgotten the "swearing room," where the main farceur retired to relieve himself of his surplus profanity, the density of the sulphurous emanations being regulated by the size of the surplus. They also remember the vociferous and tell-tale gong which rang whenever one of the farce comedians told a particularly robust lie. There were many variations on this form of mechanical devices for the measurement of emotions, but a German inventor has put the idea to practical use by applying it to an automatic enunciator which makes it impossible for a motorist to exceed the speed limit without proclaiming his fracture of the speed laws from the housetops, or, rather, from the center of the road.

If it becomes legally compulsory for each auto to be equipped with this invention, the police authorities may take things easy. The device is a combination of the steam siren and the phonograph. For instance, the moment the lever is touched which screws the speed past the lawful limit, the enunciator emits a piercing shriek and absolutely refuses to be silenced until the speed is reduced to the point authorized by law, when it stops automatically. In the nature of things there are times when a rate of speed contrary to the rules and regulations is necessary, as in the case of ambulance calls, physicians' summonses, etc. To meet this emergency there is a provision specially constructed phonographs, which announce the character of the vehicle and the reason for going faster than the ordinary "glad wagons."

The practical value of this invention is yet to be tested, but it looks promising. The integrity of the device is guaranteed. It cannot be "seen" or "squared" or silenced by anything but implicit compliance with the speed laws, and the exemptions permitted a certain class of riders are the only exceptions to an otherwise inviolable rule. With absolute honesty on the part of the officials issuing the exempting devices, the laws, if there be any, ought to be enforced with a fair degree of rigidness. At least there would be a material decrease in what have been happily called "joy rides," which have for their principal object the separation of the speed limits into the minutest possible fragments.

PUSHING TRADE IN CHINA.

Americans Must Guard Against Strong German and English Competition.

An American resident in the Far East who has been looking into commercial conditions in China furnishes information confirmatory of recommendations frequently made by American consular officers as to the necessity for establishing branch houses in charge of Americans to promote and safeguard American trade with China.

The importation of goods into Hongkong and into South China, Hongkong constituting the market and distributing point for the treaty ports from Pakhoi to Foochow, is controlled by English and German houses. The former are nearly all firms of long standing and wide experience in the trade, having heavy capital at their back. The latter are newer but energetic, and are also backed heavily with home capital. All of these firms have a natural bias toward goods produced in their own home countries, in addition to which must be taken into account the capital invested in these China houses by manufacturers and others in England and Germany, resulting in close affiliations and control. The result of this is that at equal, and oftentimes at a higher price, the English house will push English goods and the German house will push German goods.

A. L. Smith, Snohomish, Wash., a live up-to-date dealer, believing that the people want the goods brought to them, is making a hard fight for the country trade, working all the territory in the vicinity of Snohomish from house to house and reports business much improved in his territory.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools
Box 918, SCRANTON, PA.

TRADE NEWS FROM INDIA.

Business Quiet—Cheap Machines Injure Trade —Demand Now Is for a Better Class—How Talkers Are Displayed in India—Litigation Over Singers—Ramchunder Bros.' Activity.

(Special to The Talking Machine World.)

Bombay, India, April 28, 1909.

Business for the past season has been very quiet in all lines in India, but the prospects are now more hopeful. Early last fall a large influx of cheap European talking machines flooded the market. They sold in big quantities on account of their low price. When the merchants had occasion to test their qualities, however, not only as regards reproduction, but also mechanical construction, they found the machines inadequate and a constant source of annoyance. They were poorly made and were constantly returned by customers, owing to some part of the mechanism being defective.

SELLING TALKING MACHINES TO A DEALER IN INDIA.

This condition has caused a change in the attitude of merchants toward the talking machine. They are now demanding better constructed machines and are willing to pay higher prices for more reliable instruments. It was at this time—the psychological moment—that C. E. Bryant introduced some American machines to the merchants of this city and locality with excellent success. He has succeeded in having his machine quoted in many lists of merchants throughout the country, and its construction and musical qualities appeal to the people of this section.

Your readers will be interested in the photograph sent herewith of a talking machine dealer's store in the Punjab, where a representative of Mr. Bryant is demonstrating his talking machine with a view of establishing an agency. From this picture one can get an idea of the methods employed in the Far East for the selling of talking machines and how it is necessary to bring the talking machine to the native merchant's shop and make a full demonstration of its merits. This covers not only its finish and construction, but also its superiority in a reproducing quality, as compared with other machines, and most important of all to the merchants of India, the price at which they can buy the goods.

When record making was first introduced into India the leading companies and dealers contracted with a number of leading singers to sing for them exclusively for so many years, or a lifetime. Now many of these singers, who have long time contracts, have broken them on the offer of better prices from other concerns, and, as a result, a number of suits have been instituted to test this matter.

A suit has just been decided in a local court in which a noted singer, who is under contract with an important record company, "sold" his voice to another company, the latter, however, being in ignorance of any previous contract. A decision was given in favor of the first named concern, and a fine imposed by the court. Some of the local singers evidently are in ignorance of the most elementary principles of the law of contract. It is not easy to sign an agreement in any country and break it.

One of the largest firms in the Far East in the musical instrument business and who are among the pioneers in introducing the talking machine into India is the firm of T. S. Ramchunder & Bros., composed of Ramchunder Narotumdas, Purshotumdas Narotumdas, Jagjivandas Narotumdas. In the old days the firm dealt principally in harmoniums and band instruments, which were bought by the native states and native princes, and from this extensive trade the present nucleus of the fortune of Messrs T. S. Ramchunder & Bros. was accumulated. When the talking machine was invented Messrs. Ramchunder Bros. at once saw the possibilities of a large business in this line with India and they at once set forth their energies and capital to its development. The first type of machine taken up was the Edison phonograph and for many years they conducted a steady and flourishing trade in Mr. Edison's renowned invention.

In order to supply the demand for the records in the vernacular they set forth to learn the intricacies of recording and their success in this respect has been unparalleled in India. It is said by the authorities in the Indian field that Messrs. T. S. Ramchunder Bros. have the finest selection of native records in the Far East under the distinctive and well known name of "Ramagraph." The senior Mr. Ramchunder, though 63 years old, is still hale and hearty and in conjunction with his two brothers, daily look after the details of this immense trade.

THE SENIOR MR. RAMCHUNDER.

INCORPORATED IN TEXAS.

The Dallas Talking Machine Co., Dallas, was incorporated with the secretary of the State of Texas last week with a capital stock of $15,000. The incorporators are: Ira T. Moore, H. Corder, and W. L. Williams.

The phonograph is suggested by a French photographer as a means of timing when a clock cannot be watched. He has fitted his machine with a cylinder, counting from 1 to 240, with intervals of one second between the numbers.

"There is no limit to the amount of goods a man can sell. What he requires is ambition, push, energy and right goods."

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

Complete line of EDISON and VICTOR Machines, Records and Supplies.

Send me your new monthly record orders for May and June and try my service.

LAWRENCE McGREAL

174-176 Third St. Milwaukee, Wis.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Cleveland: G. F. Prescott.

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REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1909.

THAT business is steadily improving is indicated by the numerous cheering reports which we have received from various business centers of the country.

It is quite time; and with an early settlement of the tariff it is believed that the last obstacle to obstruct the passageway to prosperity will have been removed.

The crop reports indicate a splendid yield, and with good prices, which are practically assured, it will mean that we will enter upon the fall trade with conditions most reassuring and satisfying.

It has been rather a hard pull since the fall of 1907, but the worst is over, and certainly the road is going to be illuminated by cheering rays of business sunshine from this time on.

That does not mean, however, that business men can sit down and witness a steady improvement in their affairs without effort.

They cannot, and no man should fool himself with the idea that success is going to be easily won.

Competition in every line is keener to-day than ever before, and the man who succeeds in any business must be up and doing.

He must learn to labor and to wait his chances and be ever ready to improve them.

IT must be a source of satisfaction to talking machine men all over the country to know that their industry has stood up so well under adverse conditions, and it must be conceded that the provisions which have safeguarded the industry in the sale of machines and records have operated to the advantage of those whose interests lie in jobbing and retailing.

We have witnessed no annihilation of prices and no slaughter sales. On the contrary, the industry has stood up nobly, and it has a brilliant future.

There is no doubt that the talking machine men of this country will succeed in accomplishing good business results during the next six months, and the men who make their plans well ahead will be those who will reap the largest benefits.

We have a good many wise, level-headed, progressive men in this industry, and they are the ones who will not wait until the full tide of prosperity has reached us before they are doing things.

They will lay their plans well in advance and they will profit by them.

No doubt of it.

ABOUT commissions. The Victor Talking Machine Co. propose to nip the commission evil in the bud.

In a recent communication addressed to the trade it is strictly forbidden to pay commissions to anyone for the sale of Victor machines, excepting only in the case of clerks or salesmen who are employed entirely on a commission basis in lieu of salary.

In this communication the Victor Co. prohibit salesmen who may carry a number of lines on the side from selling Victor goods on commission, and say that if this loophole were left open for evasion a number of cut-price cases would develop, where commissions should be divided or paid back to the Victor purchasers.

Louis F. Geissler, general manager of the Victor Co., has passed a large portion of his business life in the music trade, where he knows of the prevalence of the commission evil.

So far as he is concerned, he does not propose to have it creep in in an innocent form in the talking machine trade.

The communication sent forth by his company covers the ground completely, and states that any deviation from the principles laid down therein will be construed as a violation of the Victor contract.

It is plain and straight from the shoulder.

BEFORE another issue of The Talking Machine World shall have made its appearance all manufacturers of talking machine records and music rolls will be compelled to pay a royalty of two cents on each roll and record manufactured.

It will be seen by referring to the copyright law, which will go into effect on July 1, that the arrangement of reproduction must be made with the publisher for the composer.

Therefore, as The World views the situation, the music publishers of this country to-day hold the real key to the copyright situation, in so far as it applies to the reproduction of records and music rolls.

There are a number of things, too, that are not quite clear in the new law, one of which is the arrangement of music.

When permission is granted by the publisher to the manufacturer to reproduce for automatic musical purposes will not there have to be a special business agreement covering each special musical arrangement?

Read the copyright law and see.

To our minds the new law will impose a hardship upon manufacturers who will be compelled to pay a royalty of two cents on each record manufactured.

It would be just if this royalty applied to all records sold, but under the exchange system thousands and thousands of records must come back to the manufacturer unsold.

On every one of these, according to the new law, a royalty of two cents must be paid to the publisher. As a result of this less chances will be taken with certain compositions.

In other words, it is probable that the new law, when in operation, will result in decreased monthly bulletins containing new records.

Certainly manufacturers are not going to accumulate vast record stocks on which they will be compelled to pay royalties at the outset, whether or not they are sold.

Then again, there are some men who argue that the constitutionality of the new law will be put to the test.

It may be that shortly after it becomes operative we shall see a test case.

At least that would not be surprising, because this is the first time when the United States surrounded special products with such conditions.

IMMEDIATELY following the Fourth of July the Talking Machine Jobbers' National Association will be convened at Atlantic City.

We are informed that the attendance promises to be an unusually large one, inasmuch as a number of jobbers from the interior of the country have signified their intention of embracing this opportunity to stop a few days on the sea coast.

The list of jobbers who belong to the association is formidable, and, without doubt, it will be further augmented at Atlantic City.

The Jobbers' Association stands for the good of the talking machine trade, and in many ways through co-operation has been instrumental in bringing about excellent results.

One of the leading members, while recently discussing the objects of the association with The World, remarked that there were many things in connection with the talking machine trade which may be best promoted by harmonious co-operation of the jobbing interests, and that it should be understood that the association was not exploiting any particular product.

In other words, that it was purely a jobbers' association, formed for the benefit of the entire trade, and what was good for the jobbers and the dealers must also be beneficial to the manufacturing interests.

In short, that the talking machine business would profit by intelligent co-operation in all the departments of the trade.

THE article from the pen of Eldredge R. Johnson, which appeared in the last issue of The World, has attracted a great deal of attention on both sides of the Atlantic. It is the first time that Mr. Johnson has ever expressed his views on the talking machine situation, and his utterances quite naturally, on account of the important position which he holds, have a great interest for the men who are identified with the talking machine industry.

Mr. Johnson views the situation of the talking machine optimistically, and he supports his faith by making extensive factory additions in order to meet with the demands of the trade in ever way.

We need optimistic men nowadays; men who have confidence in the business future of that with which they may be identified. The attitude of a man who occupies a commanding position has the effect either to inspire confidence or to create mental depression, and the business world has really no use for pessimists.

What One of the Big Talking Machine Companies Thinks

— OF THE —

"B. & H." Fibre Needle

THE COLUMBIA PHONOGRAPH CO.

has decided not only to stock "B. & H." Fibre Needles regularly but also to furnish a special needle arm which can be attached to any Columbia Disc Reproducer.

We quote from the official announcement in the *Columbia Record* for May, 1909.

Fibre Needles

"We are adding to our list of supplies a line of fibre needles.

"Fibre needles are made of Japanese bamboo, a material possessing qualities which, in addition to reproducing disc records in a sweet, clear, natural tone, appear to improve the quality and prolong the life of the record. The oily material with which the needle is treated in process of manufacture acts as a perpetual lubricant, and the needle polishes and smoothes the record grooves instead of wearing them.

"The fibre needle is triangular in shape and requires a special needle arm, which we are in a position to furnish, and which can be attached to any Columbia Disc Reproducer. This needle arm is adaptable to both fibre needles and regular steel needles, and will be known as Fibre Needle Reproducer Arm.

"Fibre needles are especially recommended for use with grand opera records or other high priced records, because of the fact that they do not injure the records and in addition will give a more pleasing reproduction.

"The same needle may be used a number of times from the same point, and each needle may be repointed with a penknife or with a special needle cutter, full particulars of which will be furnished later.

List Prices of Fibre Needles and Needle Holders.

250 needles in box.....$1.00
Needle arm to accommodate either fibre or steel needles..... 1.00

"The above prices are subject to dealers' and jobbers' *regular discounts.*

"Disc Graphophones may be ordered equipped with Fibre Needle Reproducer Arms, and sold at regular catalogued prices."

Samples and details on application

THE "B. & H." FIBRE MFG. CO.

Sole Manufacturers of Fibre Needles

Patented in United States and all Principal Countries in the World

208 E. Kinzie St. CHICAGO

TRADE ON THE PACIFIC COAST.

Business Quiets Down Toward End of May for Summer Season—Downtown Stores Well Satisfied With Conditions—Auxetophone Proves Interesting Attraction—The Curtaz & Son Department—Columbia Co. News—Edison Goods Advancing in Popularity—Talking Machine Men Play Baseball—Other News of the Month.

(Special to The Talking Machine World.)
San Francisco, Cal., May 29, 1909.

The month started in fairly well with the local talking machine dealers, but business has quieted down considerably during the latter part of the month, and the dull summer season has fairly begun. There are some exceptions, and one or two dealers report more business than last month, but the general condition is not very satisfactory. There is, of course, some extra demand for records from people who are starting on their summer outings, but this is not of much consequence this year. Outside wholesale trade is also rather quiet, though this department is in relatively better condition than the city business.

Those who have moved their stores down town in the last month or two are well satisfied with conditions, and are confident that by the opening of the fall season their business will assume larger proportions than for the last two years. Clark Wise & Co., in particular, are making a big thing of their talking machine department. With an entire floor devoted to this line, they are able to give it more attention than in the past, while their location is one of the best in the city. The Auxetophone, which is kept in the second story window, is a daily feature which attracts large crowds of shoppers, including many people from outside the city. While these public concerts are sometimes of a popular nature, the Red Seal records and high-class opera music are the favorites, and the sale of this class of goods has been greatly stimulated. Many people who have judged the talking machine by a little experience with the old fashioned machines and records have changed their opinions after listening to this exhibition for a few minutes.

The talking machine department at Benj. Curtaz & Son's new store is not yet complete, but a fair business has been carried on there for the last two weeks. The department is rather small in size, having only three rooms, will make up for it in style and equipment. One room will be devoted entirely to the demonstration of Red Seal records, with another for more popular lines. Mr. Curtaz expects quite a run of business as soon as he can get the department in final shape.

The San Francisco office of the Columbia Phonograph Co. is closing out all its old wax cylinder records at 15 cents, and as soon as this stock can be disposed of their place will be taken by the new Indestructible records. Coast Manager W. S. Gray will make a short visit to Kirk, Geary & Co., the new wholesale agents at Sacramento, early next week, and will then proceed East for a six-weeks' stay. Before returning to San Francisco he will visit the various offices in the Northwest. The Columbia office has noticed nothing of the prevailing dullness, and, in fact, Mr. Gray states that May has been the best month, with the exception of March, that he has experienced for the last year. The office still remains on Van Ness avenue, and Mr. Gray states that he is in no hurry to move, as he considers the immediate future of the local retail trade as rather uncertain, and prefers to rely on the wholesale trade at outside points. He believes that there will be no difficulty later on in getting a suitable location, possibly at lower rental than is now asked. In the meantime he has been receiving many valuable suggestions as to the method of fitting up a new establishment from the branch managers through the territory, and will make the new place a result of the combined experience of the Columbia men all over the Coast.

While the local music houses are probably paying more attention to the talking machine line than ever before, some of the older dealers remark that conditions have changed since the fire, and it is no longer an easy matter to build up a large business. The amount of competition has increased to a large extent. In addition to the increased departments at several of the piano stores, many small retailers have started up in the outlying districts, and talking machines have become a popular side line with many classes of business. This is all very well for the wholesalers, and most of the new retailers have managed to do fairly well, but to get a large retail trade requires more ability than in former times.

Both the Edison business phonograph and the Commercial graphophone are making rapid advances in this city. Peter Bacigalupi & Sons have been giving a great deal of prominence to the Edison machine for the last few months, and have placed the machines on trial in a number of large local business houses.

P. H. Beck, lately with the business phonograph department of Peter Bacigalupi & Sons, and formerly with the Columbia Phonograph Co., is now associated with the retail department of the Pacific Phonograph Co.

Manager C. M. Jones, of the Pacific Phonograph Co., states that this month has not been as good as April, though he has no ground for complaint. The company have taken orders for over 150 of the new model Edison machines, and there is no doubt that when they arrive next month there will be a big demand for them.

John H. Gill, representing the National Phonograph Co., remained in San Francisco most of the month, but has just left for the East.

Mr. Schramm, of the cabinet house of Schramm Bros., Chicago, was in the city recently.

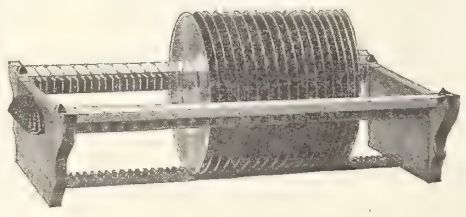
Willis S. Storms, a talking machine man of Baltimore, Md., is visiting the trade in San Francisco.

If Kohler & Chase move down town in July, as they have planned, the Pacific Phonograph Co. will go with them, and will occupy a large part of the building. The deal has not yet been concluded, however, and it is still uncertain whether the move will be made or not.

The new building of the Wiley B. Allen Co. will be ready in about a month, and the talking machine department of this store will be about the largest in the city, occupying the entire Sutter street wing of the store, from basement to mezzanine floor. It will be made as complete as possible, with ten rooms for the demonstration of records alone, and no expense will be spared in fitting it up according to the most approved standards. The company has always kept out of the talking machine business in this city in the past, though departments have been conducted successfully by several of the branches. Now the city store will take a hand at it, and with the standing which this house has gained in other lines its success is assured.

Manager A. G. McCarthy, of the talking machine department of Sherman, Clay & Co., is taking a short vacation.

On Sunday, May 16, the employes of Sherman, Clay & Co. and the Wiley B. Allen Co., talking machine and piano dealers, played a game of baseball, Sherman, Clay & Co. winning the first game by the score of 9 to 4. The following was the line-up: Wiley B. Allen Co.—Felvey, Baker, Shortley, Anrys, Manning, Black, Stahberg, Harris, Smiley and Weldon. Sherman, Clay & Co.—Mack, Rothlin, Dinkel, Lausten, Moore, Skinner, Ringen, O'Connor, Nicholas and Merle. The features of the game were the pitching of both Weldon of W. B. A. Co., and Merle, of S. C. & Co., they striking out a number of the heaviest batters. The batting of Black, of W. B. A. Co., and W. O'Connor, of S. C. & Co., were of big league caliber. The game was remarkably well played, considering the lack of practice the boys had; the entire nine innings being played in one hour and forty minutes.



BREAKING THE RECORD
Is the Aim of the World in General
PRESERVING THE RECORD
Is the Aim of Talking Machine Owners

They can do it at small expense by means of the

Crescent Disc Record Cabinet

Just as Effective for Double as for Single Face Records.

The CRESCENT holds fifty records, holds them securely and SEPARATELY—absolutely no rubbing or scratching as the record comes in contact with no other record or surface.

People already owning cabinets will buy the CRESCENT for the new double face records when its advantages are explained to them.

The CRESCENT is convenient, occupies small space, is attractive in appearance. The selections can be inscribed on the white spaces in full and instantly located, thus doing away with the numbered index.

RETAIL PRICES:
Weathered Oak or Mission Finish.....$3.25
Mahogany or Golden Oak Finish.....$3.75

GET OUR SPECIAL SALES PROPOSITION TO-DAY. WE'LL BRING THE CUSTOMERS FLOCKING INTO YOUR STORE.

A. E. CROFT & CO.

40 DEARBORN STREET MANUFACTURERS CHICAGO

EASTON LIVES IN HISTORIC SPOT.

His Home at Arcola, One of the Sights of That Section of New Jersey.

Northwestern New Jersey abounds in spots of historic interest—in fact, that section of the State is dotted with fine old stone buildings, which have been in existance since 1700. One of these, the Doremus Homestead, at Arcola, is a fine example of the early architecture of the Colonial days. This little town is proud, by the way, of being the home of Edward D. Easton, president of the Columbia Phonograph Co., who purchased an immense tract of ground and transformed it into a veritable paradise. The natural beauty of the locality has been enhanced rather than cultivated, and the whole forms a park which is a delight to those who pass that way. A tour through this country is always a delight to automobilists, for on every side one sees evidences of the early days of our country's history when the troops of Washington and the British were at various times camped in that locality.

Chas. Lampe, Seattle, Wash., is one of the hustling talking machine dealers of that town. He is going after business hard and says it is improving daily.

COME TO ATLANTIC CITY

Join the Jobbers

The National Association
OF
TALKING MACHINE JOBBERS

Officers and Executive Committee

JAMES F. BOWERS, President

W. D. ANDREWS, Vice-President

LOUIS BUEHN, Treasurer

PERRY B. WHITSIT, Secretary

Lawrence McGreal **W. E. Henry** **Carl N. Droop**
E. H. Uhl **J. Newcomb Blackman**

ARE YOU A MEMBER?

If you are not, but are engaged in the jobbing of standard make machines and records at wholesale, you should become a member. The association is young, but has accomplished a great deal.

The credit system affords a valuable protection in extending credit, and a large membership adds weight to all subjects presented to the manufacturers. The dues are but $15.00 per year, payable semi-annually.

We have most all who do a real jobbing business, but there are still some who should support the cause by joining. You can attend the convention without being a member, but it would be better to join and take an active part in the meetings.

Send in your application now to J. Newcomb Blackman, Chairman Membership Committee, 97 Chambers Street, New York.

RECEPTION COMMITTEE

For Convention, Atlantic City, July 6, 7, 8, 1909

W. D. Andrews	Syracuse, N. Y.
Carl N. Droop (E. F. Droop & Sons Co.)	Washington, D. C.
B. L. Crew (Phillips & Crew Co.)	Atlanta, Ga.
C. H. Roush (Standard Talk. Machine Co.)	Pittsburg, Pa.
J. F. Fintze (Ball, Fintze Co.)	Newark, O.
B. J. Pierce (J. W. Jenkins & Sons' Music Co.)	Kansas City, Mo.
Max Strasberg (Grinnell Bros.)	Detroit, Mich.
Geo. C. Mickel (Nebraska Cycle Co.)	Omaha
H. H. Blish (Harger & Blish)	Dubuque, Ia.
A. J. McCarthy (Sherman, Clay & Co.)	San Francisco, Cal.
W. E. Henry (care Zelda Apartments)	Los Angeles, Cal.
E. F. Taft (Eastern Talk. Machine Co.)	Boston, Mass.
R. H. Wurlitzer (Rudolph Wurlitzer Co.)	Cincinnati, O.
Lawrence Lucker (Minnesota Phonograph Co.)	Minneapolis, Minn.
E. J. Heffelman (Klein & Heffelman)	Canton, O.

THE National Association of Talking Machine Jobbers will hold their second annual convention at Atlantic City, July 6, 7 and 8th, 1909.

The object of the convention will be to bring the manufacturers and jobbers together as a harmonious unit to promote any subject that appears for the improvement of the industry.

It will be an opportunity for jobbers to exchange views, make suggestions, get new ideas, study the ways of the most successful.

Just the time to visit the Talking Machine factories, as they are within a short distance.

For the manufacturers what better chance could be offered to inspire confidence in the future, create optimism and enthusiasm, so that their jobbers will return and spread it among their dealers.

Dealers are also invited to attend, and it would be a good time for a few "live" ones to organize a Dealers' Association.

We want this convention to be the "greatest ever" and all must "pull together." Everybody should come, everybody in the industry is invited and will be benefited.

Send the firm, send your managers, salesmen, and be prepared to do your share in making this convention the signal for the return of prosperity.

Don't forget to bring the ladies; we want them to come and enjoy Atlantic City; we want them at the banquet. Make this your vacation, if necessary. You will have plenty of time for pleasure, for the convention will last three days, and it is our intention to reserve the mornings and evenings for pleasure. Will you be with us? All inquiries will have prompt attention if addressed to J. Newcomb Blackman, 97 Chambers Street, New York.

THE CONVENTION WILL BE HELD AT

THE HOTEL CHALFONTE.

Yours very truly,

COMMITTEE OF ARRANGEMENTS,

J. Newcomb Blackman, Chairman.
Louis Buehn.

HOTEL CHALFONTE CONVENTION RATES:

AMERICAN PLAN (INCLUDING MEALS)

One room, when occupied by one person, $3.50 to $4.50 per day.
One room, when occupied by two persons, $6.00, $7.00 and $8.00 per day.
One room, with bath, occupied by two persons, $10.00 per day.
One extra large room, with bath, for two persons, $12.00 per day.

MILWAUKEE'S BUDGET OF NEWS.

Trade in Wisconsin Rather Quiet—Lawrence McGreal Entertains Merchants and Manufacturers on Trip—Also Tries the Effect of Talking Machine Music on Animals in the Zoo—New Columbia Branch—Other News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 8, 1909.

There is no getting around the question that the retail talking machine trade in Milwaukee and about Wisconsin is rather quiet at the present time. General business seems to be dull in the city, and retailers say that they are faring no worse than other lines of business. Plenty of improvement within the next few weeks is expected, however. It will not be long before the summer resort season opens up, and then business will be all that can be asked for. The unusual dulness in the country trade is due to the fact that the remarkably late spring has hindered farm work to such an extent that farmers are busy making up for lost time and have no thoughts of buying talking machines.

The wholesale business is much more satisfactory than the retail, although there is plenty of

MR. McGREAL EXPERIMENTING WITH BUFFALOS.

room for improvement in this field also. Dealers are stocking up carefully, but owing to the fact that stocks are remarkably low all over the State, it is felt that there are good times ahead in the wholesale field.

Lawrence McGreal, the well-known jobber and dealer, was a prominent member of the party of Milwaukee business men who enjoyed the recent annual junket of the Merchants and Manufacturers' Association. The trip was made to Michigan territory this year, and included a journey by boat to Ludington, and thence by rail down the western coast of Michigan. Mr. McGreal took two of his talkers along to amuse the big party, a Victrola and an Edison, and a remarkable collection of records. Last year Mr. McGreal made several substantial sales as a result of a similar trip.

Lawrence McGreal recently worked a novel experiment at the Washington Park Zoo as a result of a wager on the part of Mr. McGreal that animals could appreciate music. Mr. McGreal, a photographer, a newspaper man and a retinue of followers witnessed the effect of the "canned" music upon the animals as a talker from the McGreal establishment was started before various cages. Mr. McGreal won a good dinner on his contention that the animals could distinguish between good and bad music. The "Salome" dance music didn't have much of an effect upon the snakes of the place, but the "Merry Widow Waltz" caused the "Countess Heine," the elephant, to waltz merrily up and down her enclosure. "The Campbells Are Coming" made a big hit with camels, while the buffalos were interested in "Put Me Off at Buffalo." "Honey Boy" worked wonders with the bear family, but a song by Caruso made the inhabitants of the monkey house beat a quick retreat. Altogether, the experiment was a most interesting one and proved to be a great advertisement for Mr. McGreal. "Any animal can appreciate music," said Mr. McGreal; "why, the little monkey that I brought up from Cuba for my boy, Jack, sits up and takes notice every time that we turn loose a record at home."

An improved demand in both the Edison and Victor line is reported by Alfred Hille, manager of the Flanner Music House.

Henry Saak, instalment manager of the Columbia Co., has opened a new retail store at 1602 Vliet street, where the entire Columbia line will be carried. A five-year lease has been taken and an especially large stock has been put into place. Mr. Saak will devote much of his time in outside territory, making long trips in his automobile, while Mrs. Saak will be manager of the establishment much of the time. Mr. Saak has been in the employ of the Columbia company for more than five years, and has been connected with the Milwaukee branch since its establishment.

The Hoeffler Mfg. Co. had one of the finest Memorial Day window displays seen in Milwaukee. Machines, records and supplies were intermingled with a remarkable exhibit of American flags, and the window reflected much credit upon Manager J. H. Becker, Jr.

A. D. Herriman, local Columbia manager, was in Chicago a few days ago, talking over plans for the summer campaign at the Columbia headquarters.

Mrs. G. A. Knapp and Harvey Durand, of Fond du Lac, Wis., have just presented a new talking machine to the Home of the Friendless in that city. The gift was made on the condition that friends of the institution would donate at least $50 worth of records. This was done, and now the machine is whiling away many hours for the inmates.

Lawrence McGreal is already making his plans for attending the coming convention of the National Talking Machine Jobbers' Association at Atlantic City in July. Mr. McGreal believes that several important matters of interest are coming up before the body this year.

George D. Ornstein, manager salesman of the Victor Co., was a recent visitor.

F. K. Dolbeer, general sales manager of the National Phonograph Co., was in town recently while on his way to Winnipeg, Can. Mr. Dolbeer reports that business is steadily improving.

William Schmidt, Wisconsin representative of the Victor Co., has returned from a trip about the State. He reports that the country trade is rather quiet, but that business in the larger towns and cities is more satisfactory.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has been making a successful business trip to northern and central Wisconsin.

Lawrence McGreal was a prominent member of the Milwaukee reception committee which welcomed the party of 400 members of the Detroit Board of Trade who visited Milwaukee last week. Several leading talking machine jobbers and dealers of Detroit were included in the party.

George Cremer, successor to the former Huseby Co., reports a good trade for the past four weeks. An especially strong line of supplies and records is being carried and the total volume of business received is very satisfactory.

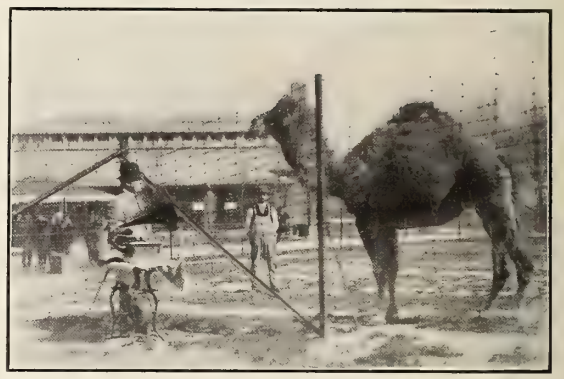
W. Wicks, the enterprising young manager of the automatic piano department at the Hoeffler Co. establishment, reports a big increase in business. The Hoeffler Co. has more automatic pianos in use in Wisconsin than any other concern in the State.

A stock of more than 8,000 wax records were sold by the Columbia store during the last two weeks in May. A special sale was carried on and the records were disposed of at 15 cents as fast as shipments of new stock could be received. Manager Herriman reports a lively business in the Indestructible records. As soon as the wax records are disposed of only the Indestructible records will be carried.

E. R. Austin, manager of the Edison business phonograph line at the Hoeffler Co., has resigned and is now located at Rochester, N. Y. A successor to Mr. Austin has not been chosen as yet.

Roy Keith, of the Talking Machine Co., Chicago, called upon the Milwaukee trade recently.

A big sale of "Yip! I Adee! I Aye" records by Miss Blanche Ring are reported by Manager



MR. McGREAL AND THE CAMEL CLAN.

Becker of the Hoeffler Co. Mr. Becker arranged a catchy window display which brought in a steady run of customers to hear the new records.

A NOVEL LIBRARY FEATURE.

Northampton, Mass., Library to Loan Out Talking Machine Records and Music Rolls —Recitals to be Given.

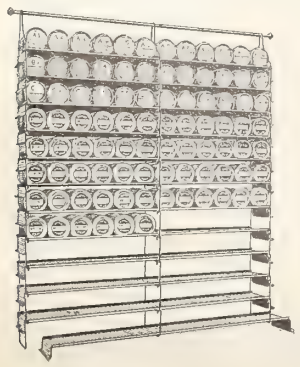
(Special to The Talking Machine World.)

Northampton, Mass., June 5, 1909.

There is a possibility that the work of the Forbes Library in this city may be considerably broadened by the addition of a novel and interesting field. Tuesday evening there gathered in the large room on the second floor of the library building members of the library staff and their friends, and entertainment was furnished by a phonograph, on which a fine series of records was run off. The recital was given so that Librarian W. P. Cutter might test the accoustic properties of the room and determine whether or not it is properly constructed for phonograph and piano-player recitals.

Speaking of the recital and his plans Librarian Cutter stated that for some time he had had in mind adding to the library equipment a collection of records for talking machines and of perforated rolls for piano players. He said: "You know there are large numbers of talking machines in town, and that there are also many automatic piano players. It has seemed to me that the library would be doing a good work if it added to its books and pictures records for home use. As it is possible now to obtain records and perforated rolls from which whole operas may be reproduced, I have given some thought to the feasibility of having recitals given in the large upper room of the library."

Floyd Waggoner, of Milton Center, O., has purchased the talking machine stock of W. A. Longbrake & Co.



Patented July 28, 1908

THE GREAT DEMAND FOR

Schubert Extensible Rack Shelves

Has made it necessary for larger and better manufacturing facilities and reducing the price to

35 CENTS!

Now affords dealers to offer their trade the simplest, convenient and cheapest means for keeping records. Made of sheet steel, nicely enameled, so shaped that racks of any size, ranging from 1 to 20 or more shelves can be formed. Easily put together and taken apart. Rack when once started can be added to as desired, thus building as records accumulate. Dealers need but a few shelves to supply a large trade. Can be had ONLY through your jobbed. Write him for illustrated circular, entitled "*New Prices*," which gives dealer's discounts and special terms. Be sure to mention the June Talking Machine World.

G. H. SCHUBERT, Patentee, 199 W. Madison St., Chicago.

THE TRADE IN INDIANAPOLIS.

Continued Bad Weather Takes Life Out of Business—Advance Orders, However, Please Dealers—Selling Out Columbia Wax Records—Musical Echo Co. Give Victor Recital—New Columbia Manager in Terre Haute—What Various Houses Are Doing to Boom Business—News in the Vaudeville and Moving Picture Shows.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 6, 1909.

Bad weather has interfered considerably with the talking machine business in Indianapolis territory in May. The weather probably has been the chief factor which has militated against the business. Several houses say, however, that their advance orders are very satisfactory and they are expecting this month to make up for the dull business in May. This is encouraging from the fact that June is ordinarily a dead month. However, Charles Craig, an old talking machine dealer, who was formerly proprietor of the Indiana Phonograph Co., says that June of 1905 was one of the best months he ever had.

Advance orders for the coming month which have been booked by the Indiana Phonograph Co., are most encouraging according to the proprietors of that company. The advance orders for records will run far above the average and the number of dealers giving orders is fully one-third greater than the usual number. The Indiana Phonograph Co. handle Edisons.

Among the June records the best sellers of the Indiana Co. are the Semper Fidelis march, a four-minute record by the United States Marine Band, and "He Will Hold Me," a two-minute record.

The sale of XP records at the new price has been a boon to the Columbia business in Indianapolis territory. Many dealers have taken advantage of the selling value of the wax records at the new price as a business getter. They have advertised them on the theory that they would be fully compensated by the number of people who would be drawn to their stores. As for the sale of the records themselves there is not much profit in selling them at 15 cents retail.

The Musical Echo Co. who handle Victor machines, gave a recital recently at Caleb Mills Hall. An auextophone was used, the English Opera House Orchestra playing the accompaniment. The concert was well attended. The Musical Echo Co. are pushing their business among the wealthier classes.

L. A. Mohler, who until a few weeks ago was doing the road work for the Indianapolis store of the Columbia Co., has been placed in charge of the Columbia branch at Terre Haute and is getting along in a very satisfactory way. C. V. Weaver has succeeded Mr. Mohler as the road representative of the Indianapolis store and is meeting with success.

The Crystal Theater Co., which operates a five-cent vaudeville house and moving picture show in North Illinois street, has added to its equipment by buying a Columbia Symphony Graphophone. The company reports that it is a good business getter. Charles Olson, the heavyweight champion, is the main proprietor of the Crystal Co.

Thomas Devine, of the Columbia Co., has hit on a good plan for calling attention to the grand opera records of his company. He has taken a grand opera catalog and has cut out the leaves and arranged them in a large frame so that the pictures and selections of each are shown to all who pass the show windows. The display has attracted considerable attention.

The Columbia Co. report that "Just Someone," by Henry Burr, is proving to be one of the best sellers among the June records. This company is also having a good sale on Constantino, Zenatello and Bispham records.

The Kipp-Link Co. report a fair business. This company, who handle Victors and Edisons, are advertising the June records extensively.

The D. Somers Co., Columbia dealers, are planning to move into a large new building of their own at Capitol avenue and Washington street. The building will be of modern style and it is probable that one floor will be devoted entirely to the talking machine business. The company are at present located in Washington street, between Illinois and Meridian.

The ten-cent vaudeville and moving picture shows have opened up at the English Opera House, which during the winter season is used by the best opera companies. The summer season promises to be successful.

VICTOR ON FREE TRIAL OFFER.

Strawbridge & Clothier, of Philadelphia, Found This an Excellent Means of Developing New Business.

Strawbridge & Clothier, of Philadelphia, Pa., recently disposed of a great number of Victor machines through a free trial offer which they sent out to customers for charge accounts. The circular, which was accompanied by a coupon, is worth quoting, as an example to jobbers and dealers of how this enterprising store in the Quaker City sells Victor machines:

"We know the Victor talking machine to be a great musical instrument and we wish you to know this, too. In order to know the Victor you should hear it in your home; and, if you will permit us, we will send you a Victor and one dozen records on three days' trial, without expense or obligation on your part.

"Victor records include the reproductions of selections by the world's greatest singers, bands, orchestras and soloists, and when records by Tetrazzini, Caruso and the other grand opera artists are played on the Victor, the hearer frequently looks for the singer, thinking these magnificent voices come directly from human throats.

"To know the Victor is, in most cases, to want to own one. If, after you hear the Victor in your home, you wish to buy, instruct us to charge to your account in one sum; or, if you prefer, as little as $4 each month until paid for. If you do not wish to keep the machine and records, ask us to call for them and we will do so. Please understand that this is a free trial offer, without expense to you—simply fill out and mail to us the attached coupon. Very truly yours, Strawbridge & Clothier."

Four big sellers in the June supplement of the Victor Co. in the black label class are: Charlie Case, the monologist; Walter Van Brunt, a new Victor tenor; Mose Tapiero, ocarina soloist, and Ward Barton, yodler.

TO SAIL AIRSHIPS BY MUSIC.

Baconian Cipher Man Plans Flyer With Sound Wave Vibrations as Power—Gravity Law Is Void—Declares Seven Bells Lifted 22 Tons of Steel During Experiments.

(Special to The Talking Machine World.)

Detroit, Mich., May 28, 1909.

A new force, which will overcome the laws of gravitation, is announced here, in the intense vibration caused by the ringing of bells, so attuned as to send forth a tumult of waves.

So enthusiastic are the discoverers of this new force that they will construct a double-deck airship equipped with massive but melodious bells which, when ringing in accord, they say, will not only sustain the ship in mid-air, but will supply the motive force as well.

Dr. Orville W. Owen, scientist investigator and formulator of a Baconian cipher key to Shakespeare's plays, and F. W. Henninger, former football star, and present treasurer and manager of the Sheet Steel Stamping Co., are the chief stockholders in the Standard Aviator Co., incorporated yesterday.

The company proposes to build a mammoth airship as soon as the workshop can be got ready, and with this bell-equipped ship say they will revolutionize the world of aeronautics.

In discussing his new theories Dr. Owen said:

"We have been experimenting for two years and we have a set of seven bells in the Sheet Steel Stamping Co.'s shops from which we have secured vibrations sufficient to lift a mass of steel of twenty-two tons weight from the ground.

"We propose now to build a double-deck airship about 80 feet long and 40 feet wide, to be equipped with bells for lifting and machinery for propelling.

"Did you ever see a meadow lark leave the ground and go up 75 feet in the air in a straight line, and then drop back without moving a wing? The lark does that by vibratory motion of the body. That is just what we expect to do with our bell vibrations."

RAFFLE OFF VICTOR OUTFIT.

The I. T. Y. T. Club, composed chiefly of New York furniture men, held their annual outing on Decoration Day at the Wawayanda Club, in Great South Bay, Long Island. A fine Victor talking machine and 150 records were taken along to enliven the occasion, the outfit being raffled off for a good price when the outing was over.

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed.
For the four-minute records they are a revelation.
PRICE, (including cross head and link) $1.00 each.

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue
NEW YORK CITY

Wood Horns (NOT VENEERED)

GUARANTEED GOODS

Guarantee satisfied customers, which means a steady income to a dealer.

We guarantee to replace any MUSIC MASTER WOOD HORN that shows any defect of any kind at any time, ***without charge.***

No other horn carries a guarantee—one of the reasons for pushing the sale of the MUSIC MASTER.

THE MUSIC MASTER is the only ***solid*** wood horn on the market.

You could not get a musical tone from a metal or veneered wood piano sounding-board. Tone quality is another reason for handling the MUSIC MASTER WOOD HORN.

Have one sent on approval, choice of Oak, Mahogany or Spruce, ***for any make or style machine.*** If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Pa.**

BERLINER GRAMOPHONE CO., Montreal, Canadian Distributors. COLUMBIA PHONOGRAPH CO., exclusive distributors for Music Master Horns to fit Columbia Graphophones.

MAKING RECORDS IN PORTO RICO.

William Friedberg Accompanied by Hugo Emerson Making a Repertoire of Native Masters for the Columbia Co.—Will be Supplied to Local Agent.

William Friedberg, an expert in the recording laboratory of the Columbia Phonograph Co., General, sailed from New York, May 22, on the Ward liner, for San Juan, Porto Rico, W. I., where he will make masters of vocal, instrumental and talking local talent, especially for Gonzalez Padin Hermanus, exclusive Columbia jobber in that city, for the entire island. Hugo Emerson, son of Victor Emerson, general manager of the Columbia laboratory, accompanied Mr. Friedberg, and will assist him in his work, that may keep them in Porto Rico for an indefinite time, or until a sufficient number of satisfactory masters have been obtained. These records will also be listed in the regular export catalog of the company.

The visit of Mr. and Mrs. Friedberg to Porto Rico is thus referred to by our contemporary, the Newark (N. J.) Star:

"In the course of the next three or four months there will be let loose on the blasé American public an assortment of canned music that will be calculated to put life into even the most bored. Love songs in the original Porto Rican language, whatever that may be, will be heard floating from every apartment house window on quiet summer nights, vieing with the industrious mosquito in making sleep a longed-for and unachievable goal. Porto Rican folk dances will assault the ear from every source, while no public place will be completed without a phonograph, including a record imprinted with the Porto Rican equivalent for 'We Won't Go Home Until Morning.'

"The expedition which is to corral these harmonic efforts of the guileless Porto Rican aborigine will leave to-morrow morning and will be headed by William Friedberg and his wife, of 457 Orange street. Like a certain naturalist now on the other side of the world, Mr. Friedberg will not content himself alone with the objects of his hunt, but will secure pictures as well, the photographing to be done by Mrs. Friedberg.

"As on all great expeditions of research special paraphernalia has to be employed, among which is a recording horn, peculiarly adapted to the work in hand, and invented by Mr. Friedberg himself. The utility of this instrument has already been proven by the work it did when Mr. Friedberg took it to China and Japan with him and collected with his machine a few national anthem and topical songs from the inhabitants of those countries. Mr. Friedberg is connected with the Columbia Phonograph Co."

CAN'T OPERATE "TALKERS"

In Front of Moving Picture Shows in Reading, Pa.—Recent Ordinance Basis for This Action.

(Special to The Talking Machine World.)

Reading, Pa., June 1, 1909.

After to-day it will be unlawful for managements of moving picture shows to operate phonographs in front of their places of amusement. Mayor Rick has signed the ordinance placing a ban on all such. The measure had some hard sledding in its passage. In common branch it was defeated, reconsidered and finally passed, after much discussion as to the relative merits of its provisions.

NEW WAY TO FIGHT THE DEVIL.

The New York Evening Post recently published the following letter from a New Yorker, which, besides showing a decided lack of musical appreciation, offers a new means of escape for trembling sinners who fear fire and brimstone: "Sir:—Yesterday I had my first mess of operatic music. I accidentally got into a church intended for people of culture. I had always supposed that operatic music was written just to show the different kinds of sound that can be made with the voice. But now I think that there may be another use for it. I advise the rich men in that church to have the choir sing into a lot of phonographs, and when they die keep the phonographs going day and night in the vaults where they are buried. Satan would never come after them as long as he heard that noise."

VICTOR CO. WIN AGAIN

In Their Suit Against the Duplex Phonograph Co.—Found Guilty of Infringement and Permanent Injunction Issued Subject to Appeal.

(Special to The Talking Machine World.)

Grand Rapids, Mich., May 31, 1909.

The case of the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., of this city, which was argued a year ago, was disposed of Thursday last adversely to the defense. Judge Knappen, of the Circuit Court of the United States, eastern district of Michigan, was materially assisted in writing his opinion, covering eight typewritten pages, by the decision of the Supreme Court of the United States in the Leeds & Catlin Co. case, which practically dismissed the majority of the defendants' pleadings, so far as they related to the Berliner patent. The court also found the Duplex Phonograph Co. guilty of infringement, and the injunction was therefore made permanent, subject to an appeal, which will be taken to the Circuit Court of Appeals.

AFTER THE ENCORE.

The bright red phonograph sang long and loud at an east side cafe. When it finished the people clapped. It replied with an encore, and the people clapped again.

"What makes you look at it so hard?" asked the woman's companion, for her eyes were fixed on the phonograph.

"I am just waiting," she said, "to see it get up and bow."

TRADE IN SOUTHERN CALIFORNIA.

Good Summer Weather Agreeable to Trade—Elks Convention in Los Angeles Expected to Stimulate Sales—Sherman, Clay & Co. Receive Big Victor Shipment—Good Demand for Edison Goods—J. H. Andrews With Fitzgerald Music Co.—An Attractive Victor Window Display—Good Columbia Trade—Other News of Interest from Los Angeles.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 29, 1909.

All Southern California is by this time enjoying regular summer weather which is most agreeable to the trade. With the coming of the Elk's Convention, which will be held in Los Angeles during the month of July, business is expected to be very good. Great preparations are being made for this big gathering of "The Best People on Earth." The city is to be beautifully decorated for the event, which promises to be the largest and grandest celebration ever held in this city. Summer vacations are being mapped out by members of the trade when they will spend a while in recuperation.

Sherman, Clay & Co. have received another shipment of Victors and Victrolas, which is good news to the dealers, since there has been a shortage of these goods. Business is good with this house despite the shortage, which did not last long. The new list of double faced Victor records has been received by the trade, as has also the notice of price changes in de Gogorza records.

The Southern California Music Co., Edison jobbers, have received a sample for demonstration of the new style Edison Fireside which they are displaying to the trade. This new model is destined to meet with great success in Southern California and surrounding territory owing to the extremely low price and the fact that it will play the new four-minute Amberol records. Many orders have already been received which are steadily increasing with every mail. A shipment of the new Reginaphones has been received by the same firm and much admiration is expressed for them. They will be carried in stock as a regular line from now on. The business phonograph department has received a great deal of attention within the last few weeks and the results have been very gratifying. A display representing an office room in which a business man was dictating while the stenographer was transcribing from the machine. A similar display was made some time ago which attracted a great deal. The latter was even more attractive being operated by human beings instead of wax figures as in the former. C. D. Helyer, who is now in charge, is meeting with splendid success in this department.

I. H. Andrews, who for a long time has been connected with the George J. Birkel Co., has left that concern to take the management of the Fitzgerald Music Co.'s new talking machine department. Mr. Andrews is one of the oldest men in the trade and is backed by considerable experience in the talking machine business. He has made some changes in the new department which is now complete and reports a good trade.

Hamberger's department store have arranged a most beautiful display in their Broadway windows in the form of a living room with its occupants listing attentively to the Victor. A more impressive display could not be made.

The demand for Victrolas has been very great with the Wiley B. Allen Co., as a result of their continued advertising to sell them at the lowest terms. They have been having splendid success with their new repair department, which is under the direction of an expert.

The Holmes Music Co. are considering the addition of a new room in which to display a complete line of Victor machines. They are much encouraged over trade conditions.

The George J. Birkel Co. are giving Victor recitals weekly as usual. The Auxetophone has been the source of great interest to those who attend these concerts, it being used as a soloist with an orchestra accompaniment.

The Columbia Phonograph Co. report trade very good in both double discs and indestructible records. Charles Kauffman, their traveling representative, has just returned from a trip through Arizona, where conditions are very good he says.

Edward Borgum, of the Southern California Music Co., has returned from a trip through the northern sections of the State, where he was welcomed with a goodly share of business. He is introducing the new Burson brake for all types of disc machines and is meeting success, having taken a number of orders for the same on his trip.

TO MOVE TO PULASKI.

Wooden Phonograph Horn Co., of Syracuse, to Move Plant to That City.

(Special to The Talking Machine World.)

Pulaski, N. Y., June 7, 1909.

Another new industry will soon be brought to Pulaski. It is the Wooden Phonograph Horn Co., of Syracuse, who have been engaged for some time in manufacturing horns for talking machines. C. J. Bortel is the president of the company and his brother, A. B. Bortel, is vice-president.

Richard R. Box, of the Tollner Co., owners of the box works, was recently in Syracuse arranging for the removal of the plant to Pulaski. While the new industry will be operated in the same buildings, the Tollner Co. remains unchanged, although the members of the latter concern as individual members hold the controlling interest in the Syracuse concern, which will soon be in operation here.

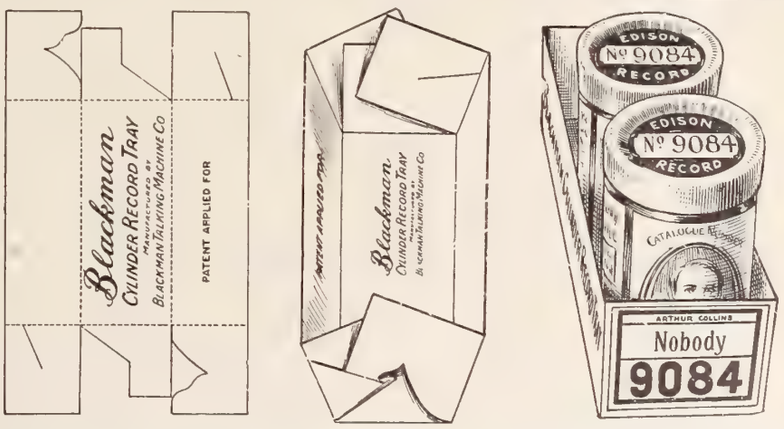
YEAGER CO. HAVE COLUMBIA LINE.

The Yeager Piano Co., at Waterbury, Conn., have bought out the stock of the Columbia Phonograph Co., of that place, merged it with their business and became jobbers of the line for their territory. A. A. McGowan, former manager of the Columbia store, will have charge of the Yeager Co.'s talking machine department. H. A. Yerkes, chief of the Columbia Co.'s wholesale section at headquarters, negotiated the sale.

In order to give proper attention to their steadily growing business, the American Phonograph Co., Detroit, Mich., recently moved from 106 Woodward avenue to 252 Woodward avenue, in that city, where they have larger and handsomer quarters. The company are jobbers of Edison goods and by sticking to their motto of prompt service have built up a decidedly prosperous business among the dealers in Northern Ohio and Indiana and all of Michigan.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS
enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS
Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....$3.50
Per month, thereafter (postpaid) payable in advance ..... .12
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" **97 CHAMBERS STREET, NEW YORK**

Edison Records
By Victor Herbert

MR. HERBERT is a great believer in sound-reproducing instruments. He believes that in no other way can so many people learn to appreciate and enjoy good music.

Mr. Herbert knows good music—how to compose it and how to produce it. He believes that Phonograph music, as good as it is, can be made better. He is going to act on that belief.

Under an arrangement recently consummated he will assist in the making of Edison Records.

He will not only select the songs and music to be reproduced and the artists best qualified to render them, but will also act as critic of the Records after the masters have been made.

Under this arrangement the Edison Company has not only his exclusive services in this regard, but also the exclusive right to reproduce the selections of his famous orchestra, playing under his leadership.

Under Mr. Herbert's guidance Edison Records will rise to a higher plane than ever in the matter of music offered and with the long-playing Amberol Records at his disposal, practically nothing that he considers good is beyond the mechanical possibilities of the Edison.

Are you equipped to take advantage of this notable advance in Phonographic development?

If not, take the matter up with us at once, or with a nearby jobber who has everything for your needs. See list on page opposite.

National Phonograph Company

59 Lakeside Avenue **ORANGE, N. J.**

Only Edison Phonographs Play Amberol Records

People want Amberol Records because of their long playing time—longer than that of any other records.

Because they play longer they furnish more entertainment with less record changing than other records.

But the great demand for Amberol Records is due to the fact that they offer songs and music that no other records offer.

Most any composition can be crowded on a record or cut to fit, but they lack all the essentials of good reproductions and are unsatisfactory.

These longer selections, some of them the best things that have ever been written, are all possible of reproduction on Amberol Records. There is no cutting and no hurrying—in fact they come from the Edison Phonograph just as they are written and just as their composers intended they should be performed.

Do not overlook this great feature of the Edison Phonograph—exclusive selections; selections that no other instrument does or can offer.

With Records of this kind and the country's greatest musician and composer to direct their making, you have in Edison Phonographs a proposition that is unequalled.

Have you the full line of Edison goods? If not, take the matter up at once with an Edison jobber. The big advertising we will do at once on these new Edison achievements is going to stir things up to your advantage.

NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Ave. ORANGE, N. J.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, The Vim Co., Montgomery, Ward & Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Milner Musical Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Helena, Mont.—Frank Buser.
Houston—Houston Phonograph Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phonograph Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phonograph Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Lawrence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynalds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Standard Talking Mach. Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence R. I.—J. A. Foster Co., Household Furniture Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—The Bruce & Brown Co., Inc., D. S. Johnston Co.
Sharon, Pa.—W. C. De Foreest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Brenner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Koehler & Hinrichs, Minnesota Phono. Co.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co. Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

Reg. U. S. Pat. Off.

¶ A satisfied customer is your best asset.

¶ Are *all* of your customers satisfied?

¶ Do they ever "kick" because you do not have what you promised them (and which your Distributor promised you)?

¶ Eliminate all of these "kicks" by being satisfied yourself. Let us be your Victor Jobber and give you the benefit of our Perfect Service.

¶ We "NEVER DISAPPOINT"—you, in turn, never disappoint—the result, plenty of satisfied customers.

¶ Our Service is just a little bit better than the "other fellow's," and a little bit better than seems necessary.

¶ With pleasure at your service.

Do you get our monthly "live-wire" letters?

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

TRADE NEWS FROM SAINTLY CITY.

Business Satisfactory—T. B. Anderson to Continue in "Talker" Business—Featuring the Victor Line—News of the Travelers—Columbia Co. in New Quarters—Silverstone Store Rearranged—F. K. Dolbeer a Visitor—Thiebes-Stierlin Music Co. Enlarge Department—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., June 6, 1909.

The talking machine business for the month of May is reported to have been quite active in the wholesale branch and fairly good in the retail department. It makes a much better showing than for the same month one year ago.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., returned from a trip to Memphis and Little Rock and reports that F. G. Atwood, of Memphis, has renewed his activities on the Victor and is putting in a complete stock of Victor machines and records. Mr. Atwood is an extensive Edison jobber, but will promote the Victor in the future as vigorously as his other interests.

The Anderson-Reinhardt bankruptcy at Memphis will shortly be wound up, and T. B. Anderson, the senior partner of the old firm, will continue in the talking machine business, handling Victor products only.

Mr. Gressing reports conditions in Tennessee and Arkansas as showing a decided improvement, but just now the country is almost entirely under water from continued rains. The damage is not estimated as serious, and cotton promises a banner crop.

One of the best examples of a show window that is a stimulator and a creator of business is the very beautiful display in the window of the St. Louis Talking Machine Co.'s store on Olive street. The Victrola is featured in particular, showing five different finishes in mahogany, Circassian walnut and oaks. Tastefully arranged about the remainder of the space are a quantity of Red Seal records, framed photographs of prominent artists and a large sign, beautifully framed, bearing the heading: "The most wonderful musical instrument in the world is the human voice, and the most wonderful human voices in the world are at your command and pleasure on the Victor."

L. A. Cummins, traveler for the St. Louis Talking Machine Co., is home from a trip through Illinois and is starting again for points in Missouri. Mr. Gressing is preparing to leave for a trip to Evansville, Ind., and points in Kentucky.

W. W. Fisher, of Murphysboro, Ill., was a trade caller at the St. Louis Talking Machine Co., and says that the mines are getting ready to operate, and that conditions in general are most promising.

S. M. Field & Bros., Little Rock, Ark., are demonstrating the Victor Auxetophone, and the instrument has proven a wonderful attraction. They are arranging for concerts in the lobby of the principal hotels in connection with the hotel orchestras, also open air concerts in the parks, and from the interest already manifested Messrs. Field Bros. are sanguine of splendid results. The talking machine business in Little Rock is good, with the out of town trade showing somewhat dull, due to heavy rains.

On May 31 the Columbia Phonograph Co. moved into their handsome new store at 1008 Olive street, which had been handsomely remodeled. The new store contains four very fine demonstration booths and a specially fine one for grand opera record demonstrations. The new location is a great improvement over the old one, and is much more commodious and better arranged. Manager Walthall reports that their May business was twice as good as for the same month a year ago, but not quite as good as for April of this year.

A. A. Knight, of the Knight Mercantile Co., returned recently from a successful trip through Oklahoma, Texas and Mexico. He found business good throughout the territory he traveled and reported that the talking machine in Mexico is in demand. He reports his firm's general business as being quite good for the past month.

D. K. Myers, the Zonophone jobber, reports that trade with him for the month of May has been good, both on records and machines.

The Silverstone Talking Machine Co. have just made extensive alterations in their store, which included an enlargement of their demonstration booths, and making them much more attractive. They report a good demand for the new Edison Fireside machine. Max Silverstone, of this company, will attend the national convention of talking machine jobbers at Atlantic City, N. J.

F. K. Dolbeer, general manager of sales of the National Phonograph Co., spent two days here recently on his way home from a trip West.

The Thiebes-Stierlin Music Co. have just completed a re-arrangement and enlargement of their talking machine department. They now have seven handsome demonstration booths, all very finely appointed and report trade quite good with them. Miss Margaret L. Owen, formerly a saleslady with the St. Louis Talking Machine Co., has accepted a similar position with this concern.

The Koerber-Brenner Music Co. report business in their talking machine department is moving along in a very seasonable manner.

The other dealers make similar reports, and considering the season of the year, trade is as good as could be expected.

TILT ON MECHANICAL MUSIC.

Question Whether Pianolas and Graphophones Make Fewer Artists Divides Convention.

Mechanical musical instruments caused a division among the delegates of the eleventh annual convention of the Illinois music teachers at the closing session, held in Decatur, Ill., recently.

Harold Maryott, of Chicago, in a paper on music in the public schools, contended that teachers of music in the public schools had within their keeping the music lovers of future generations. He characterized them as apostles. A delegate claimed that pianolas, talking machines, etc., were likewise apostles. This precipitated a long debate in which the delegates were about evenly divided. The opponents of the theory argued that mechanical instruments might make more music-loving people, but they made fewer musicians.

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"The Oldest Jobbers in the East"

Your orders filled quickly —skilfully—completely.

Victor and Edison Machines

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FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Demand for Higher Class Goods—Export Trade Better—Licenses for Travelers in Cape Colony—French Patent Law Revision Interests Trade—New Source of Wax Supply—Manufacturers Worried Over Possible Outcome of Copyright Question—Elephant's Foot for Gramophone Case—Interesting Interpretation of Patents Act—Prominent Firms Consolidated—Vischer Seeking New Quarters—A New Hornless Machine—Looking for American Novelties—New Lindstrom Features—The Pigmy Grand Gramophones—New Gramophone Records—Business Troubles—News of the Provinces.

(Special to The Talking Machine World.)

London, England, June 5, 1909.

Summer is now with us and trade conditions are consequently not as bright as the weather. From present indications it would seem that the chief backbone of the trade during the next few months will be centered upon high-class goods, which are already selling in proportionately greater quantity than the cheaper price products. There is evidently plenty of justification for traders to push their best goods, especially in the home markets, since it is only the richer classes apparently who are buying to any extent for outdoor entertainment.

Things are somewhat better in the export field, where there is a steady demand for talking machine articles of various qualities and prices. The business is there for those who set out to reap by judicious advertising.

Travelers' License in Cape Colony.

The Cape Colony officials have now intimated that a commercial traveler must have a license for each separate firm he represents in that market.

Revising French Patent Law.

Following hard upon the new English patent act is the announcement of a coming revision of the French Patent Law, whereby it is intended to allow a period of three years instead of two as at present, in which a patented article must be manufactured to maintain validity. The main cause of all the jealousy and legal troubles which have taken place in England between the Edison, Bell and National phonograph companies, has undoubtedly risen from the fact that the former company had the right to use the name "Edison." Having regard to these circumstances it is a matter of general surprise that when the name "Edison Bell" came into the market very recently, it was not at once bought up by the National Company. The standing and influence of years of advertising which the Edison Bell name carries means a valuable asset to those who have now secured it.

Wax from Sugar Cane.

The very latest is that application has been made for a patent on a process for extracting wax from the rind of sugar canes. This wax is apparently very suitable for talking machine blank masters, and in consequence an unprecedented demand is expected from record makers. The first to use the sugar cane wax may be pardoned if he very justly advertises "Our Records are the Sweetest."

The "Copyright" Inequity.

English traders have evinced keen interest in the opinions expressed by manufacturers in last month's Talking Machine World. I find that in the majority of cases there is a strong determination to resist to the uttermost unjust taxation of records at the instance of publishers. Several manufacturers were examined by the Board of Trade Copyright Committee, which sat in conference last week. The committee will meet again about the middle of June to take further evidence. No definite rulings have yet resulted, but I am in a position to state that from the nature of questions and observations put to the witnesses, matters are not too favorable to the interests of this industry. The question of a retrospective tax was brought up and was the subject of keen discussion. But we are of opinion there is little fear on this head, as the committee's judgment will undoubtedly be influenced by the just example which foreign governments have set in this matter.

A pleasing fact is the unanimity of view taken up by the whole trade in this matter. Interviewed by your correspondent the Gramophone Co. state that they are entirely in accord with the opinions expressed in my last report, and tney have adopted a consistent attitude along those lines.

We have pleasure in submitting the following views from Mr. Louis Sterling and Mr. W. Force, whose very interesting remarks strike an original aspect, and draw aside the veil of magnanimity donned by the music publishers in their fight for the supposed rights of our poor friend the composer.

Mr. Louis Sterling's Views.

Dear Mr. Sturdy:—In answer to your request for my opinion on the present agitation in regard to altering the existing copyright law, I hardly think I can say anything which will place the position more clearly before the trade than Mr. Frank Dorian's letter in the current issue of The Talking Machine World, which seems to put the entire position in a nutshell. But, having been connected with a music publishing business, the following remarks may be of general interest to your army of readers:

Up to a few years ago, all sheet music in this country was listed at 2s. (50 cents each). This extraordinary high price to the public caused an invasion of the publishers' business by pirates who printed cheap editions of the most popular copyright music, and sold them to the public at 2d. (4 cents per copy). After years' of agitation the publishers managed to get a bill passed in Parliament, which practically put a stop to piracy. Before this bill was passed, one of the leading publishers reduced the price of their popular copyright music to 6d. per copy, which was followed by many other publishers. Had the publishers taken this step in the early days of piracy, their losses would have materially lessened, but in their greed for enormous profit the publishers did not make their reductions, until the public had for years become accustomed to paying only 2d. per copy (the pirates' price).

The result was that the public would not even pay 6d., or at least buy sufficient quantities to make the publishing business as profitable as before the invasion of the pirates.

To make up for the loss of profits, the publishers of popular music sought a new field. They made contracts with various weekly newspapers, agreeing to allow them to print each week, a complete copy of music and words of an up-to-date popular song. At the present time, at least ten million newspapers are sold weekly, giving with the general news a complete copyright song for the price of 1d. Thus five million copies of music are given to the public each year, free of charge.

For years the public had been buying the music from pirates at 2d. each, and now they get it for nothing with their weekly paper; they naturally refuse to pay the publishers 6d. or more. Obviously, the publishers suffered, not only on this account, but also since the talking machine has become almost a necessity in the homes of millions, the general public are buying talking machines, instead of, as formerly, pianos and organs.

The publishers are therefore looking around for new methods of making or increasing their dwindling profits, so they turn to mechanical instruments, demanding that record manufacturers should pay them a royalty to make up for the losses sustained in recent years in their legitimate business.

At the first Berne convention, the representatives of the various publishers expressly agreed that mechanical instruments are not an infringement of copyright. This agreement justified the talking machine; record manufacturers, investing millions in factories; recording; advertising, etc., to popularize the use of talking machines

Favorite Records

IMPORTANT NOTICE!!!

These SPLENDID RECORDS Now Reduced in Price:

10-inch Double Sided Favorite Records - 2/6.
12-inch Double Sided Royal Favorite Records 4/—
(Exceptional Value.)
Write at once for Special Terms.

NEW ARTISTES—NEW TITLES—SPLENDID BANDS
MONTHLY SUPPLEMENTARY LISTS

INTERNATIONAL FAVORITE RECORD CO.
Incorporated with H. Lange's Successors, Ltd. (Established 1854).

Telegrams: Langius, London — 58A WELLS STREET, OXFORD STREET, LONDON, W. — Telephone: 12239 & 8522 Central

FROM OUR LONDON HEADQUARTERS—(Continued.)

and records. After all this capital has been sunk in the business, it seems absolute robbery on the part of the publishers to endeavor to obtain all the profits of these large investments.

About three or four years ago a new copyright bill was introduced in Parliament, which contained a clause making records an infringement of copyright (this clause was afterwards deleted from the bill). In order to safeguard the interests of the record company, with which I was connected at that time, I made contracts (since expired) with some of the leading publishers, to the effect that, in the event of this bill becoming law, my company was to have the exclusive recording rights of the copyrights owned by the publishers on the payment of a royalty of one farthing for each record sold. But now the publishers generally having a mistaken idea of our profits are expecting all kinds of royalties from 1d. (2 cents) upwards. On the basis of their minimum of 1d. per selection, the position is as follows:

In this country the double-sided record is becoming more popular every day, and before two or three years have elapsed, it is probable that the single-sided record will be a thing of the past (as on the Continent). The largest sales for double-sided records are those listed at 2s. 6d. (in Germany the popular double-sided record for next season will probably be 2s.). After reducting the factors' discount and paying manufacturing, recording, advertising and organization expenses, I don't think the record manufacturers make a net profit of 2d. per record, certainly not more. If we have to pay a royalty of 2d. per double-sided record (1d. for each selection), where is it to come from? It is impossible to increase the price to the public, nor is it possible to reduce the profit to factors and dealers. As on the present basis of profits, the factors have all they can do to make a living.

There is another point, and a very important one, which the publishers seem to overlook. The publishers of high-class music, such as ballads, etc., popularize their selections by paying artists a fee of 10s. 6d. upwards, according to reputation, each time the artist sings one of their songs at a concert. In some instances they even pay a prominent artist a royalty on sales. Again, the publishers of popular songs, which are principally sung at music halls and pantomime shows, offer all kinds of inducements to popular artists to take up these songs, and the competition among publishers to interest the prominent music hall singers in their publications is very keen. In fact, practically the entire basis of the publishers' sales and advertising is made either on the number of artists singing their songs, or the prominence of the one who is singing it.

How about the towns and villages of 50,000 population, and under? How can the publishers get at this population, where a concert is of rare occurrence? The answer is obvious, through the instrumentality of the talking machine, and that explains the reason why the publishers are constantly asking the record companies to record their songs. The record companies are consequently doing as much, and perhaps more than the artists, to popularize their music, and instead of looking at it in the light of infringing their rights, they ought to be thankful to us for assisting them in their publicity. I am absolutely against any alterations in the present copyright law. Because of mistakes made by publishers in the past, or changes in the public taste for sheet music, is no reason why we should be asked to support the publishers.

What Mr. W. Force, Managing Director of the Premier Manufacturing Co., Says on Copyright.

Dear Mr. Sturdy—Although not so well informed as some of my friends in this trade, the mere suggestion of hampering an industry like the talking machine trade by taxation, for no other purpose than to satisfy the vested interests of capitalistic publishers, is a huge mistake and cannot be anything else but ultimately harmful to the very people who are now and have been for some time past endeavoring to bring about this unwarrantable effect.

There are many reasons why the talking machine record should not be made the subject of taxation, but time will not allow me to dwell upon them in their completeness, however. I name here a few points which must be apparent to those who give the matter due thought:

1. The talking machine is an invention the perfection of which has been the outcome of years and years of patient research, hard work and expensive experiments, and some hundreds of thousands of pounds must have been spent in bringing this to its present state of perfection. No help or assistance has been accorded by the publishers of sheet music; as a matter of fact, their bickerings have always been made from the point of view that they were losing something they had at stake. Heaven knows why they think this. Because, without doubt, as our friend, Mr. Balcombe, says (and everyone else thinks who knows anything at all of this trade), they, the publishers, have made a good deal out of the publicity their wares have received from the sales of talking machine records.

Of course, we are told that the authors are the sufferers, but so far as my relationship with this business is concerned, I have never known a

KLINGSOR

THE "WAGNER"
Highly finished solid Oak Cabinet

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated ***Klingsor*** Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America

Catalogue Free On Application

THE "SULLIVAN"
No. 90. Solid Oak Cabinet, with Silk Curtains

THE "BIJOU"
Mahogany, Walnut or Oak Cabinet

H. Lange's Successors, Ltd.

ESTABLISHED 1854

58A Wells Street, Oxford Street, :: LONDON, W., ENG.

single instance where the author of a piece of music or song has objected to the publication of his work through the agency of the talking machine; on the contrary, they have in a large number of instances been only too anxious to have their works popularized by this means. To compare the volume of publishing business of to-day with that prior to the inception of the talking machine tells its own story and easily bears out my contention.

Again, the view hitherto taken by the courts in this country that the talking machine record is not a copy of music within the meaning of the law of copyright is sound common sense, for you cannot play a piece of music or song on a piano by means of a talking machine record. Therefore, the sales of sheet music do not suffer. On the contrary, the chances of sale are generally, if not always, enhanced by reason of the popularity given, and if the purchaser be a musician, which is very often the case, he will buy the printed copy; hence the benefit both to the publisher and author.

In conclusion, I would say that if we are to have a tax or royalty put upon the products of this industry, there must be an equitable and fair means of levying this due. No monopoly should be given to any company, and if the owner of a work is to receive a royalty on each record sold, I do not see why such royalty should not be handed direct to the author. There may be pitfalls here, but I do not see why the publishing interests should be concerned in a matter which obviously does not come within their province.

If the publishers do insist on carrying out this propaganda they will find that the organizations in the talking machine industry will be used to publish their own works and gradually become their competitors. This would not be relished by them.

I repeat that the taxing of records will not only restrict the trade but will ultimately end in doing harm to the very people who are organizing this movement. I am most emphatic in declaring that there should be no alteration to the present copyright legislation.

So far as my house is concerned we are prepared to help defend our interests, which to our minds are vital. Everyone in this trade, manufacturers, factors and dealers, should look upon this as something that concerns them deeply, and I am not so sure that the great British public can be left out of consideration, as they, at some future date, if not at once, will be the bearers of the load. Our ideas are: act, and act in unity, *at once.*

An Unique Gramophone.

A story of a great feat, and what happened to a foot, is told in this month's Gramophone News, just issued. G. E. Hughes, M.A., native commissioner, Madona, N. W. Rhodesia, is a great explorer and big game hunter, rivaling the exploits of President Roosevelt, and his latest victim, a famous African elephant, styled by the natives Wungwa, has been responsible for the make-up of a unique gramophone. It appears Wungwa had become so obstreperous in his old age that Mr. Hughes was despatched to destroy him, which he did, after six weeks of exciting and thrilling adventure. Wungwa was shot close to the spot where Dr. Livingston died. Mr. Hughes presented the Gramophone Co. with one of Wungwa's feet, measuring 60 inches in circumference, which they have converted into the case portion of a senior monarch—an elephant's foot, transformed into a gramophone, and fitted up in this way is a great curiosity. When one thinks of the eventful life of this monarch of the jungle and the strange paths his foot must have traveled it is certainly a quaint, if not glorious, ending. During his life he was often referred to as the Senior Monarch of the forest. In death Wungwa still retains the title, for he is (or part of him) now the Senior Monarch of the civilized world.

The Patents Act—Important Alteration.

The recent case in which a talking machine patent figured has brought to light an important ruling by Judge Parker, which materially alters the generally accepted interpretation of the act which was apparently designed with the idea of forcing foreign manufacturers holding English patents to manufacture for the most part in the United Kingdom. Under the letter of the act anybody could apply for the revocation of a patent, and the onus of the defense was upon the patentee to prove that the patent in question was manufactured here sufficiently to retain validity. And thus, while the applicant was not required to state reasons, or give any evidence in support of his claim, the patentee was forced to give a complete account of his doings and disclose books, etc., all of which was open to the inspection of the applicant. It has been stated that the applications of this character were actually being made by persons in order to get at the books of rival traders. Obviously such a state of affairs was not contemplated by the legislature, and Judge Parker, who is the appeal against decisions of the comptroller, has now ruled that the onus of proof must be with the applicant to make out a prima facie case instead of the patentee. In this way patentees will be protected against undue interference of their rights by overzealous competitors.

But there appears another aspect of the case which, if true, practically makes the law a dead letter. In judging whether an article is made to an adequate extent in the United Kingdom, not only the goods made or the total sales are to be considered, but the whole of the manufacturers and sales of the patent in question anywhere and everywhere. Thus to get at the real meaning of "adequate extent" it would be necessary to know the amount of sales of the article in all other countries, taking into consideration also the size and economical conditions thereby, and institute comparison with the total manufactured and similar condition in England. This new interpretation of the act practically makes it impossible for any bona fide applicant to supply the comptroller with the necessary figures upon which

ROYAL APPRECIATION

of the

GRAMOPHONE

To H. M. the KING
OF ITALY

BY APPOINTMENT
To H. M. the QUEEN

To T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE
OF EGYPT

To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

THE ONLY
5-MINUTE CYLINDER RECORD
"EBONOID,"
COMBINATION ATTACHMENTS
(PATENT 2196-09)
FOR ALL EDISON MACHINES.
ALSO "CLARION"
CYLINDERS and 10-in. PHONO CUT DISCS.
WE CAN INTEREST YOU. WRITE US.
The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

the revocation of a patent now apparently depends. An "interpretation" of an act is not always sound in law, and we feel convinced that such a ridiculous contention foregoing, even though made by a judge, could easily be upset on appeal to the House of Lords.

Talker Concerts in Public Parks.

The London County Council have exhausted the Gramophone Co. with the giving of no less than forty-five concerts, each of three hours' duration, in various London parks and recreation grounds this summer. The provinces are also to be supplied with Gramophone music, and the many thousands of persons who support these outdoor entertainments by their presence is a fitting tribute to the naturalness of the latest science of so-called talking machine art.

Gramophone as Prize.

One of the most coveted prizes to be shot for at the coming great meeting of the National Rifle Association, Bisley Camp, is a junior Monarch Gramophone, presented by the company.

"Occultos" Occasions Inquiry.

A mechanical man is being exhibited at a London music hall. "Occultos," as the figure is called, has aroused great interest, for he will answer any question put by the audience. One man who asked Occultos if he had a Gramophone in his chest had the answer that no series of records had been invented to answer haphazard questions. After the figure was taken to pieces the audience were still more mystified when they saw that it did not contain the dwarf they had believed was hidden there.

Talking Machines, Records
and
Accessories of Every Description
WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices
Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.
For the past 3 years we have sent goods all over the world and in each case continuous repeat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.
OUR SPECIALTIES ARE
MACHINES, MOTORS, GEAR and GEAR WHEELS
NEEDLES, ALBUMS, REPRO and SOUND BOX-SPARES
FAVORITE, BEKA and ZONO RECORDS, Etc.
Lists and all particulars free on demand.
"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

Important Amalgamation.

Great interest has been aroused in trade circles by reason of an important amalgamation of the Favorite record with the old-established firm of Messrs. Lange's, of "Klingsor" machine fame. For the last three years Mr. Vischer has ably guided the progressive sales of the Favorite Co.'s record, and we are pleased to learn that his old love is not to be entirely forsaken, since his invaluable assistance is to be retained by the new incorporated concern of H. Lange's Successors & Co. The amalgamation was formulated and successfully concluded by K. Maurice, managing director, after a special visit to the continental headquarters of the Favorite Co. From this date the Favorite record will be run solely by Messrs. Lange's who have in consequence found it necessary to take larger premises at 58a Wells street, Oxford street, London, W., where handsome showrooms and recording rooms have already been fitted up. The company intend to do all their own recording in London, and with many other new departures, it is certain that the people's "Favorite" will make even stronger progress than in the past. With two such high quality products as this record and the well-known "Klingsor" hornless cabinet machines the future can hold but the brightest prospects for the company whose business foresight merits our hearty congratulation.

"Our Glorious Empire Day."

The Favorite Record Co. have created an achievement in the issue of a record bearing the above title by Hayden Coffin, whose splendid voice has hitherto presented much difficulty in recording. That this issue, however, is a distinct credit to the Favorite Co.'s expert recorder must be admitted by all who hear the even accent and wholly sympathetic rendition by Mr. Coffin. The title, "Our Glorious Empire Day," is self-explanatory, and was written by Arthur Branscombe for the publishers, Messrs. Ascherberg, Hopwood & Crew Co., and while it is appropriate to the celebration of Empire Day the record is so good that it should figure in everybody's collection, as one never tires of playing it over. An excellent selection of British patriotic airs by the band of H. M. King's Colonials is on the reverse side. Thus we have on one record a couple of patriotic pieces which should find a ready sale for Colonial traders.

Sleepy British Traders.

Commercial Intelligence says it is an odd fact that very little advertising is done by British firms in Colonial markets, the best and most promising outlets for our trade. Yes, and just now there is an especially good harvest for talking machine traders enterprising enough to reap by advertising in The World.

A Letter from Albert F. Vischer.

Dear Mr. Sturdy:—As you are no doubt aware, the International Favorite Co. is now amalgamated with the firm of H. Lange's Successors, Ltd. I should like you to particularly note and draw your readers' attention to the fact that I am, as hitherto, the sole agent for Excelsiorwerk, Cologne, in talking machines, motors, etc.; Rene Moat Revigny, in main springs; Traumüller & Raum, Schwabach, in needles. As I intend leaving these premises very shortly, I am on the lookout for suitable showrooms, in which to carry on the above three agencies. Within a week or so I shall be in a position to furnish you with the address of my new premises. Believe me, dear Mr. Sturdy, faithfully yours, Albert F. Vischer.

Barnett Samuels' Hornless Machine.

Barnett Samuels & Sons' Co. have now introduced their hornless machine for outdoor entertainment. It packs into a very neat case, which also holds room for about a dozen D. S. records, thus making a complete outfit easily portable by hand, and always ready for service. The company also inform me that Odeon records will in future be manufactured in England instead of the Continent. This provides possibilities of larger business abroad since Colonial dealers can now obtain the goods—being British made—on the preferential tariff basis.

J. L. Young Wants American Novelties.

J. Lewis Young, who was one of the first to

The Stroh Violin
¶ A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers. Invaluable for Small Orchestras.
¶ The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.
¶ Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.
GEO. EVANS
(Successor to CHAS. STROH)
94 Albany Street, Regents Park, London, Eng.

MELOGRAPH DISC RECORDS CO., Ltd.
22 SIR THOMAS ST., LIVERPOOL
The finest double-sided 10-inch Disc Records on the market, 2/6 each.
Compare them with any other make at any price.
Write for Lists and Samples.

FROM OUR LONDON HEADQUARTERS—(Continued.

introduce the Edison phonograph here in the year 1887, has just recovered from a long spell of ill-health due to nervous breakdown consequent upon, we regret to say, the death of his only son and his wife's long illness. Mr. Young would be glad to hear of any American novelties suitable for this market. Address 11 City Road, London.

A Tribute to "World" Advertising.

The Flex diaphragm is now being fitted to sound boxes sent from all parts of the world, which is sufficient evidence of its merit. One enthusiast writing from Broadway, New York, says, that the "Flex" is not only the finest thing he ever used, but the greatest thing in the country!

New Lindstrom Features.

On the new style Lindstrom machines selling in England, a great feature is an improved telescopic tone-arm, adaptable for using either the sapphire or needle sound box, while the machines selling on the Continent are now fitted with the tapered goose-neck tone-arm and exhibition sound box.

New Zonophone Records.

An exceptionally strong bit of zonophone records is that for the month of June, and particularly worthy of mention is "Home to Our Mountains," the famous grand opera duet from the Troubadour (Il Trovatore), by Verdi. Other good titles are "Raymond" overture Part II.; "I Hear Ye Calling Me," sung with much feeling by Ernest Pike; "Mandy Lane"; "Welcoming Him In," an amusing duet by Fred Cooper and Herbert Payne; while Mr. Alexander Prince's concertina record of "Under the Double Eagle" is splendid. There are many other popular titles in the list, which as a whole seems replete with "quick sellers."

Russell-Hunting Co. Affairs.

A complete summary of the statement of affairs of the Russell Hunting Record Co., Ltd. (winding up), as submitted by the managing director and secretary on April 1, 1909, has been issued by the official receiver. This statement traverses a previous report in the World, but the amount available for unsecured creditors (less cost of liquidation) is now estimated at £4,595 14s. 8d. Mr. Sidney Cronk, receiver, has now realized practically all the assets of the company. On April 7 Mr. E. E. Johnson, chartered accountant, 2 Queen Victoria street, London, E. C., was appointed a liquidator, and all communication with reference to claims against the company should be addressed to him.

News from the Gramophone Co.

Notice has been sent to dealers that the extraordinary demand which has followed the introduction of the Pigmy Grand has been so greatly in excess of expectations, that the company are quite unable to draw sufficient supplies from their factory to meet all orders. Everything possible is being done to insure adequate supplies, and it is hoped that all orders will be fulfilled shortly. The leading tenor of the Vienna Opera House and Royal Opera, Covent Garden (Herr Leo Slezak) has made 14 especially good gramophone records, which all dealers should certainly stock. The monthly list for June is replete with the usual good things, of which I would mention the following records: "March Heroique" (Saint-Saens), "Nell Gwynn Dances," Nos. 2 and 5; "Our Miss Gibbs," Sel. I and II, on separate records, all by the Band of H. M. Coldstream Guards; "Isolene," ballet (mazurka), is a sweet record of Spanish music by the Spanish Royal Band of Halbadiers; the Bohemian Orchestra is responsible for two attractive waltz pieces, "Songe d'Automne" and "Vision of Salome" (Joyce). Several fine records are represented under concert music, "Sing Ye Praise and He Counteth All Your Sorrows" (Hymn of Praise, Mendelssohn), by Mr. Evan Williams; "O Flower of All the World," rendered by Mr. Harrison with fervor and good effect; "Was Thou Thy Snowflake" (Ivanhoe), Frederic Austin; "A Chip of the Old Block," Mr. Robert Radford; "Scenes That Are Brightest" (Maritana), is charmingly sung by Miss Perceval Allen; "Through Love to Light," Miss A. Lakin; "Psyche," by Miss Susan Strong; "La Charite," with chorus (Rossini), by Madame de Montaiant, are all splendid records, as also is "When Evening's Twilight" and "In the Merry Spring," by the Sheffield Festival Quartet; "How Do You Do" (No. 15) from the "Dollar Princess," by the Dollar Princess Operatic Party, who also give "Chewska" (No. 11) from the same musical piece. The famous Renard Quartet of Musicians give a beautiful rendering of "The Lark" (Blinka), while Lady Speyer's violin solo, "Hungarian Dance" (Brahms-Joachim) is superb. Miss Blanche Ring, the popular American comedy artiste, is great in "Yip, I Adee, I ay," which is now being sung in "Our Miss Gibbs." Mlle. Alice Verlet's five operatic records are the talk of the trade. She is the prima donna of the Grand Opera, Paris, and the power and charm of her soprano voice has been likened unto that of Madame Melba. Mlle. Verlet made her London debut last March at the Royal Albert Hall, when she scored an enormous success.

Company News.

Carl Lindstrom Aktiengeschaft. Particulars filed May 3. Capital 750,000 marks, in shares of 1,000 marks each. Registered in Germany, to carry on the business of manufacturers of and dealers in phonographs, talking machines, cinematographs and automatic machines, etc. British address, 77 City Road, London, E. C., where O. Ruhl is authorized to accept service.

Gramophone Sports' Club, Ltd., Registered April 26. Capital £500 in 2s. shares. Objects: to form a club for promoting sport for the benefit of the employes of the Gramophone Co., Ltd., or others. Registered without articles of association. Registered office Blythe Road, Hayes, Middlesex.

Globe Film Co., Ltd. Registered April 22.

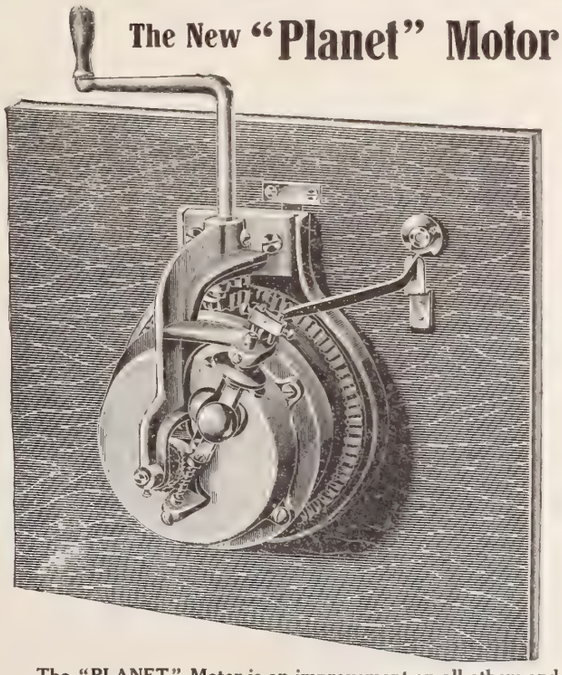
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor, Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor —WE'VE GOT THE MOTOR!

"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 24 minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

Manufactured by

THE RENA MANUFACTURING CO., Ltd.

27 Worship Street, Finsbury Square, London, E. C., Eng.

Cables and Telegrams: TALKINGDOM, London. Telephone: 5642 London Wall

WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

The Patent "Flex" Diaphragm

More Music — Less Scratch

The Loudest and Most Natural Reproduction Yet Obtained.

For Edison "C," "H" or Columbia size, with crosshead complete, post free 2/ or 50c.
A LITTLE MARVEL

For "Exhibition" Sound-box, post free, 4/ or $1.00
Together with Needle Tension " " 5/ or $1.25
VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment
For "Exhibition" Box
Makes All Needles Louder
Post free with instructions, **1/6 or 38c.**

This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Orders from the World Over.

Particulars free from DAWS CLARKE 5 Longford Place, Longsight, MANCHESTER, ENGLAND

TRADE SUPPLIED

Capital £4,000 in £1 shares. Objects: to adopt an agreement with H. R. Bishop, and to carry on the business of cinematograph, biograph and phonograph proprietors, showmen, film manufacturers, etc. Private company. Registered office 346 Brixton Road, London S. W.

Crop of Financial Troubles.

As foreshadowed in my last report, the effect of the business depression during 1908 is now being exposed by a continual crop of commercial troubles throughout the kingdom. One of our oldest factors—the American Talking Machine Co., Tabernacle street, London—has unfortunately been compelled to place their financial position before their creditors, from which it seems that the total deficiency amounts to about £1,407, largely accounted for by loss on trading of £900 odd (from January, 1908, to April, 1909), and the result of a law action by Mr. Cowan, of Berwick-on-the-Tweed. Among the creditors are: National Phonograph Co., £414 7s. 4d.; Pathé Frères, £223 8s. 3d.; O. Ruhl, £30 1s. 11d.; Industria Co. (E. Oppenheim), £27 7s.; Magazine Holder Co., £25 10s. 6d.; Deutsche Telephonwerke, £17; Fritz Puppell, £11 9s. 2d.; Barnett Samuel & Sons, £10; Sphinx Co., £19 7s. 4d.; R. Prieur, £11 14s. 6d.; Craies & Stravidi, £3 13s.; Francis Wottingham, £250; Frank Wottingham, of Bridlington, £500, and others. The creditors fully discussed the position of affairs and unanimously passed the following resolution: That a deed of assignment to G. E. Corfield as trustee be executed, that the trustee be authorized to dispose of the estate for a sum sufficient to pay preferential claims and costs, and 3s. 6d. in the £ to all the creditors, and that the following committee be appointed to act with the trustee, viz.: Mr. Reid, National Phonograph Co.; S. Turner, Pathé Frères, and O. Ruhl. Many of the creditors expressed sympathy with Mr. Nottingham, who has an honest trading record of over eleven years in this industry, not to speak of his general popularity with all those who have the pleasure of his acquaintance.

Hesse & Co., of Houndsditch, have also gone under the iron heel of trade depression and keen competition. The assets are estimated at £600, against liabilities of £1,228. In the list of creditors appear M. & A. Woolf, £388; O. Ruhl & Beka Record Co., £25; Willibald Tweer & Co., £143; Fritz Puppel, £37; C. Weiss, £15; Edison-Bell Co. (in liquidation), £101, and many others.

Latest Clarion Records.

Of the latest Clarion records the following may be mentioned as being of a quality denoting good sellers: "Funiculi, Funicula," Harry Fay; "I Used to Sigh for the Silvery Moon," Charles Lester; "The Uhlan's Call" (march), Premier Military Band; "Always Add a Little," Miss Cassie Walmer; "The Other Yacht," Herbert Rule; "The Coon's Honeymoon," "Largo" (Handel), and "Egyptian Ballet," all three by the Premier Concert Orchestra; "Because," and "Where the Sunset Turns the Ocean Blue to Gold," both by Thos. Hylton; while the Premier Bijou Orchestra plays two pretty selections—"Christmas Roses" and "Fascination Waltz." These are all well recorded and should be on the shelves of all enterprising colonial and foreign traders.

Straus' Views on Trade.

On behalf of the increasing interests of the Carl Lindstrom Co. in England, Mr. Straus recently paid a visit to this city, and from his report it seems that the talking machine trade is in a much better condition on the continent than here. Touching upon the Lindstrom disc machines, Mr. Straus hinted at some striking new departures now that talking machine patents are a thing of the past in Germany. He also holds strong views upon the copyright question in this country, maintaining that in the event of a bill going through a "no monopoly" clause must be paramount, while in any royalty or subsidy imposed the public would have to pay the piper, as they do in France.

The Rena Disc Machines.

Great interest has been aroused by the new range of disc machines introduced by the Rena Co., the makers of the highly successful Rena double records. Each model from the cheapest upward is fitted with the same type of tone-arm, in two different sized tone-arm brackets and sound box. The tapered tone-arm is of plated aluminum, cast in one piece. The sound box is an unmistakable improvement in tone and volume, and is fitted with a spring needle clamp, instead of a screw. A reliable speed indicator is fitted to all Rena machines.

Now, the life of a machine depends not upon its appearance or upon exterior fittings, but upon the reliability of the internal mechanism, and the Rena disc machines offer something very unusual in this respect. The motors are upon an entirely new principle. In models Nos. 2 and 6 this new motor is an engineering triumph. It may be said that the motor is known as the "Planet" because it embodies the principles upon which the planets revolve in their orbits, and is entirely different to the clockwork motors at present in use. Explanation is simple. Raising the top of the cabinet there comes to sight a large circular metal case fixed horizontally to the cabinet lid. From the center of the base of the metal case projects a small spindle fitted with a cog wheel; this latter works on to a worm on the governor spindle. The upper half of the round case contains the spring, while in the lower runs the train of gearing, the whole of the motor being thus encased. Further, the lower case is so constructed that the motor runs in grease, is hermetically sealed, and therefore dust and dirt cannot reach the working parts. This perpetual lubricant also renders the motor absolutely noiseless. The winding crank works on a toothed plate, situated parallel to and close against the cabinet lid, the spring, or springs, being fitted immediately below the plate, and completely encased in the metal band. The case containing the gear is belted to the base of the spring barrel. The governor bears four weights, and it is claimed that this, in conjunction with the worm drive, insures perfectly even running. The Rena Co. have so much confidence in the reliability of the Planet motor that they guarantee every one for two years. It should be noted that the guarantee does not extend to either the mainspring or the governor blade springs. The Rena disc machines, in oak or mahogany, are made in six distinct models at present, and range in price from £2 10s., No. 1, to £10 10s., No. 6. The tonal quality of the reproduction on every machine leaves nothing to be desired. In general workmanship and finish the Rena machines are excellent, and considering the prices are about half ruling prices, it must be conceded that they will be as successful as Rena records.

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, June 3, 1909.

Business generally has been very slow in this district for some time past, but we are glad to say that the outlook is brightening, and in many quarters the opinion is freely expressed that the bottom has been reached. It is now hoped that the factories and mills in the north will gradually resume full time and money will then be spent more freely for talking machine goods than it has been for some time past.

Burrows & Co., of High street, have recently had some good sales in expensive machines, and they have also taken up several good side lines, with which they are doing well.

C. Durve, the wholesale factor of Edison's, Zonophones, etc., has been visiting the United States for the past month, and is due home in a week or two.

Messrs. Richardson, of Manchester, Blackburn and Liverpool, have been exceptionally busy with roller skates and cycle goods, but the phonograph and disc business has been recently somewhat slow. Mr. Geddes, the manager, states that they are already booking a considerable number of orders for the new Edison attachment to fit the "Gem" machine, which will be retailed at 15s. The price includes a new Model H reproducer, colored "amberol green." By placing this upon the market the National Co. will create a boom in 200-thread records. By the way, Mr.

FRITZ PUPPEL, G. m. b. H.

BERLIN, S. O.
BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our "Elite" 9 Machines One of the Best.

Our Famous "Puck Phonograph."

Richardson is still rusticating on the Mediterranean, enjoying a fine holiday. His latest port of call was Valencia.

Mr. Davies, of the Calmore Depot, Deansgate, is busy at the present time in cycle goods. The disc and phonograph business with them is hanging fire somewhat.

At Brown Bros. roller skates is the principal selling line at present, and the sales have been so great recently as to entirely outpace supplies.

Most of the cycle agents have now relegated to the background their stock of records and machines, and it is becoming almost a rarity to find either disc machines or phonographs or anything connected with the industry shown, cycles predominating and filling up the whole of show windows.

BRADFORD NOTES.

Bradford, June 4, 1909.

In Bradford and district, although trade generally is dull, there are signs of a revival in the near future.

Mr. Appleton, Sr., of this city, is interested in various patents connected with the reproduction of the 200-thread records and he has something good in view which will probably be placed upon the market a little later.

The Parker Phone Co. report good business. Mr. Stoddart anticipates that next year will be an "amberol" year, and that no other records will have a chance whatever against them, now that the new attachment is being placed upon the market.

Messrs. Dyson's are very busy in roller skates, air guns and other side lines, which they handle during the summer months. Mr. Tidswell, the manager of the phono department, expresses his opinion that we have seen the worst and that with September business will resume its normal capacity.

LIVERPOOL NOTES.

Liverpool, June 5, 1909.

In Liverpool generally the trade is at a standstill. All dealers are complaining; machine sales are practically nil, while records in the majority of cases sell in one's and two's instead of half and one dozen lots.

Roller skating, which is now the craze all over the town, is absorbing all the money that would otherwise be spent in machines and records, and although in some cases several rinks are closing down during the summer months others are being built and even at this season of the year are pretty busy and doing well.

The "Pigmy Grand" Gramophone is on view in several of the leading establishments, and is a line specially adaptable for transit purposes and outdoor amusement.

We are glad to report that Mr. Jake Graham's health is steadily improving.

Messrs. Cramer & Co., Van Gruissen, Archer & Co., as well as the leading factors, report all round that business is slow.

LEEDS NOTES.

Leeds, June 5, 1909.

Hilton & Co. and Messrs. Appleton, the wholesale factors, report business as slow, but in some of the special lines they handle business is about normal with that of last year.

Messrs. Scott & Co., of Albion street, and "The Record Phono Co.," are giving up their business. Their reason for so doing is that the net profit is not commensurate with the amount of capital invested, to say nothing of the worry, hard work and poor outlook.

Messrs. Jenkins, of Queen Victoria street, and Messrs. Tilly & Co., with others, are finding business somewhat slack, and in one or two cases holiday making is the order of the day.

SOME RECENT INVENTIONS

Will Soon be Introduced in the North of England—New Types of Machines With Special Features That Will Interest.

The representative of The Talking Machine World has lately had the pleasure of examining some recent inventions relating to the disc record, which, when placed upon the market, may alter some aspects of the business.

For many years past, several experts in the North of England have been quietly investigating not only the mechanical motion as applied to disc motors, but further improvements, as may be applied to discs also, and if these inventions are as stated it will not only revolutionize present methods, but give the public greater value than ever before purchased.

Briefly, the inventors have four new types of machines. Two of these are similar in principle, but distinctly different as regards the design. The other two are upon another principle, also different in design. The two machines constructed upon the first principle, involves standardizing every record to play for (or to run) a certain length of time, as regards the duration of it. For example, if a disc manufacturer makes a record to play for seven, eight, nine or ten minutes, the mechanism must be set to play the record at a stated time, and no other.

Now, the second principle is a machine which will permit the user to play upon it records of any time duration, within reasonable limits (say, seven, eight, nine or ten-minute records). This is accomplished by altering the speed of the governor by a regulator; at the same time, all models are constructed to play any ordinary records, by altering the position of a lever. Therefore, this type of machine not only suits the present-day records, but in addition would not need any change over, or special attachment to play the longer time records.

J. E. HOUGH, Limited

Sole Proprietors and Manufacturers of EDISON-BELL N. P. and E. B. RECORDS, PHONOGRAPHS, DISCAPHONES and DISCS.

ALSO OF

STERLING RECORDS

¶ Having acquired the whole of the plant, machinery, masters, matrices, goodwill, etc., of the Edison-Bell and Sterling Companies, J. E. Hough, Ltd., beg to announce that their July parcel will be issued early in June.

¶ All old or obsolete stocks are destroyed, and all future records will be specially manufactured from selected matrices—only the best and most popular will be used. RECORDS at ONE SHILLING, and at NINEPENCE each, will be manufactured and new catalogues prepared.

DOUBLE-SIDED DISCAPHONE RECORDS

TWO ON ONE 10¼ Bell Discs 2/6 8¼ Phona Discs 1/6 TWO ON ONE

will also form a most important feature of the firm's new products.

¶ The Edisonia Works are now reconstructed and are the most complete in the world—being fully equipped for the manufacture of every kind of Talking Machine and every kind of Record—CYLINDER and DISC.

¶ The Company therefore hopes to secure the favor of the British public—their productions being of GENUINE BRITISH MANUFACTURE THROUGHOUT.

¶ Show and Recording Rooms have been established at 15 City Rd., E. C., where agents and dealers are invited to see and hear samples of Machines and Records. They are also invited to view the works which are undoubtedly the most important in the country.

¶ Up-to-date dealers will be specially communicated with, but all dealers should drop us a post card to ensure the receipt of our circulars, catalogues, terms, etc. Address,

J. E. Hough, Ltd., Edisonia Works, Peck Lane, S. E.

The essence of this improved invention in the movement is a special differential speed gear motor, which is very simple and cheap to produce. Without going into mechanical details, we will endeavor to explain it as follows:

The turntable revolves from the commencement at a constant but slightly increasing speed, absolutely exact, and in accordance with the diameter of the record, as played with the needle or stylus upon it, thereby giving the sound waves an even or equal length, throughout the run of the record. For instance, with an ordinary twelve-inch disc, as sold now, the surface speed at the beginning of the record is approximately 2,900 inches per minute, gradually reducing to about 900 per minute at the finish, thereby reducing the length of the sound waves in proportion, as it travels towards the center of the record. Now, this new motor remains at a constant surface speed, all the time it is running. For example, it may be 900, 1,000, 1,100 or 1,200, as the recorder may wish; this means that disc manufacturers can double or even triple the amount of music as placed at present upon a record; the reproduction, of course, taking a much longer time in proportion. As an experiment, the music upon three 10 in. discs were recorded upon one 12 in. disc, with the new method, and upon reproduction, by setting the reproducing machine to the necessary time, it played right through without any hesitation. In another case, the baritone song, "The Village Blacksmith," and, if we remember rightly, "Asleep in the Deep," were also reproduced upon one side of a 12 in. record (with room to spare for more) both full songs, without any omissions, and lasting nine minutes.

Regarding the cut of the record, the inventors are not concerned as to whether it is a needle or sapphire reproduction, for if any inventor comes along a little later and can record at 150 or 200 to the inch upon discs, and uses this new type of motor, his 12 in. records would run twenty minutes, or more, if desired.

Although shown under disadvantageous conditions, the results were very good.

With the ordinary needle cut record, the volume of sound is entirely dependent upon the surface speed the record is traveling at, decreasing as it gets nearer the center, but, in the case of the new invention, the volume is even all through it, because all sound waves are equal in length, the speed being constant and regular throughout. If necessary, these new types of motors can be made to run fifteen or twenty minutes, or even an hour (but if at a very slow speed, or below certain limits, the reproduction would only be poor). From actual experience, however, it is considered best that a 12 in. record should take about ten minutes to reproduce and a 10 in. about seven minutes to give the best results. The calculations are based upon the needle cut record at 96 to the inch, which is now generally used. It will be seen at once that it is not the cut of the record that is altered, but the principle of application by the aid of differential motion.

There is also another feature of these inventions to be noted; instead of the turntable revolving at 76, 78 or 80, as may be necessary now, it revolves at a much slower speed, 30 or thereabouts. The friction is therefore a little less than a third upon the needle point as against what it is at present; consequently, we understand that one needle may be used upon several records, without any detrimental effect upon them.

Several patents have already been obtained by the inventors (both in England and abroad) in connection with these new mechanisms.

HOUGH, THE UNIVERSAL BUYER!

(Special to The Talking Machine World.)

London, Eng., June 6, 1909.

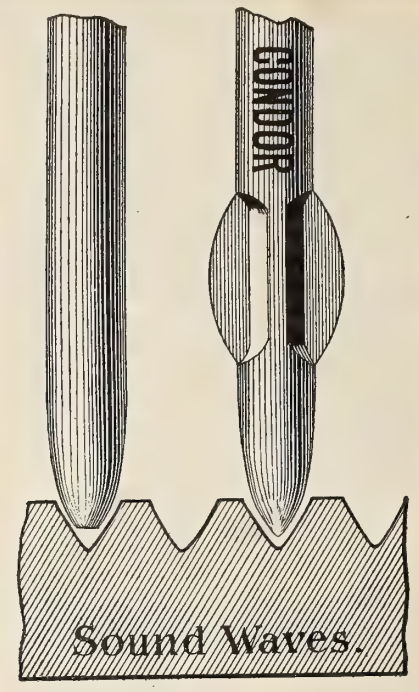
Not content with securing the valuable factory, plant and other assets of Edisonia, Ltd., Mr. Hough, in his determination to build up the finest and most complete works for the manufacture of phonographs, cylinder records, disc machines and disc records, recently purchased the Edison-Bell name, good-will, patents, trademarks, and et al., besides buying up the Sterling assets, machinery and home and foreign matrices; lock, stock and barrel, by reason of which he is now known and recognized in the trade as the universal buyer!

The result of this vast culmination of interests, covering every branch of the talking machine industry, is inestimable. The establishment and working charges as a consequence are reduced about 50 per cent., while the equipment at Peckham of complete phono and disc plants centralizes an efficient organization capable of almost unlimited production to satisfy the demands of traders everywhere.

The rebuilding of that part of the factory destroyed by fire is now within a few days of completion. Having been taught a bitter lesson, the new buildings are so constructed as to render a similar catastrophe as last absolutely impossible. The molding rooms, wax stores, and matrixing departments are built with steel and iron-lined concrete walls, while the roof is supported by steel girders, thus rendering the place quite fireproof. Manufacturing will commence this month, and it cannot be gainsaid that Messrs. J. E. Hough, Ltd., start operations with every prospect of a bright and successful future.

Our London correspondent advises us that the proposed talking machine exhibition to be held at Crystal Palace, in that city, is not meeting with any considerable support from the trade. The time selected is not an opportune one by any means.

Geo. W. Lyle, manager of the Columbia Phonograph Co., General, returned last week from his European trip, and when seen by The World representative, Tuesday, he said: "I found conditions abroad improving in all lines, including our own, and I confidently look forward to a sharp revival of business in the near future. In short, the situation is pretty much as it is here. I had a pleasant time, and feel in fine trim."



CONDOR

is the

Only Needle in the World having

Each Point Warranted

therefore

Best Reproduction

No Ruin of Record

AGENTS WANTED

Sole Manufacturer

Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY

MR. RECORDER, do you know my WAX "P,"

the best existing recording material for Berliner- (Gramophone-) cut?
If not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

BRINGS SUIT AGAINST MACY & CO.

Victor Co. Allege Infringement of Berliner Patent and Seek Injunction.

The Victor Talking Machine Co. have now entered suit against R. H. Macy & Co., the noted department store proprietors of New York. The latter are signed Victor dealers, having handled this line for several years or more, but also sell other machines and what are known as "Nassau" records, manufactured exclusively for them by the Leeds & Catlin Co. This act the Victor Co. construes as an infringement of the Berliner patent, and the bill of complaint, making this charge, was filed in the Circuit Court of the United States, southern district of New York, May 29.

The complaint, which is a formidable document two inches thick, asks for a preliminary injunction, damages, and accounting, and the destruction of all such goods as may be in the possession of the defendants. It is a case in equity. The hearing on the motion was up June 4, but postponed until June 18. On the day of filing the bill Horace Pettit, counsel for the Victor Co., went before Judge Hand and secured an exparte order restraining Macy & Co. from selling, or in any way disposing of or removing from the premises any of this alleged stock of goods "until the time fixed for the hearing of the motion for preliminary injunction and until the hearing and decision therein." This ties up the "Nassau" records and machines until the court rules otherwise.

A DISTINGUISHED CALLER.

A distinguished caller at the New York office of the National Phonograph Co., recently, was E. Davis, of the E. Davis Co., an Edison jobber of Sydney, N. S. W., who came in to pay his respects to Walter Stevens, manager of the export department, previous to his sailing for Europe. Mr. Davis is also a music publisher. The European companies, explained Mr. Stevens, deal direct with the factory in Orange, but the National Phonograph Co., Ltd., of Australia, with headquarters in Sydney; the Mexican National Phonograph Co., in Mexico City, and the Compania Edison Hispano-Americano, in Buenos Ayres, A. R., have their own list of jobbers, whom they supply with stock direct, but all their orders sent here go through the export department of the home company. Other visitors included: W. O. Crew, of the Elmira (N. Y.) Arms Co.; B. Lee Crew, of the Crew & Phillips Co., Atlanta, Ga., and O. V. Redaelli, Armscliffe, Sydney, Australia.

"DUBBING" SUIT DEVELOPMENTS.

The counsel in the suits of the Columbia Phonograph Co., General, New York, joined with the Fonotipia Co., and the Victor Talking Machine Co., Camden, N. J., against W. V. P. Bradley, Brooklyn, N. Y., sales agent of the Continental Record Co., and others, represented by Waldo G. Morse, recently appeared before Judge Chatfield, Circuit Court of the United States, eastern district of New York, and agreed, at the suggestion of the court, to allow the arguments made, briefs filed and affidavits submitted on March 4 last, on the motion for a preliminary injunction, to stand and to be treated as of the final hearing. Counsel stated they would much prefer the judge to write an authoritative opinion in the case rather than render a hasty and possibly a not fully considered decision. This reflected the views of Judge Chatfield, and he stated he would give the case careful attention and deliver an opinion some time during the summer. The defendants are charged with "dubbing" or making spurious imitations of the records of both of the complainants. The defense had stipulated to cease "dubbing" until the charges are disposed of by the court.

That business which is so "different" that it cannot be helped by advertising—usually remains about the same.

DYER ON NEW COPYRIGHT LAW.

Points Out Several Objectionable Features Which Are Unjust to the Talking Machine Trade, but Which He Holds Will be Remedied in Time—Letter to The World.

The attitude of the National Phonograph Co. on the new copyright act is frankly stated in the appended letter from President Frank L. Dyer, who, writing from Orange, N. J., under date of June 9, says:

"Dear Sir—Regarding the attitude of the National Phonograph Co. on the subject of the new copyright law, which goes into effect July 1, I will say that so long as the law remains on the statute books it will, of course, be observed to the letter.

"There are several features of the law which strike me as being very objectionable, entirely aside from its general provisions: If we manufacture a copyright record and put it in our bins and the bins burn down, we still have to pay the royalty. If we sell ten copyright records to the trade and the records are later returned to us as 'cut-outs' and full credit is allowed for them, we still have to pay the royalty on the records, which were practically never sold. If we manufacture a copyright record and it is shipped to China, we still pay the royalty, although that particular record may never be played in this country and no copyright law exists in the country where it would be used.

"These features of the law are all so very unfair that I have no doubt that eventually they will be remedied; but, as I have said, the law is here and we must observe it. Yours very truly,

"FRANK L. DYER, President."

The Ross P. Curtice Co., Lincoln, Neb., whose main line is pianos, recognizing the importance of their talking machine department, will remove the stock from the basement to the first or main floor of their store, erect demonstrating booths and push the goods as they should be. They handle both the Edison and Victor lines as distributers and dealers.

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in

German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
Italian	Arabian	Malayian
Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

TIMELY TALKS ON TIMELY TOPICS

During the past few weeks the patent situation has cleared up amazingly. The basic inventions covering the production of disc records especially have been passed upon by the highest court in the land, and therefore they are hereafter unassailable. An effort was made to still further prolong the uncertainty regarding the enforcement of the latest decision on the Jones patent for duplicating disc records, a universally used process, but it failed signally. On May 24 the Supreme Court of the United States denied the application for a review of the opinion, a procedure evidently instituted to "delay the game" only. The average layman could see no reason why the power of the court of last resort should be invoked in this instance, and his judgment was sustained. The claim of the defense that the patent laws were not adequate to prevent the employment of the Jones process by the world at large was declared fallacious. This is the last word.

Another suit that attracted attention at the time, because it attacked the Berliner patent, was that of the Victor Talking Machine Co. against the Duplex Phonograph Co. Counsel for the defendants were confident they had smitten this celebrated invention a fatal blow in a vulnerable part. Argument was heard on the case a year ago, and when Judge Knappen wrote his opinion, which was handed down May 27, the dictum of the Supreme Court applied, and the charge of infringement was upheld. No novel or specially new points were embodied in this litigation, and it is referred to only in connection with its being about the last case of the kind before the Federal courts. The World refers to these matters without bias, and in the spirit of the historian alone.

The stock of Victor Victrolas is now in better supply than ever before. Shipments are being made regularly by the Victor Talking Machine Co., and distributers and dealers who were behind on stock are now catching up on back orders. It is really wonderful what a success the Victrola has met with, and its popularity is increasing rather than diminishing. The Victor Co. have advertised this elegant specialty with no niggardly hand and the reward is commensurate with the outlay. The grade of publicity employed by this company is along refined lines and the entire trade has benefited.

Before Caruso, the world-renowned tenor, sailed for Europe last month, the wildest rumors were given currency by the daily newspapers regarding the permanent impairment of his voice by overuse. He is under contract to sing for the Victor records exclusively for the term of his natural life, and his remuneration is royal, to be sure. It is said that for seven or eight weeks previous to his departure, Caruso had been steadily employed at the Victor laboratory, and this strenuous work had been too much of a strain. The great tenor has never sung so often in public as during the past operatic season, and doubtless he is suffering from over-exertion and fatigue, from which he expects to wholly recover after a long rest. The Caruso records have been the best sellers ever placed on the market, despite the price, and it would be a pity, indeed, were his voice permanently affected. Those in a position to know say these reports are more sensational than truthful.

While the new copyright law becomes effective July 1 it is not likely to cause a ripple of difference in the talking machine trade—at least, for some time. The royalty provision, so far as the use of musical compositions are concerned, apply to new songs or works; that is, those written from that date on. It is not to be expected that composers will work overtime writing music in order to reap the alleged harvest from manufacturers of records. Undoubtedly real merit and demonstrated selling qualities will be the prerequisite for anything the record makers may reproduce; providing, of course, the copyright owner has granted the market privilege, as the act defines. At any rate the accumulation of new acceptable music will be comparatively slow, the record manufacturers aver, so that they will not cut much of a figure in the total output for some time.

Now, a Sousa Phonograph Co. is the latest addition to the list of talking machine dealers; and when John Philip Sousa, the great bandmaster and successful composer, hears of this new concern, he will likely file a vigorous protest against the use of his name. The attitude of this versatile musician, who originated the rather contemptuous epithet, "canned" music in connection with records, is notoriously not the most cordial toward the trade. In this respect he differs materially from Victor Herbert, and to the advantage of the latter's perspicacity of judgment and rare good sense. Perhaps Bandmaster Sousa's feelings might be mollified were he invited to become the musical supervisor of a recording laboratory of repute and standing. But that is mere speculation. The question "before the house" is, will Mr. Sousa consider himself complimented, or otherwise should he learn his name has been taken in vain by a mere talking machine concern? Will there be an explosion of expletives more forcible than elegant, or will this fresh testimony of glory and fame be accepted as a tribute? Shades of "canned" music protect the Sousa Phonograph Co. until this momentous question is settled!

From the number of cases reported it is certain the manufacturing companies who have "signed" jobbers and dealers are determined to compel obedience to their agreements, as regards the stipulated selling price, by judicial procedure. As a rule the jobbers or distributers are familiar with the decisions of the Federal courts on this matter, and instances of infraction on their part are rare, if not comparatively unknown. The dealers, on the contrary, are occasionally inclined to question the equity of declaring a patent a monopoly to the point of regulating the selling price of an article. It is nevertheless a legal fact, and price cutters are soon brought to see the error of their way, if not to grief, where the dispute is carried to the United States courts for adjudication.

LAW PROCEEDINGS COST MONEY.

The decree of the Circuit Court of the United States, New York, in the Jones patent suit of the American Graphophone Co. (Columbia Phonograph Co.) against the Leeds & Catlin Co., was signed by Judge Hough on June 2. This is the case in which the decisions of the lower courts were sustained by the Supreme Court of the United States. The perpetual injunction was issued the succeeding day, and on June 4 a writ of execution for the costs in the Circuit Court of Appeals was secured against the Leeds & Catlin Co. by the United States Marshal, and their certified check for $1,400 was paid over in satisfaction thereof. June 7 the American Graphophone Co. filed an additional bill in the Circuit Court for $800 additional costs in the same suit against the Leeds & Catlin Co.

RECORDS OF AFRICAN TRIBES.

(Special to The Talking Machine World.)

Berlin, Germany, June 3, 1909.

A dispatch from Vienna states that the Vienna Academy of Sciences is forming an extremely valuable and interesting collection of phonographic records, consisting of the speech and music of all the less-known races and tribes in distant parts of the world.

The most interesting of the recent additions to the collection consist of selections of speech, song and music of the Zulus, Nadi, Swazi, Matabele, Baca and other African races. There are war songs, love songs and dance music of most of these famous savage tribes.

There are also songs and music composed by negroes who have been converted to Christianity, and they show in a curious way the influence of civilization upon savages.

CINCINNATI NEWS BRIEFLETS.

Auxetophones in Demand for Cafes—Wurlitzer's Attractive Windows.

(Special to The Talking Machine World.)

Cincinnati, O., June 10, 1909.

The use of the Auxetophones in the cafes and leading restaurants in the city is doing much to educate the prospective talking machine buyer. These instruments hand out a fine brand of music, and being fashionable at the cafe, of course, looks well at home.

The Wurlitzer house has a window trim that is making a hit with thousands that pass this store each day. The window is arranged into a miniature camp, with tent, camp fire, stools, fishing rods, guns, a smoking outfit for the devotees of the pipe and cigarette, and last but not least, the Victor talking machine outfit, which is the center of the display, and serves to while away the evenings of camping. The idea is a splendid one just at this time. This city has hundreds of camping enthusiasts who go up on the banks of the Miami River and spend the summer months under tents. The suggestion of a talking machine to enliven the evening is having a good effect in the way of sales made and the inquiries being made.

The Milner Musical Co. are running a thirty-day free trial of talking machines to prospective customers with good success. Manager Strief says trade with his house has been satisfactory for the past month. The cheaper grade of machines are getting in favor again, due to improving conditions among the workingmen.

The Columbia Phonograph Co. reports a fine May's trade in the wholesale department, the month showing an increase of about 50 per cent. over a year ago the same month. The company are to have a new store front, work on this beginning next week. Plans also include several demonstration booths.

THE NEW FIRESIDE.

The new Fireside machine, the latest product of the National Phonograph Co.'s Edison line, which is so greatly in demand, is of the same general style as the Standard, Home and Triumph, but is not intended to take the place of any one of the Edison machines. On the contrary, it is a brand new type of phonograph, and in a measure is intended to fill the place of the old type Standard which formerly sold at $20. The Fireside will be sold at $22 list, and in Canada at about $28.60, and it will be placed on sale at retail July 1. Shipments to the jobbers have been going on from Orange, N. J., before the middle of May, so that the orders of dealers can be supplied in time. The total of the first orders for Fireside machines were over $25,000.

Several artists from Buenos Ayres, A. R., S. A., are in New York at the present, recording songs and popular music of the Argentines. The instrumental records are also being arranged by this native talent for the same market.

IT JUMPS

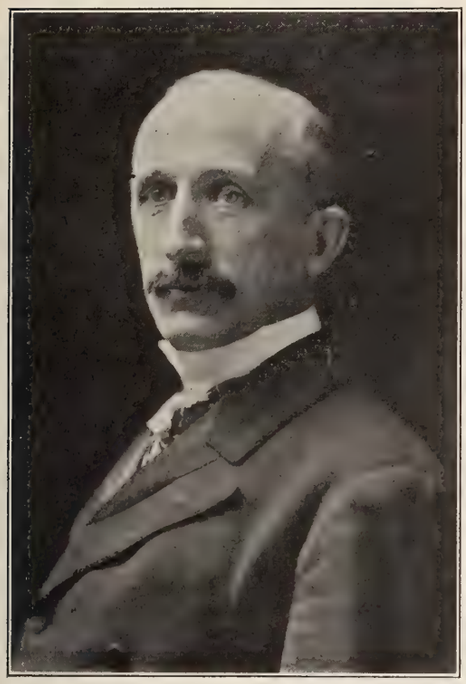
Caused by lack of graphite in springs. You would know this immediately if you had a copy of "How to Repair Talking Machines and Phonographs." Get busy; order a copy now and save time and money. Postpaid on receipt of price, $1.50. Frank E. Drake, 424 Tracy avenue, Kansas City, Mo. Reference, Gate City Bank.

EDWARD D. EASTON DISCUSSES CONDITIONS.

The President of the Columbia Phonograph Co. Gives Reasons Why the Talking Machine Business Should be Exceedingly Active the Coming Fall—Leaves for Europe Next Week.

Edward D. Easton, president of the American Graphophone Co. and the Columbia Phonograph Co., who sails for Europe on June 22, accompanied by his wife, son and two daughters, takes a cheerful and optimistic view of the future of the talking machine industry, and discredits any suggestion that the hard times, which have been felt in all lines since the panic, will have anything but a temporary effect on the sale of talking machines and records. In an interesting chat with a representative of the Talking Machine World the past week he said:

"The clearing up of the financial atmosphere and the restoration of confidence which has followed in the wake of the panic of 1907, and the dull times which succeeded it, gives to the world another splendid illustration of the wonderful recuperative powers of our country. As might have been expected, those concerns dealing in luxuries were among the first to feel the effects of the panic and the talking-machine companies were no exception. There was a falling off in the volume of business done and a general policy of retrenchment naturally accompanied it. The resumption of business by the Knickerbocker Trust Co. did much to give increased confidence, the election of President Taft more, and there is a generally hopeful tone to business, although it may take another year before normal conditions are reached. There is a feeling in all circles that when Congress has passed the new tariff bill there will be a resumption of business in all lines.



EDWARD D. EASTON.

"The year 1909 promises to be a memorable one in the history of the talking machine business in the United States. Three events of extraordinary interest and far-reaching importance have already taken place, all of which will contribute to the promotion of our business, because in each instance an end is reached to a dispute which lasted for many years, and which caused the loss of an immense amount of time and money that would ordinarily have been spent in the development of the business.

"The first was the passage of the Currier copyright bill just before the adjournment of the sixtieth Congress. The fight which has been waged for many years has ended in the passage of a bill that, while it contains certain features that ought to be eliminated (I refer more particularly to the royalties applying to records manufactured instead of on records when sold), has nevertheless been framed up with a view to honestly protecting all who deserve consideration in connection with the matter. We propose to give the new law a fair test, feeling sure that if it proves to work an injustice or is impracticable it will be suitably amended or repealed.

"The decree of the United States Supreme Court, on April 19, unanimously sustaining the Berliner patent, covering disc types of machines in combination with disc records, was fully expected. Here was a valid patent being flagrantly and openly violated and the infringers seeking to evade punishment by legal technicalities while they pursued their unlawful course, defiantly, to the extent even of disobeying the injunctions of our United States courts and boasting that they would proceed. Many years ago the Columbia Co., recognizing the imporance of this patent, secured a license so that we were protected when the patent was sustained.

"The decree of the United States Circuit Court of Appeals for the southern district of New York, April 14, once more unanimously sustaining the validity of the Jones patent, in the action against the Leeds & Catlin Co., put an end to the most important talking machine case that has been before the courts for many years. The United States Supreme Court promptly denied Leeds & Catlin's motion for a writ of certiorari, and the case, that has been noted for the bitterness with which the defendants and their counsel have fought, thus came to an end. This patent covers the well known and universally used process of making disc records and is owned by the American Graphophone Co. It has about ten years to run and will control the art. The Victor Co. is licensed under it.

"The effect of these two important decisions and the punishment of those who have been notoriously infringing the patents will be to encourage inventors, command a greater respect for patents issued by the United States Patent Office and give increased confidence to investors who are solicited to put their savings in industrial companies which make and sell patented articles. From a commercial standpoint these decisions will greatly benefit the industry, for it puts an end to the indiscriminate price cutting on disc records and will quiet the dealers and jobbers who know now that the 'one price policy, which has been a feature of the talking machine business, will be successfully maintained for many years to come.

"The double-disc record is proving to be a great trade bringer. We introduced it and have backed our judgment that it is going to be the disc record of the future by entirely discontinuing the line of single-sided discs. The Columbia disc catalog only contains double-disc records, and the public is rapidly reaching that point where they will take no other. The Columbia Indestructible cylinder record is one of the most attractive propositions which we have ever put out in the cylinder line It requires no argument to convince a customer that these are the only cylinder records he wants after he has once seen and tested them. We look forward to a great business the coming fall and winter and are preparing for it now.

"Is there a decreasing interest in talking machines and records and is the business going to be a permanent one?

"Well, I was asked that question ten years ago, and know of no better answer now than I gave then: 'As long as people are born with ears just so long will they be interested in talking machines and just so long will the business live.'"

While abroad, Mr. Easton, as has been his custom for many years, will inspect the various offices and factories of the Columbia Co. and familiarize himself at first hand with European conditions. His plans include a short sojourn in Switzerland.

It is universally conceded that Mr. Easton has done much to commercially exploit the talking machine and to promote this industry which now circles the globe. He has made the name of the Columbia Phonograph Co. known all over the world and no matter where you go the Graphophone and Columbia records are familiar household words. After establishing the business in the United States, the great European capitals were invaded one by one and in the pioneer work which he organized he has given impetus and courage to others to embark in the talking machine business until it has taken on huge proportions and affords occupation and the means of livelihood for hundreds of thousands, while millions of dollars are invested in factories, stores and goods.

Mr. Easton will return to New York early in August.

FELICITATIONS EXCHANGED.

Thomas A. Edison Writes a Personal Letter to Victor Herbert Expressing Pleasure at His Connection With the Edison Laboratory.

The engagement of Victor Herbert, the eminent composer, musician and orchestra director as musical supervisor of the National Phonograph Co.'s recording laboratory in New York, narrated at length in the May issue of The World, was so pleasing personally to Thomas A. Edison, the famous inventor of the phonograph, that autograph letters of mutual felicitation were exchanged. Mr. Edison rarely writes a letter in his own hand, but the occasion was exceptional, and therefore it is a unique compliment. It will be noted how clear is the chirography of the distinguished savant, no doubt due to the training in his early career as a telegraph operator. Both Mr. Edison's letter and the reply of Mr. Herbert are reprinted in fac-simile, as follows:

THOMAS A. EDISON'S LETTER

My Dear Mr Herbert

I was greatly pleased to learn that our Phonograph people have obtained the services of your great orchestra, and your personal advice and criticism in our record making

From now on we ought to reach a still higher standard in the recording of music

Yours

Thomas A Edison.

May 1 1909.

VICTOR HERBERT'S REPLY.

Victor Herbert
171 West 106th Street
New York City

New York May 3d 1909

Dear Mr. Edison

I thank you for your kind letter of May 1st, and hope that the existence my orchestra and I may lend in making Edison Records, will meet your expectations and further approval.

The capabilities of the Phonograph in spreading culture, instilling a sense of appreciation and discrimination of the best in art, and musically educating the people are beyond exception, and I am eager to do what I can to enlarge the scope of your truly wonderful inventions.

Very sincerely Yours

Victor Herbert

The Salter Mfg. Co., of Chicago, have just issued a complete catalog of their disc and cylinder record cabinets, music cabinets and furniture specialties.

Columbia Grand Opera D
Your Business and
C

Re
an

ıble-Disc Records Broaden Bulge Your Profits

his 76-page catalogue into the hands of the solid people who OUGHT to be your customers—and they ILL be. The only Double-Disc Grand Opera Records are Columbia Records. Every buyer of Grand era Records is your customer just as soon as you can tell him that one fact. The finest Grand Opera ver made are included in the Columbia list—best in the standing of the artists, best in surface, quality ility—and the first minute you demonstrate that to the Grand Opera Record buyers of your district, you will get their music money.

♫

The artists of the Fonotipia Series include no less than four of the great tenors of the world. When you have a customer who appreciates delicacy of shading, brilliancy of tone and intelligence of interpretation, you will find that he needs no reminder of the fact that along these lines BONCI is matchless and supreme. ZENATELLO is equally known for his marvelous tonal beauty, the opulence of his voice and the dramatic fire of his delivery. No better proof of this could be found than in the fact that he supplanted Caruso at Covent Garden last season and also in the spring tour of the Metropolitan Opera Company this year. In ANSELMI, Europe has discovered a second Mario, the greatest tenor of history. In quality, power and volume this magnificent artist towers head and shoulders above all his rivals in European opera—and his career is only commencing. BASSI with his impassioned singing and impressive acting has charmed his tens of thousands and is preferred by many above all of the living tenors. Not an unknown name nor a doubtful selection nor an imperfect record in the whole list—SAMMARCO, RUSS, DIDUR, PACINI, STRACCIARI, PARSI-PETTINELLA, MAGINI-COLETTI, BARRIENTOS, VIGNAS, LUPPI, KRUSCENISKI, DANI, AMATO, GARBIN, CORRADETTI—and KUBELIK, the world's greatest violinist.

♫

CONSTANTINO, the great tenor, is the new star of the Symphony Series—and CAMPANARI has just been signed up exclusively. The complete list of Symphony artists taken in connection with those of the Fonotipia Series, cannot be equalled by any organization in the world: DAVID BISPHAM, VAN ROOY, GILIBERT, BLAUVELT, ARIMONDI, VINCENT, CASTELLANO, TRENTINI, BERTI, LINDE, GRAYVILL, HOLT, BALDASSARE, BELLATTI, PARVIS, CIAPARELLI, DESTINN and LEHMANN.

The prestige these names give your organization cannot be estimated. A line of Columbia Double-Disc Grand Opera Records by the great stars of opera, means a different atmosphere to your entire trade, attracts the solid people of the community to your store and gives you a hold on the patronage of those whose machine and record bills run into money. If you are not giving the attention you might to this most important end of the record business, you couldn't want a better time to start than right now.

Fonotipia Series,	**10¾**	**inches, Double-Disc,**	.	.	.	.	**$2.50**
" "	**12**	" " "	.	.	.	.	**3.50**
Symphony "	**10**	" " "	.	.	.	.	**1.00 and $1.50**
" "	**12**	" " "	.	.	.	.	**1.50 and $2.50**

EXCLUSIVE SELLING RIGHTS READY FOR DEALERS WHEREVER WE ARE NOT PROPERLY REPRESENTED

Columbia Records

COLUMBIA

Columbia Records

Phonograph Company Wholesale Department

Tribune Building, New York

IMPROVEMENT IN BOSTON.

Trade Shows General Betterment—Victrola Display at the Eastern Talking Machine Co. —The Victor Line in Brockton—Other Items

(Special to The Talking Machine World.)

Boston, Mass., June 10, 1909.

Anyone conversant with the conditions that have prevailed for the past year would be greatly encouraged to take a trip around the talking machine warerooms in Boston, and note the general air of hustle and bustle and good feeling that exists. The demand for high-priced goods still continues to develop at the expense of the very low-cost goods.

H. L. Royer, the new manager at the talking machine branch of M. Steinert & Sons, reports that business is very satisfactory. A line of Victors has just been put into the Steinert branch at Brockton, Mass.

Manager Winkelman, of the Oliver Ditson Co.'s talking machine department, has been entertaining W. J. Elwell, manager of a similar department for C. J. Heppe & Sons, Philadelphia.

At the Eastern Talking Machine Co. there is on display a full line of Victrolas, in the new gun metal cases, also Circassian walnut—six different style cases in all. Mr. Elwell was also a visitor here and was shown the company's method of keeping track of the stock and the new rack system, with which he was much pleased. W. H. Beck, president of the company, came on this week from Washington, and stated that he is very much pleased with the business outlook for this year.

The association of employes of the Eastern Talking Machine Co. has discontinued its series of monthly meetings until fall. Manager Taft has secured the services of L. W. Ballou, of Burlington, Vt., as special representative of the company in New Hampshire and Vermont. He was formerly with the American Phonograph Co., of Burlington, and later with the Boston Cycle & Sundry Co.

Dan O'Neil, the Victor traveler, was in Boston looking over the field this week.

IMPORTANT COLUMBIA DEAL.

Consummate Arrangements for the Placing of the Columbia Records and Machines in the Siegel Stores in Boston, Chicago and the Fourteenth Street Store in New York.

The wholesale department of the Columbia Phonograph Co., General, on June 7 contracted with the corporation of "Henry Siegel, wholesale," for 65,000 double-face records and 100 machines—an initial order only—of the regular line. These goods are to be distributed among the big department establishment in New York, known as the "14th Street Store"; Henry Siegel Co., Boston, Mass., and Siegel, Cooper & Co., Chicago. The talking machine department in the last-named enterprise is being greatly enlarged, and its facilities vastly improved. In the New York and Boston places the Columbia line will be handled exclusively, and the space assigned this important branch of their business has been trebled, and demonstrating booths of the most approved pattern have been installed. The line formerly handled by the corporation's branches has been declared infringements of basic patents by the United States courts, and therefore they were discontinued. B. Feinberg, who recently joined the selling staff of the Columbia Co., negotiated this important deal and closed the contracts.

HERBERT'S FIRST RECORDS.

Victor Herbert and his orchestra have made their first Edison record, a selection of several airs from "Mlle. Modiste," written by Mr. Herbert for Fritzi Scheff. The airs are "Charity Bazaar," "Ze English Language," "The Time, the Place and the Girl," "I Want What I Want When I Want It," "When the Cat's Away," and "The Mascot of the Troop." The record will appear in the September list of Edison Amberol selections, No. 195. In making this record Mr. Herbert was given the widest scope, and it is remarkable for sweetness, expression and artistic rendition.

STRAUSS TO MAKE EDISON RECORDS.

Will Lead His Own Orchestra and Act in a Supervisory Capacity for Records to be Made by the National Phonograph Co. for Their German Trade—Some Other Notable Additions.

The National Phonograph Co., at its recording plant in Berlin, Germany, has made an arrangement with Johann Strauss, the famous German composer and conductor, to lead his own orchestra in making Edison records and act as a supervisor of the better class of compositions. The arrangement is much the same as that made with Mr. Herbert here. Several records by Mr. Strauss will shortly appear in the German list of Edison records.

The company has also secured Albert Spalding, the young American violinist, whose records will be a feature of the Edison list, beginning with August. His first, Wieniawski's Polonaise in D Major, is pronounced one of the finest reproductions of violin music in the market. Other well-known people who have joined the Edison record makers are Nat M. Wills, the tramp king; Digby Bell, Josie Sadler, Grace Cameron, Ray Cox and Pete Murray. Records by some of these artists are already being issued each month, and others will appear in August, September and October.

KANSAS CITY GETTING GOOD.

Issue Ordinance Controlling Playing of Talking Machines and Electric Pianos in Public Places.

Kansas City, we mean that of Missouri fame, is an orderly place, notwithstanding stories to the contrary. Oftentimes, like in New York, the authorities overlook the serious maladies to which the city is heir, and pay attention to small things. A recent police order in that city refers to the control of talking machines used in advertising some of the popular-priced theaters, and this is how the Kansas City Star describes the proceeding:

"The wailing, rasping, blaring phonographs, which alternate between "Rainbow" and "Flicker, Little Firefly, Flicker," and the unmusical electric pianos, which all day long play "Every Morn I Bring Thee Violets," are to be given an enforced rest downtown in business hours. The order against them was issued this morning after a conference of the chief of police, the judge of the municipal court and the city attorney. Here's the penalty: For the first offense, $25; for the second, $50; for the third, the limit—$500.

"The ruling, as made by Judge Kyle, is that the phonographs above the doorways of nickel theaters and the pianos that lure small boys to the penny picture 'parlors' are violating the city ordinance against 'loud and unusual noises.' Chief Snow told Judge Kyle that the suggestion to suppress them was a welcome one, and that patrolmen would be notified immediately to arrest violators. The order is that the 'loud and unusual noises' shall not be tolerated until after 6 o'clock at night.

"The complaint which resulted in the order was made by tenants of the Commerce building against Ike Sahlank, who has a nickel theater with a loud brazen phonograph at 925 Walnut street.

"It's going all day long so we can't think to do business,'" one tenant testified.

"Mr. Sahlank took the complaint in good spirit.

"Judge Kyle discharged Sahlank with a warning."

The H. E. Sidles Phonograph Co. are making improvements in their department, under the skillful management of L. F. Haffley. They are also doing a great business in automobiles, and are 200 machines behind on orders, which are sold as fast as they arrive in Lincoln, Neb.

HAWTHORNE & SHEBLE CO. PETITIONED IN BANKRUPTCY.

Restraining Order Issued by the U. S. Court at the Instance of the Victor Co. Has Compelled Them to Take This Step.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 11, 1909.

The appended letter, dated June 5, has been sent the creditors of the Hawthorne & Sheble Mfg. Co., of this city:

"We regret exceedingly to advise you that on May 22, 1909, the Hawthorne & Sheble Mfg. Co. was served with a restraining order, issued by the United States Circuit Court, at the instance of the Victor Talking Machine Co., restraining our company from manufacturing or selling disc talking machines. This restraining order necessitates our taking such action as will enable the creditors of the Hawthorne & Sheble Mfg. Co. to place it in bankruptcy, and we believe that this move is for the best interest of its creditors.

"During the past eighteen months, our company has been in litigation with the Victor Talking Machine Co. over patent matters. The Victor Co. have contended that our patents infringe certain of their patents, but the machines that our company were manufacturing and selling were constructed under patents granted to them and which we have considered, on the advice of our attorneys, as being valid and of a non-infringing nature.

"In April, 1908, the Victor Co. made an application for an injunction against our company, which was refused by the court. Since that time the validity of the patent, known as the 'Berliner' patent, under which the Victor Co. operate, was sustained by the Supreme Court of the United States in April, 1909, and in consequence of this fact, on May 21, 1909, they were enabled to obtain the restraining order which practically stops our business. On June 4, 1909, this injunction, after argument, was continued in force by the Court. In view of the above-stated facts, the Hawthorne & Sheble Mfg. Co. have been compelled to take such steps as would best preserve their assets for the benefit of their creditors."

As foreshadowed in the preceding preliminary notice to creditors, the Hawthorne & Sheble Mfg. Co. were petitioned into involuntary bankruptcy on Tuesday in the District Court of the United States, eastern district of Pennsylvania. The receivers were to be appointed to-day.

SCHMELZER CO.'S NEW STORE.

The J. F. Schmelzer Sons Arms Co., Edison and Victor jobbers in a wholesale way only, Kansas City, Mo., have purchased a building in the shopping district of that place, remodeled it for their purposes, and inaugurated a vigorous campaign for retail business.

SUIT AGAIN POSTPONED.

When a motion for a decree in the case of the American Graphophone Co. (Columbia Co.), against the International Record Co., Auburn, N. Y., came up in the Circuit Court of the United States, New York, on June 11, the defense stated their records were duplicated by another process than that covered by the Jones patent. Judge Lacombe gave the International Co. a month to submit proofs.

HECTOR TAKES THE COLUMBIA LINE.

Andre Hector, who recently bought out the Mergott Piano Co., Newark, N. J., has just taken on the full Columbia line, placing a large initiative order. He is fitting up an artistically-designed and furnished department with the usual sound-proof booths and other modern accessories.

The talking machine stock of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., heretofore on the second loft, will be transferred to the first or store floor, the space greatly increased and demonstrating booths installed.

THE NEW COPYRIGHT LAW.

By PAUL H. CROMELIN

President of the American Musical Copyright League.

As has already been announced, the sixtieth Congress passed the Currier copyright bill, H. R. 28,192, under suspension of the rules just before adjournment, and President Roosevelt approved same March 4, 1909. The act goes into effect on July 1, 1909, and takes the place of all copyright enactments now in force. By its passage was ended the fight which has for years engaged the attention of members of Congress and been such a disturbing factor to all engaged in the manufacture of devices which mechanically reproduce music.

While in theory a fight between composers on the one side and manufacturers on the other, it was in reality a battle between certain manufacturers, who saw an opportunity to secure control of the industries for all practical purposes if they could secure the passage of such a law as was originally intended, and those other manufacturers who were fighting to prevent such a thing from happening, to protect their investments, and to save from destruction their life's work as represented in the various industries they had established, nursed and made successful. Lined up with those who were seeking to create the monopoly were most of the great music publishing concerns of the country, represented by the Music Publishers' Association and their allied interests. Behind these were the powerful European publishers of music, who were to richly benefit if success crowned their efforts.

COMPOSERS HAD NOT SOUGHT LEGISLATION.

Until the original bill, H. R., No. 18,853, introduced May 31, 1906, no composer had appeared in the matter. It was evident that composers had not sought nor asked for the legislation, nor had they been consulted in framing the bill, which was the work of the attorneys for those who were scheming to put through the deal. When the public hearings before the Patent Committees of the House of Representatives and the United States Senate took place the disclosures made were of such a startling nature that the members began to sit up and take notice. It appeared that under guise of justice to the "poor composer" was being attempted one of the boldest jobs that has ever come to the attention of the members of Congress.

Evidence was introduced and unrefuted which showed that prior to the introduction of the bill practically every important publisher of music to the United States had entered into a secret contract, by the terms of which a certain manufacturing firm would secure the exclusive right for, a long term of years (35), to cut perforated rolls for mechanical playing devices of all the compositions then owned or afterwards acquired by the various publishers. Nowhere in these contracts did it appear that those who were making such a clamorous effort in behalf of the "poor composer" had remembered to make provision for him. He was not mentioned, and he would not have received one cent on everything previously written had they been successful. The manufacturing concerns and the publishers who were in the game would have been the beneficiaries, the public would have had to foot the bill to the extent of the millions involved, and the "poor composer," in whose behalf all the noise was being made, would have to sit by and see the real profits on his compositions going to those who were not entitled to them.

The evidence indicated that a similar scheme was on foot in the talking machine industry, and it was apparent that the prospective gains were too great and the pickings too choice for those on the inside to have overlooked the opportunity to have their plan ultimately embrace every kind of mechanical player of music.

PROTECTING EXISTING INVESTMENTS.

From that point on the majority of the members of the Patent Committee, gave closest attention to the subject, and while giving a fair hearing to all, it was evident that they were going to protect the public and see to it that no such monopoly would be created with their consent. Witnesses were examined and all the details of the scheme were developed and disclosed.

The matter was carried over from year to year; bill after bill was introduced indicating views of different groups of men seeking to find some equitable way out by which the composer would be recognized, existing investments protected and the rights of the public taken into consideration. When it became evident that without the active personal aid of the composers themselves the plan on foot would be defeated, they were urged to "get busy," and the members of Congress were flooded with letters from composers and would-be composers seeking redress from the manufacturers for their alleged wrongs. The press of the country was enlisted and a tremendous campaign of publicity begun. Most of the writers did not know what the fight was really all about, but still they were for the "poor composer," and some of the recitations of his alleged wrongs would have been pathetic, had they not been so amusing.

Our vocabulary has been enriched by the addition of the term "canned music," which is credited to our distinguished March King, John Philip Sousa; and the public has made the astonishing discovery from Mr. Sousa's testimony before the committee, that he can compose better for one thousand dollars per selection than for five hundred. It also appeared that while Mr. Sousa was indignantly and vehemently denouncing these so-called producers of "canned music" he and his band had been for years and were then busily engaged in filling the "cans" at so much per "can."

Then, too, we owe to another noted composer, Victor Herbert, the symbolic phrase, "mutilated melody." Of all who appeared none were so active, none more vindictive, none more indignant at these machines, which were alleged to be destroying musical art and culture, these producers of "mutilated melody," than Mr. Herbert; and to-day, to our delight, even if it is difficult to repress a smile, we find Mr. Herbert's name prominently linked with one of the big talking machine companies, and from now on he becomes a distinguished and notable convert to the army of those who are making the world resound with what he has chosen to dub "mutilated melody."

Let there be no doubt on this point—that no money consideration could have induced Mr. Herbert to devote his time in the future to such a cause. He is willing not only to have his orchestra make records, but to lead in person and as the article announcing Mr. Herbert's conversion advises that "his chief motive must be an earnest belief in the future of the phonograph and of his own ability to add to its prestige," we welcome him to the brotherhood of distributers of "mutilated melody."

SLIGHT COMFORT TO REPRODUCTIVE AGITATORS.

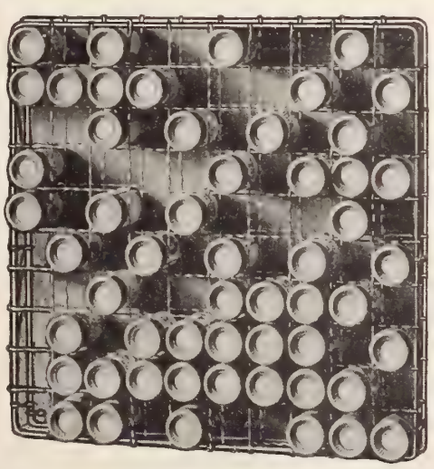
Needless to emphasize that the provisions of the Currier bill will bring but slight comfort to those who were really at the bottom of all the agitation to bring mechanical reproducers within the pale of the copyright law. They started out with the fixed purpose of obtaining absolute control of the various mechanical reproducing industries by reason of contracts which would give them exclusive rights under the law. *The compulsory license clauses which those who opposed the original bill succeeded in having embodied will make this impossible.*

They confidently expected to obtain the passage of a law which would grant such rights as might be given at all, to the owners of all existing copyrights, as well as to those taken out in the future. In some of the various bills proposed and considered prior to the final draft of the bill as passed, their purpose to include existing copyrights was plainly evident. The language was unmistakable. In others, the same result was sought to be accomplished, though through subterfuge, the real intent being hidden behind legal verbiage. In so far as rights are granted as respects mechanical reproduction, the act as passed recites in clearest terms that only compositions published and copyrighted after it goes into effect are included. This, notwithstanding that all other benefits given in the new act, including the increased term for extension of copyright, are granted to the owners of existing copyrights.

They went so far as to even attempt to bring into their projected international monopoly the works of foreign composers. Had they been successful the result would have been to permit the owners of the works of foreign composers to tax the people of the United States whatever they should see fit on all mechanical reproductions of their music, even though their own country granted them no such rights; nor did they grant such rights to Americans. The bill as passed provides that in so far as its provisions

Sell Wire Racks to the Record Buyer

The "Heise System" 100 and 150 Space Racks—Immensely Popular



These small size racks for home use have been selling big. Are you getting your share of this business? The display of them in your salesroom will materially assist you in selling.

These racks are made in the same style as our store racks, which are in use everywhere. Their convenience immediately appeals to record owners. There's a good profit in them and you ought to get busy right away.

Dealers' Printed Matter is Ready

The 100 Space Racks like cut **in half doz. lots, $15**
The 150 Space Racks erated " " " **$20**

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, SYRACUSE, N. Y.

Canadian Representatives: THE R. S. WILLIAMS & SONS CO., Toronto and Winnipeg

relate to musical reproductions by mechanical devices, "it shall not include the works of a foreign author or composer unless the foreign State or nation, of which author or composer is a citizen or subject, grants either by treaty, convention, agreement or law, to citizens of the United States similar rights." As no such rights as are given in the Currier bill are recognized or exist in any country to-day, with the possible exception of Italy, the benefit of its provisions as regards the works of foreign composers can only be secured after the various foreign countries having international copyright agreements with the United States revise their laws.

DOUBTS OF LAW'S CONSTITUTIONALITY.

It was evident from the beginning that while grave doubts existed as to the constitutionality of any law which would include within the rights granted by copyright the records for mechanical machines, and the expediency of such legislation was questioned, still the vast majority of the manufacturers were willing to pay the composer something if a law could be framed which would protect existing investments and put all on an equal footing for the future. This the members of Congress sought earnestly to do, and the Currier bill is the result.

So far as can be learned the manufacturers propose to give it a fair test. The principal criticisms which they have made so far are these:

First—That royalties should be on records sold, not as manufactured.

Second—That the royalties should be payable only on records sold within the United States, and not on those exported. All agree that as regards these two points the act should be amended. They have confidence that if it appears to work an injustice or develop defects that could not have been anticipated, it will be suitably amended by Congress.

The paragraphs in the bill which interest all manufacturers of mechanical devices follow:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any person entitled thereto, upon complying with the provisions of this act, shall have the exclusive right:

* * * * * * * * * *

Section 1.

"(*e*) To perform the copyrighted work publicly for profit if it be a musical composition and for the purpose of public performance for profit; and for the purposes set forth in subsection (*a*) hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced: Provided, That the provisions of this Act, so far as they secure copyright controlling the parts of instruments serving to reproduce mechanically the musical work, *shall include only compositions published and copyrighted after this Act goes into effect, and shall not include the works of a foreign author or composer unless the foreign state of nation of which such author or composer is a citizen or subject grants either by treaty, convention, agreement, or law, to citizens of the United States similar rights. And provided further, and as a condition of extending the copyright control to such mechanical reproductions, That whenever the owner of a musical copyright has used or permitted or knowingly acquiesced in the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of two cents on each such part manufactured, to be paid by the manufacturer thereof;* and the copyright proprietor may require, and if so the manufacturer shall furnish a report under oath on the 20th day of each month on the number of parts of instruments manufactured during the previous month serving to reproduce mechanically said musical work, and royalties shall be due on the parts manufactured during any month upon the 20th of the next succeeding month. The payment of the royalty provided for by this section shall free the articles or devices for which such royalty has been paid from further contribution to the copyright, except in case of public performance for profit: And provided further, *That it shall be the duty of the copyright owner, if he uses the musical composition himself for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the copyright office, and any failure to file such notice shall be a complete defense to any suit, action, or proceeding for any infringement of such copyright.*

"In case of the failure of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found to be due as royalty in accordance with the terms of this Act, not exceeding three times such amount.

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unles a fee is charged for admission to the place where such reproduction or rendition occurs."

SECTION 25.—*Infringement of Mechanical Musical Instruments.*

Par. 4. (*e*) Whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of musical instruments serving to reproduce mechanically the musical work, then in case of infringement of such copyright by the unauthorized manufacturer, use, or sale of interchangeable parts, such as disks, rolls, bands, or cylinder fo ruse in mechanical music-producing machines adapted to reproduce the copyrighted music, no criminal action shall be brought, but in a civil action an injunction may be granted upon such terms ts the court may imposed, and the plaintiff shall be entitled to recover in lieu of profits and damages a royalty as provided in Section 1, subsection (*e*), of this Act: Provided also, *That whenever any person in the absence of a license agreement, intends to use a copyrighted musical composition upon the parts of instruments serving to reproduce mechanically the musical work, relying upon the compulsory license provision of this Act, he shall serve notice of such intention, by registered mail, upon the copyright proprietor at his last address disclosed by the records of the copyright office, sending to the copyright office a duplicate of such notice; and in case of his failure so to do the court may in its discretion, in addition to sums hereinabove mentioned, award the complainant a further sum, not to exceed three times the amount provided by Section 1, subsection (e), by way of damages, and not as a penalty and also a temporary injunction until the full award is paid...*

"Rules and regulations for practice and procedure under this section shall be prescribed by the Supreme Court of the United States."

CLEVELAND'S BUDGET OF NEWS.

Trade Conditions Reviewed—Talking Machine Business as Good as Any Other Industry—Victrola Display at Buescher & Sons—The Month's Happenings in Detail.

(Special to The Talking Machine World.)

Cleveland, June 10, 1909.

It is a difficult proposition to state exact conditions in talking machine circles. Dealers generally report a fairly good trade during May, but are careful to explain that it is not up to standard, and decline data regarding a return to normal business conditions. While it is and has been quiet, it is by no means stagnant. Omitting comparison with former "fat" years, this is by no means a "lean" one, as the aggregate volume of business clearly proves. Dealers are ordering more liberally and are now carrying very complete, carefully selected stocks. They quite naturally expect slackness in trade during the warm summer months, but are all confident of a resumption by the time fall sets in. Meanwhile it is expected the summer trade will likely be of the same character as the spring business, marked by slow but certain recovery.

Some dealers have already taken on side lines, others are arranging to do so.

Wm. C. Broadwell, representative of the R. Wurlitzer Co., Cincinnati, who resides in Detroit, was a visitor to the city May 20. His territory covers northern Ohio and Michigan, and he stated that in all the towns on his trip the outlook was excellent. "There is a better feeling in all lines of the music trade," he said, "and business is gradually though surely improving. I look for greatly improved conditions from this time forward."

Hugh Gully, who retired from the talking machine business several months ago, has since been traveling quite extensively in a number of States. Naturally he visited the stores and sized up the business in which he was by long experience most interested. He says: "I found the talking machine business everywhere as good as that in any other line of trade, and while in some localities it seemed a little slow, the dealers I found were generally prosperous. I saw a number of beautifully fitted and artistically arranged stores, but none, in my judgment, that excel in equipment, ornamentation and adaptability to the trade that of W. J. Roberts, Jr.

A prominent feature in the store of W. H. Buescher & Sons is a display of the different styles of Victrolas, for which it is said there is an excellent demand. Mr. Buescher said business was fairly good in May, and that June had started in showing evidence of improvement. He stated that the increasing demand for machines indicated more prosperous conditions generally than had prevailed of late. J. B. Lane, formerly with the J. W. Jenkins & Sons Co., is now holding a position with the firm.

C. H. Denslow, proprietor of the Talking Machine Store, Taylor Arcade, is young in years but old in experience in the talking machine business, and is building up a successful trade. He says business in May was very good, having made sales of several Victrolas and a number of the cheaper machines, and that the sales of records were fine. Altogether, said he, conditions in the talking machine trade are as encouraging as in most other lines of business. He stated the June Victor Red Seal list had started off nicely, and that the selections are very fine.

Miss Emma Roche has succeeded Loretta Byrnes in the management of the talking machine department of the Brown Bros. She stated business was fairly good, but that there was opportunity for large improvement.

"Business within the past two weeks has considerably improved," said Mr. Probeck, of the G. J. Probeck Co. "We have made recent sales of quite a number of the highest-priced machines, as well as many of the cheaper grades. We are rapidly disposing of the wax cylinder records and replacing them with the Indestructible. The double disc records are selling well and giving entire satisfaction. Our cabinet trade is fair. We are going to put in a side line of high-grade cut glassware, and anticipate a good patronage for that specialty."

Phil Dorn, manager of the talking machine department of Collister & Sayle, says that while the volume of business is considerable, it falls short of being satisfactory in either the retail or wholesale departments. He stated the present demand was for the higher class machines, including Victrolas, and for Red Seal and Amberol records.

B. L. Robbins & Co. report business very quiet, so far as relates to machines, but are having good sales of records, especially of the June lists, and always a steady demand for Red Seals. Mr. Robbins met with a serious loss in the sudden death of his wife May 16. She was in the prime of life and a lovable woman.

E. A. Friedlander, manager of the talking machine department of the Bailey Co., stated that they were making daily sales of machines and records, including many Victrolas, and that the outlook for June was good.

The May Co., under the management of H. L. Tinker, report business improving, both in sales of machines and records. "Our May sales," said Mr. Tinker, "were considerably larger than April, and June has started most satisfactorily. We made sales of several Victrolas in the past week, and the call for Amberols and Red Seal records is good and growing. There is also an excellent demand for cabinets."

Mr. Goodman, of the Goodman Piano Co., says the talking machine business, which he is pushing with energy, is opening up very satisfactorily. "We have made sales of a number of Victrolas," he said, "and the different makes of Victor goods, and we are getting a good record trade. Our piano trade has also opened up fine and gives promise of growing to large proportions."

The Eclipse Musical Co. are handling a good volume of business, but Mr. Towell, president, says trade is very dull and he does not anticipate much improvement until fall.

John Reiling, proprietor of the West Side Columbia Phonograph Store, says business is very good. Demand, he said, was increasing and the record trade daily improving.

M. A. Gibson, successor to Hartwell, of the Phonograph Store, 3032 Lorain avenue, stated that business was fair and prospects good. He has a very full line of Edison and Victor goods.

The Gottdiner & Wicht Co., proprietors of the old-established West Side talking machine store, report considerable improvement in trade recently. "Within the past two weeks," said Mr. Gottdiner, "business has materially improved. We made sales of a number of machines, including two Victrolas, and there is a good steady demand for records."

The affairs of the Gaumont Chronograph Co. appear to be in a chaotic condition. About a year ago A. B. Conlon was placed in charge of the business, the plant was moved to a more suitable building, and it was announced the business would be energetically pushed. Now a sign in the window at the plant reads: "No admittance. Apply to C. H. Peckham, 717 Superior avenue." Mr. Peckham stated there was no information to give out.

A. F. Peebles, president of the Akron Graphophone Co., was a visitor in the city May 3. He stated the company were meeting with success and building up a substantial, desirable business. He said they would soon take on one or two side lines which they were now considering.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

MAY 8.

Acapulco, 163 pkgs., $3,885; Amsterdam, 15 pkgs., $428; 5 pkgs., $188; Buenaventura, 7 pkgs., $129; Buenos Ayres 79 pkgs., $906; 32 pkgs., $5,505; Colon, 5 pkgs., $202; Hamburg, 2 pkgs., $170; Havana, 5 pkgs., $228; Havre, 12 pkgs., $250; Liverpool 11 pkgs., $343; London, 52 pkgs., $1,672; 4 pkgs., $1,622; 6 pkgs., $1,120; Maratea, 3 pkgs., $201; Panama, 3 pkgs., $374; Para, 3 pkgs., $190; Rio de Janeiro, 4 pkgs., $199; Trinidad, 23 pkgs., $495; Tampico, 11 pkgs., $258.

MAY 15.

Berlin, 10 pkgs., $240; Bremen, 2 pkgs., $104; Buenos Ayres, 34 pkgs., $1,634; Calcutta, 5 pkgs., $203; Colon, 4 pkgs., $158; Genoa, 1 pkg., $175; Guayaquil, 5 pkgs., $171; Havana, 3 pkgs., $100; Liverpool, 10 pkgs., $271; 7 pkgs., $502; London, 4 pkgs., $112; Rio de Janeiro, 31 pkgs., $1,129; Sourabaya, 6 pkgs., $228; Sydney, 937 pkgs., $11,040.

MAY 22.

Adelaide, 4 pkgs., $158; Algoa Bay, 23 pkgs., $910; Amsterdam, 10 pkgs., $137; Bangkok, 9 pkgs., $311; Berlin, 12 pkgs., $388; Buenos Ayres, 40 pkgs., $584; Callao, 1 pkg., $162; Hamilton, 2 pkgs., $222; London, 163 pkgs., $40,478; 7 pkgs., $136; 10 pkgs., $747; 168 pkgs., $3,887; Manila, 10 pkgs., $745; Milan, 6 pkgs., $217; Rio de Janeiro, 17 pkgs., $1,544; Tampico, 10 pkgs., $243; Trinidad, 14 pkgs., $550; Vera Cruz, 53 pkgs., $1,869; Vienna, 2 pkgs., $180.

MAY 29.

Berlin, 111 pkgs., $6,162; Hamburg, 11 pkgs., $684; Havana, 13 pkgs., $516; Kingston, 4 pkgs., $283; London, 17 pkgs., $899; 140 pkgs., $3,252; Melbourne 243 pkgs., $6,395; Santiago, 10 pkgs., $174; Shanghai, 6 pkgs., $291; Valparaiso, 28 pkgs., $2,487; Vera Cruz, 90 pkgs., $2,523.

JUNE 5.

Amapala, 4 pkgs., $130; Berlin, 17 pkgs., $421; Brisbane, 10 pkgs., $580; Buenos Ayres, 19 pkgs., $1,684; Callao, 5 pkgs., $224; Calcutta, 4 pkgs., $290; Cape Town, 8 pkgs., $275; Guayaquil, 4 pkgs., $161; Havana, 9 pkgs., $374; Havre, 11 pkgs., $1,400; Liverpool, 3 pkgs., $135; London, 5 pkgs., $225; 361 pkgs., $5,423; Para, 10 pkgs., $182; Port au Prince, 7 pkgs., $100; Rio de Janeiro, 11 pkgs., $345; St. Johns, 7 pkgs., $100; Tampico, 51 pkgs., $1,500; Trinidad, 3 pkgs., $150; Valparaiso, 15 pkgs., $1,228.

JUNE 5.

Amapala, 2 pkgs., $100; Batavia, 11 pkgs., $500; Brussels, 4 pkgs., $108; Buenos Ayres, 179 pkgs., $4,158; Hamburg, 4 pkgs., $165; Havre, 1 pkg., $40; Kingston, 59 pkgs., $525; Melbourne, 14 pkgs., $620; Vera Cruz, 36 pkgs., $830.

TRADE NOTES FROM BALTIMORE.

Business Getting Down to the Regular Summer Schedule—Victor Victrola in Great Demand—Dealers Now Closing Early.

Baltimore, Md., June 4, 1909.

A strange coincidence in connection with the talking machine business in Baltimore during May was that there was a noticeable decrease in the sales of both records and machines, as compared with conditions during previous months just at the time when the piano trade took a boom, after being decidedly slow for many months. The dealers attribute the poor showing of May to the beginning of the hot weather quiet, which usually sets in in May and continues as a rule until fall. Like the piano dealers the talking machine people, with the exception of the Columbia Phonograph Co. branch, have started the early closing which will prevail during the summer. Manager M. E. Lyle, of the Columbia, said that his neighboring business people have not begun to close their store before 6 o'clock, and that he finds it a benefit to business to keep open house while the people are still on the street. As the Columbia Co.'s store is on West Lexington street, right in the heart of the shopping district, there is considerable logic in Mr. Lyle's decision, as the firm is thus enabled to catch the late buyers. The Columbia people have started the vacations, which will run through until late in August.

Announcement was made at Cohen & Hughes that while the talking machine business was not as lively during May as previously, the Victor-Victrolas were, nevertheless, in good demand and a number of excellent sales were made.

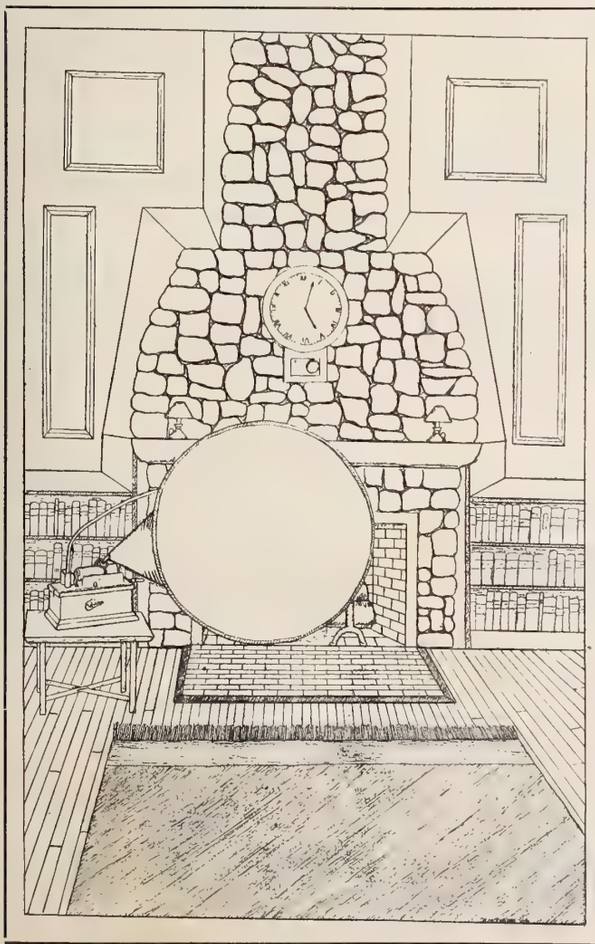
Manager Bowden, of the talking machine department of Sanders & Stayman, said that the medium-priced instruments seemed to be the most popular in the way of May sales. The firm disposed of a number of the $100 styles in both the Columbia and Victor lines. One of the most important sales recorded was that to Francis E. Waters, who will use the instrument for the entertainment of guests aboard his magnificent yacht, Priscilla.

The Star records and machines have been holding their own, according to Fred Schellar, who conducts the agency in Baltimore.

LINDSTROM LINE IN NEW YORK.

P. Kretschmer, agent for Carl Lindstrom Aktiengesellschaft, Inc., Berlin, Germany, has opened an office and warerooms for this celebrated European line of machines, motors, etc., in New York. Mr. Kretschmer, who has been making a trip to the Pacific Coast, calling on the trade in route, is expected to return east about the middle of June. He will later go to Europe for a couple of months.

A corporation has been formed of gramophone jobbers in Germany to open retail stores throughout the empire. Prices will be protected on some articles, but not on the general line.



THE LIN-O-TONE HORN

(FIRESIDE TYPE)

An entirely new horn designed exclusively for the Edison Fireside Phonograph.

¶ It is made of Linenoid, a moulded substance of pure linen, without seam or joint. The nature of the material as well as the fact that it is made **entirely in one piece** is responsible for a reproduction of tone marvellously natural and musical. The peculiar acoustic properties of Linenoid give results unobtainable from metal or any other material.

¶ The finish is exceedingly fine, the colors of a rich character, enhancing the entire appearance of the machine in a marked degree.

¶ It is bound to be a "seller" and dealers can just as well make the additional profit that this horn nets with every Fireside sold.

COLOR SPECIFICATIONS

No. 404
Ivory Black, gold stripe inside and out.

No. 405
A brilliant Vermillion, gold stripe inside and out.

No. 406
A rich Ultramarine Blue, gold stripe inside and out.

Length, 21 inches. Bell, 17 inches.

RETAIL PRICE, $3.00

¶ Order direct from your own jobber or write us for the name of one who can supply you.

The Pardee-Ellenberger Co., New Haven, Conn.

CAMPANARI WITH COLUMBIA CO.

The Great Operatic Baritone Has Arranged to Sing Exclusively for the Columbia Phonograph Co.—A Valuable Accession to Their List of Leading Artists.

The important announcement is made by the Columbia Phonograph Co., General, that Campanari, the famous baritone, is to sing exclusively for them. This move will be received with extraordinary interest by the host of admirers of the great Italian baritone and the discriminating public. In speaking of this arrangement the company say:

"In adding the name of Giuseppe Campanari to the list of great artists, whose records can be obtained only through the Columbia Phonograph Co. and its dealers, another link is forged in the matchless chain of artists of world-wide renown whose work is identified with Columbia grand opera records.

"It was neither accident nor pecuniary consideration that persuaded Campanari to engage to sing only for the Columbia Phonograph Co. He had studied and was familiar with the whole field. He became convinced that only in Columbia grand opera records and by the Columbia process could his superb voice be reproduced with absolute fidelity, and that the music-loving public who so well know and appreciate his work would be able to secure only in the Columbia records the best permanent actual photographs of his voice; hence his decision to sing exclusively for the Columbia Co."

All of the rôles which Campanari has filled in his engagement, covering several years at the Metropolitan Opera House, New York, will be represented. Announcements of the records will appear from time to time on the regular Columbia supplements.

"Since his boyhood Campanari, now universally known as one of the world's greatest baritones, has been before the public as a musician in various capacities. At an early age he was recognized as a pianist of great ability. A little later we find him mastering the violoncello and becoming so proficient as to win for him an engagement as first 'cellist in the orchestra of the great La Scala Theatre, Milan, Italy. But it was in dramatic and operatic work that he was to make his greatest impression on the musical world. When only nineteen years of age he made his début at La Scala in Verdi's 'Masked Ball' with such success as to secure engagements immediately thereafter, covering a period of many years in all the important opera houses of Italy and Spain. Continuous hard work proved too much for him, and for a while he abandoned his operatic career.

"Coming to America in 1893 he was for three years leading 'cellist of the Boston Symphony Orchestra. During all of this time, however, his intense love for the vocal and operatic field still possessed him, and on his reappearance in concert under the direction of Walter Damrosch his great talent and superb voice were at once recognized. He was engaged by Maurice Grau as a regular member of the company at the Metropolitan Opera House, singing the leading baritone rôles, and has been appearing from time to time ever since under the various changes in management. Campanari's fame is world-wide. His repertory comprises about fifty operas, chiefly Italian and French, and as an oratorio and concert singer his services are constantly in demand."

DEATH OF C. L. BUCKINGHAM.

C. L. Buckingham, counsel for the National Phonograph Co., Edison works and others in the famous suit of the New York Phonograph Co., died Monday night at his home in New York from cirrhosis of the liver, aged fifty-six years. Mr. Buckingham was senior counsel in this case, now amicably settled, both in the Federal and State Courts, and it is said his serious illness at the time really was one of the main reasons why the compromise was effected, as Mr. Buckingham was so intimately familiar with the issues involved that no one could take his place. For many years he was also general counsel for the Western Union Telegraph Co., with a yearly retainer of $50,000. He was also one of the earliest men to recognize the importance of the improvements, discoveries and inventions of Thomas A. Edison, backing his opinions with substantial financial support.

Mr. Buckingham was graduated from the University of Michigan, at Ann Arbor, in 1875. He was a member of the American Association for the Advancement of Science, the American Academy of Political and Social Science, the American Institute of Electrical Engineers, the Electric Club, the Union and Metropolitan Clubs of Washington, and the University Club and the Ohio Society of New York.

P. B. WHITSIT CO. INCORPORATED.

(Special to The Talking Machine World.)

Columbus, O., June 7, 1909.

The Perry B. Whitsit Co., with a capitalization of $20,000 of common stock and $30,000 of 6 per cent .preferred stock, was incorporated recently by Frank A. Drake, Perry B. Whitsit, W. F. Davisson, Luna Davisson and Ed. C. Turner. The preferred stock is redeemable from 1914 to 1925. The new company will take over the talking machine and piano business which has been conducted by Mr. Whitsit under the same name in South High street and institute a lively campaign for fall trade.

J. A. SABINE A VISITOR.

J. A. Sabine, who has held for a long time an important position with the London and Continental interests of the Columbia Phonograph Co., reached these shores on the steamship President Lincoln on the 4th inst. After a short tarry in this city, he will journey westward and will visit old friends in North Dakota until the early fall.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

ATLANTIC CITY CONVENTION WILL BE BIGGER THAN EVER.

Committee of Arrangements Assured of a Large Attendance—Meet on July 6, 7 and 8—Hotel Chalfonte Will be Headquarters—Manufacturers Will be Out in Force.

The following letter has been received from J. Newcomb Blackman, chairman of the Committee on Arrangements:

"To the Talking Machine Trade:

"This year's convention of the National Association of Talking Machine Jobbers promises to be a larger gathering of the trade than ever before. The manufacturers recognize in it an opportunity to spread a feeling of confidence in the future and convince any who are in doubt as to how well prepared they are to not only meet the business advancing, but to always be abreast of the times with improvements. Jobbers are beginning to realize the great value of meeting others in the same line from whom they may obtain new ideas, for by studying the ways of the most successful jobbers great opportunities present themselves.

"Those in the trade who look back upon their business before the depression, when their sales were larger and the profits greater, are sometimes inclined to think that the talking machine business has been affected more than other lines. This feeling has caused some in the trade to neglect their business, lose confidence, and, naturally, opportunities. The future holds forth greater possibilities in the talking machine business than ever, for the depression has caused a weeding out and a system of protection against competition, which was not the case before.

"What better evidence of the bright future could there be than the action of the manufacturers in restricting the number of jobbers and dealers? In refusing to accept qualifying orders which would increase their sales at a time when the business world as a whole feels the necessity of greater sales, is this not an evidence that the factories are prepared for the future, have many new things and are in every way capable of keeping up the demand for their goods?

"When the National Phonograph Co. spends a fortune to settle a suit that has disturbed the trade for years, when there are many ways of continuing the legal contest, is this an evidence of lack of confidence on their part that prosperity is on the way? Do you think the Victor Talking Machine Co. would be enlarging their plant and spending the large sums of money that they did in sustaining the validity of patents if they did not see a great future? Would the American Graphophone Co. enter into the campaign of advertising which they have done lately and also spend large sums of money in sustaining the Jones patent, as well as adopting a more restrictive policy, if they did not see a great future for business?

"The trade should also remember that while prices and policies in other lines of business, almost without exception, have deteriorated because of the business depression, the standard makes of talking machines and records are still sold at full list price. Restrictive prices have been maintained. Those who have attempted to discontinue the business in ways that would injure those who remain were stopped through proper legal action taken by the manufacturers. What does all this mean if it is not an evidence that there is prosperity ahead and big profits for those who stay in the business and conduct it on up-to-date lines?

"Every jobber will be benefited by attending the Atlantic City convention, for he will then realize what a strong organization there is in the talking machine business. There may be less jobbers, but they will be larger, more representative and produce better results for the manufacturer. There will probably be less dealers, but that is because of the protection to those in the business who have invested capital and are carrying representative stocks and to encourage the small dealer to become a larger one. Dealers who want to discontinue the business at the present time are being bought out by those who remain, for dealers cannot be established anywhere and in any number at the present time.

"I present my views as above because I want to impress upon the manufacturer the importance of spreading the real conditions among their jobbers by personal contact, and I want every jobber to realize that if he goes to the convention the money he spends will not be simply for the purpose of a good time, but to make a study of conditions and methods. This will mean that jobbers will return with enthusiasm that will bring them business and profits. They will encourage good representative dealers who lack nothing but confidence, and the expense of attending the convention will be a very profitable investment.

"The greater portion of jobbers are probably aware of the above conditions and have full confidence, and to this class I appeal for their support. The best ideas will come from them, the greatest benefits will be received from any favorable action as the result of subjects treated at the convention. Their support is needed to give strength to matters presented to the manufacturers.

"Just stop and consider what has been done since last year's convention. The entire present system of protection against unlimited competition was agitated at last year's convention and presented to the manufacturers. It was very quickly adopted by them, and every jobber and dealer has benefited who is now in the business. Other things of great importance have been accomplished which have saved the jobbers within the last year a sum that would pay for their attendance at several conventions.

"Our trade is a close organization, and the manufacturer, jobber and dealer must work together to get the best results. You cannot do this by staying home and letting someone else do the work, nor should you feel justified in accepting the benefits of association work when you are not giving your support. I therefore want every jobber who does a real wholesale business to feel the importance of attending this convention and of every manufacturer the necessity of grasping this opportunity of letting the trade know why they should have confidence. Advertisements are good, letters also, but personal contact is the ideal plan.

"The most satisfactory accommodations of last year's convention will be duplicated at the Hotel Chalfonte, and a reception committee has been appointed to give information and work hard to bring out a large attendance in their territory.

"An attractive six-page folder has been issued, giving full particulars regarding the details of the convention, and copies of same can be obtained by addressing J. Newcomb Blackman, 97 Chambers street, New York, or any member of the reception committee. Do not forget that ladies are invited, as was the case last year, and every effort will be made to give them a most pleasant visit. We want everybody to come to this convention who can help improve the talking machine industry. It does not matter whether they are manufacturers of machines or records or supplies. We want every jobber that does a real jobbing business of standard make machines and records, and we will be very glad to have as many dealers turn out as possible.

"Business meetings can, of course, be attended only by those who are members of the association, but there will be plenty of opportunity to become a member before the convention or at that time. Applications for membership can be sent to the reception committee or me. This will be the last opportunity to call your attention through The World to the convention and ask your attendance, and I hope your answer to my request will mean your attendance. Any inquiries addressed to me will receive my most careful attention. J. NEWCOMB BLACKMAN,

"Chairman Committee of Arrangements."

Don't blame your jobber—blame yourself!

You *can* get your goods on time, and you *can* get just what you ask for.

We'll fill your order exactly, *and we guarantee to ship the goods on the very day we get the order.*

We have an enormous and complete stock of all Victor goods—Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, English needles, and all the different parts and supplies. No matter what you ask for, or in what quantity, we can fill your order on the spot. We don't have to send to the factory. And you pay just the same as to any other distributor.

Don't be afraid to send us your order if it is small, for you'll get the same attention as though you were our biggest customer.

You're certainly foolish if you buy from a jobber who doesn't satisfy you. Don't be in constant fear of losing trade by his slowness. Drop him!

Send us your next order, and let us prove our quickness and accuracy. And write us a postal to-day for our beautiful booklet, "The Cabinet That Matches," and for our catalogues.

New York Talking Machine Co.

Successors to
Victor Distributing and
Export Company

83 Chambers St., New York

The Cabinet That Matches

¶ No machine is complete without a Record Cabinet.

¶ The pleasure of a Talking Machine is doubled if you can put your hand on any Record you want.

¶ Has your difficulty been to find a Cabinet entirely in harmony with your Talking Machine?

¶ In our "Cabinet That Matches," we have given you something that is a component part of the Victor Machine. The living room or parlor table is saved—you have a place to set your Machine.

¶ The Talking Machine becomes, in an outfit, an artistic piece of furniture.

¶ The uniform finish on all four sides makes our Cabinet as desirable in the middle of a room as backed up against the wall.

List Prices:—$11.00, $15.00,
$20.00, $25.00,
$30.00, $40.00.

¶ Your regular discount applies. Send for catalogues.

The Talking Machine Co.
72—74 WABASH AVE.
CHICAGO ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

W. Vaughn Robinson, Victor Distributor for the Trade in China, a Recent Visitor to Chicago, Has Intersting Chat With World Representative—Trade Conditions Improving in Chicago and Throughout the West—All the News of the Month "That's Fit to Print" Herewith Recorded.

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1909.

W. Vaughn Robinson, the well-known music dealer of Hong Kong, China, with branches at Shanghai and Singapore, arrived in Chicago on Thursday of last week from San Francisco. He was seen by The World representative at Lyon & Healy's and proved himself to be the same fine little man as of yore. Mr. Robinson's mental is out of all proportion with his physical development. He was busy checking over an account, but offered to give the interviewer five minutes of his time at the rate of $5 a minute. As the scribe did not have $5 with him the doughty conquerer of the Orient generously proposed to donate two minutes just for the sake of good fellowship.

When asked concerning business, Mr. Robinson frankly admitted that it "was bad—very bad. We are suffering from the reflex of the American-European slump of the end of 1907," he said. In pianos and small goods Mr. Robinson's sales are mainly confined to European and American residents of the coast, and up to a year ago this was also true of talking machines. Since that time, however, he has been the Victor distributer for China native dealers. The models are, for the most part, special ones, made expressly for the Chinese trade. He handles Victrolas, to a limited extent, and has sold quite a few, which have gone into the palaces of the Mandarin class. He expects a further extension of his Victor trade, as a result of their new Chinese catalog, which will soon appear, and which will be far more extensive than the previous one, and embraces many double-face records. While in Chicago Mr. Robinson placed a large order for Kimball organs. He also is expanding his business on American players and player-pianos. He has long handled the Apollo cabinet players made by the Melville Clark Piano Co., of this city, and while here arranged for a shipment of Apollo player-pianos. This will give him a good line of pneumatically operated instruments, as he put in some of the Autopianos made by the Autopiano Co., of New York, a year ago and is meeting with excellent success with them. Mr. Robinson left Friday afternoon for Philadelphia, after visiting the factory of the Victor Co. at Camden, and will go to New York, from whence he will sail on the Lusitania on June 9 for Europe. After visiting England and the manufacturing centers of Germany he will proceed to China, thus completing the circuit of the globe.

Explosion Damages Wurlitzer.

On Monday night of last week the building at 261 Wabash avenue was partly wrecked by an explosion. The cause of the blow-up is in some doubt, but there is no uncertainty as to the effect on the building of the Rudolph Wurlitzer Co., directly across the street. It shattered the entire glass front of the store and blew the glasses off the spectacled colored night watchman who was in the basement at the time. When the force got down in the morning they were naturally stunned for a moment at the appearance of things, but the exploitive instinct soon got the better of their astonishment. Otto and Cameron immediately got busy and placing a Victor machine in the window with the horn projecting through one of the apertures in the pane, entertained the crowds that thronged the sidewalk with the following appropriate selections: "It's Up to You to Move," record No. 4725; "I'd Rather Be on the Outside Looking In, Than on the Inside Looking Out," No. 4790; "Tremble Ye Tyrants" from Il Trovatore, No. 95006; "As I View These Scenes," 81041; "House Cleaning Time," 5521, and as an optimistic finale the Brindisi "It is Better to Laugh," from Lucrezia Borgia, 85096. Of course, Wurlitzer's didn't move, and new panes of glass were speedily put in place.

Commencing Saturday last the houses in talking machine as well as other musical lines started closing at one o'clock, and will continue the practice throughout the summer.

Another Great Combination.

A. V. Chandler, Illinois representative for the National Phonograph Co., took the World representative confidentially to one side, and in hushed tones told him that he had the biggest item that had struck the trade in a long time. The representative showed the proper amount of interest, and was advised that the National Co. had formed a combination with the United States Mint. This, Chandler said, occurred coincidently with the bringing out of the new Fireside machine, which will not take the place of the old Standard, and which will sell at $22.50. It's a combination type playing both the two-minute and four-minute records, and has various attractive features. It will be on sale July 1, and not only Chandler, but the local jobbers say that it is being ordered most liberally.

Occasionally, when there is a dull moment in the talking machine department at Wurlitzer's, L. Kean Cameron demonstrates a cornet for prospective customers, and the writer wants to

"The Way to Succeed is the Will to Succeed and the Manner of Going About It."

Next in importance to a well assorted stock of Talking Machines and Records is your choice of Needles and Record Cabinets.

THE TUSKO NEEDLE

realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the "scratch" and preserves the record forever.

ECONOMY AND PERFECTION RECORD RACKS

THE ONLY PERFECT WAY TO HANDLE DOUBLE-FACE RECORDS

Handsome and ornamental as well as supremely useful. Retail prices from $1.50 to $3.50. Rack for inserting in regular cabinet $1.50.

R. H. JONES, 5513-25 Monroe Ave., CHICAGO

What WE Are Going to Do to Increase YOUR Sales

¶ There is an immense amount of **Victor** and **Edison** business lying dormant in your city and vicinity that needs awakening.

¶ We are going to help you bring it to life—to make you a proposition that will not only awaken this dormant business, but will keep it alive and profitable at all times.

¶ There is a reason why you have so far failed to secure all the business which you might easily have had.

¶ Is it:

¶ Because you have not advertised in your local papers?

¶ Because you have nothing but sample machines and a few records on hand?

¶ Because you have not given proper attention to window display?

¶ Because you have permitted people to send to out-of-town firms for their outfit—**permitted** them because you have not **prevented** them?

¶ Because you do not carry a complete line and do not **push** what you do carry?

¶ One of these reasons at least accounts for your loss of business.

¶ On the other hand, you may be doing all that you think you possibly can do to get the business and yet not carry an **adequate stock** of machines. Perhaps you do not realize that it is the large stock which usually makes the foundation of every successful business.

¶ Or, perhaps, you have not felt able to carry a larger number of machines on hand.

¶ Now, we want you to get **all** the business there is to be had in your vicinity.

¶ So we are prepared to make you

A PERSONAL PROPOSITION

—a proposition that will give you an adequate stock and a chance to dispose of it quickly and profitably—one that puts the dealer into the business **right.**

¶ We can't tell you about this in an advertisement, but if you will write a letter to our Talking Machine Department, we will gladly write you full particulars.

¶ Our Talking Machine Department is at your service and when we write you about our "Personal Proposition," we will also give you the benefit of our suggestions regarding your efforts to secure more business.

¶ Write us to-day—at once—now. Every day's delay is so much business lost.

Lyon & Healy

CHICAGO

state that it furnishes the most thrilling, heart-touching spectacle that he has ever seen or heard. Perhaps John Otto does it also, and he may, but I haven't seen him.

This Looks Like Business.

Marquette Healy, treasurer of Lyon & Healy, was very much pleased when L. C. Wiswell, manager of the talking machine department, laid a report on his desk showing that the business of Department "H" for May had realized a gain of 33 1-3 per cent. over the same month of last year. "Of course, business is not up to normal as yet," remarked Mr. Healy, "and the May business was somewhat behind April, although this is natural to the season. The advance over last year, however, is indicative of improvement in general trade conditions, which is very encouraging, and I share the general belief that with the fall we shall witness a full return to a normal volume of business."

Ornstein Proved an Alibi.

George Ornstein, the Victor Co.'s general manager of salesmen, was in Chicago last week. He was accused at Wurlitzer's of being the cause of the explosion which blew out the glass front of the store, but as he never was a hot air generator, he succeeded in proving an alibi. His eyes are fixed on an era of talking machine prosperity, commencing with the fall.

Geo. N. Nisbett Happy.

The Mexican climate is evidently agreeing with George M. Nisbett, who is in charge of the Edison interests in the sister Republic. It is actually causing him to invoke the Muses and he has written some of his friends here letters composed entirely of lilting verse, fragrant with the odors of roses, peons and other things. They say that George is happy and doing well. How, oh, how could it be otherwise?

The Library Table Graphophone.

W. C. Fuhri, district manager for the Columbia Phonograph Co., possesses the dual faculty of getting up a good thing and properly exploiting it after it has been brought into existence. His latest is the "library table graphophone." Somebody suggested naming it the Fuhriphone, but the district manager was himself the first to discourage the idea. The library table graphophone, then, is just what the name indicates, a handsome library table of ordinary size containing a $100 graphophone with a concealed horn. This horn is of special construction and is made of spruce, the wood used in the sounding board of the piano. Furthermore, it is made by a piano manufacturer, and the effect on the tone is marked. At one end are the doors which open on the horn. A slide in the top of the other end of the desk gives access to the turntable. What appear to be drawers in the front and at one end open on the record cabinets, furnishing a storage for 200 ten or twelve inch discs. The table comes in either mahogany or quartered oak, highly finished and of beautiful design, the legs being on the art order, gracefully carved and curved. Now for the exploitive end of the deal. E. G. Lewis, president of the Lewis Publishing Co., of St. Louis, publishers of the Woman's National Daily, is the organizer of the American Woman's League, which has already established 700 chapters throughout the country. The intention is to increase this number to 2,000. Probably the majority of these organizations will either build chapter houses or maintain permanent quarters. A number are already being built or established. Mr. Lewis' plan is to have a library table graphophone in each of these gathering places. One will be shipped in a few days for the first chapter house completed, that at Edwardsville, Ill., and which will be opened with appropriate ceremonies in a couple of weeks. The Columbia Graphophone Co. will, of course, put the new instrument on the general market. The retail price will be $225.

Reduces Price.

In order to give his meritorious extensible cylinder record rack the widest possible introduction, G. H. Schubert, the inventor and manufacturer, 197-199 West Madison street, Chicago, has announced a reduction in price to 35 cents per shelf. A description of Mr. Schubert's rack will be found in his advertisement elsewhere in this issue. He developed it during his experience as a talking machine dealer, and it is therefore thoroughly practical.

A. D. Geissler Visits Minneapolis.

A. D. Geissler, general manager of the Talking Machine Co., made a trip to the Twin Cities the latter part of last month and bought the stock of Victor goods of Thomas Hough at trustee's sale. It amounted to about $2,000. Lawrence Lucker, of the Minnesota Phonograph Co., took the Chicago man on a trip in his automobile and showed him the ruins of the St. Paul branch which burned a few days before. Business will be resumed as soon as new quarters can be obtained. Mr. Geissler had another pleasant experience when he dined with Mr. and Mrs. Methias, of the Talking Machine Co., of Minneapolis. Mrs. Methias is a talking machine sales expert and has aided her husband wonderfully in building up a prosperous business. Mr. Geissler left Chicago Saturday for a brief trip to Denver, accompanied by his wife. They will return this week.

Croft Sales O. K.

A. E. Croft & Co. report that their Crescent disc record cabinets are meeting with the most encouraging reception by the dealers throughout the country. Some attractive new features are incorporated in the cabinets now being shipped.

The Credit Man of the Talking Machine Co.

A frequent conception of a credit man is that of a person with the jaw bone of an ass, an eye like forged lightning on a dark night, and a disposition suggestive of sour milk. Fortunately, this idea does not always apply. For instance, take Daniel A. Creed, credit manager and accountant for the Talking Machine Co., of Chicago. He has a countenance that is somewhat suggestive of hyacinths and his habitual expression is like an infant's smile; infinitely calm and sweet.

Dan, as he is familiarly known, has never known but one employer, and that is the Talking Machine Co. When Arthur D. Geissler assumed the general management of the concern nearly four years ago, he found Creed selling goods on the floor. He liked his make-up and was still further pleased when he learned that he was a college man. He offered him a position on the road, but Creed's love for home and Chicago could not be shaken. Then it occurred to Mr. Geissler that a man who knew the dealers so well and was on such good terms with them, ought to make a good credit man, therefore Creed got the job. Four years previous to this, Dan, who had just completed his fourth year at St. Ignatus College, and was looking forward to four years more, found his vacation hanging heavy on his hands. He got a job with the Talking Machine Co., running errands and sweeping the floors. He liked the work and the work liked him, and when the doors of the college opened for the fall term, Creed didn't see them. The errands and the broom soon faded from sight.

DANIEL A. CREED.

The story of the evolution of this credit man is now complete. The next time you get a letter from the Talking Machine Co., signed by the credit department, you'll know what the department looks like.

Roy Keith, sales-manager for the Talking Machine Co., returned the latter part of last month from a successful trip through Kenosha, Racine, Waukegan, Milwaukee and Waukesha. He found

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

THE SCHUBERT EXTENSIBLE CYLINDER RECORD RACK

SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber. we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

the dealers all very much gratified with the Victor company's recent exchange proposition. Harry Krienitz, a prominent talking machine man of Milwaukee, visited Manager Geissler, and also made the round of the large music stores in Chicago with him.

C. F. Baer, Chicago manager of the Chicago Phonograph Co., has received so many responses to his general invitation to his friends to spend the week ends at his new bungalow on Lake Catharine, that he has been compelled to have plans made for a large addition.

Lyon & Healy are not resting on their oars, simply because they are one of the oldest jobbing houses in the West. In their advertisement in this issue they refer to a plan by which they will aid country dealers in pushing their Victor and Edison business. The idea is a practical and very effective one, and the trade would do well to investigate it at once.

The Columbia Phonograph Co. are now ready to receive visitors at their new location, 210 Wabash avenue. Of course, they have been doing business there for a month past, but it has been at a disadvantage, inasmuch as they had to move in quickly and were compelled to perform regular Alpine climbing stunts over heaps of debris and merchandise. Even the saintly Plume has been heard to mutter soft scriptural verses under his breath. Now, however, the quarters are in ship-shape and the sunlight, or, as much of it as can penetrate the smoke of the near-upper atmosphere, filters through the skylights, and rests on the devoted heads of a happy and contented force. A chapel fitted up in the second-story annex in the rear contains, during working hours, District Manager W. C. Fuhri. He gets light from the skylight overhead, an alley in the rear, and a stained-glass partition in the front. All that he needs to complete the illusion is a pipe organ in the corner.

Victrola Sales Opportunities.

Arthur D. Geissler, general manager of the Talking Machine Co., is a strong believer in the opportunity facing even the small country dealers in the sale of Victrolas. He has recently launched a plan by which they aid Victor dealers in selling Victrolas which has proved a whirlwind. It has been necessary for the company to increase their stenographic capacity in order to take care of their part of the campaign. In speaking of the matter Mr. Geissler said:

"A great many sales have resulted and in several instances we have been able to introduce the first Victrola into a town.

"It is a fact where we have been able to sell a dealer one Victrola and he has placed that Victrola with a representative family, that sale has always developed several more sales.

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

"If dealers could only realize the great profit there is in the sale of Victrolas, not so much in the profit accruing from the sale of one machine but from the fact that getting the machine into a class of homes which will be interested in large future purchases of records, and records of the better type, it would be greatly to their advantage. It is nothing out of the ordinary for a Victrola owner to be the possessor of $400 or $500 worth of records.

"Another thing which will double the sale of Victor records in any community is the education of customers in the proper cataloging of their records. I believe if he could go into a certain community and call upon a dealer's list of customers, illustrate and describe some simple filing system, the sales in that community would be doubled.

"It is only natural that a man who can put his hand on any record he wants, a man whose record is going to be protected from dust and dirt, is the man who is going to take the greater enjoyment in his machine, greater pride in it and use it for entertaining to a greater extent.

"After all, the advertising which for the most part sells Victor goods, is the demonstration of the machine by a satisfied user."

F. K. Dolbeer, general manager of the National Phonograph Co., was in Chicago the week of May 16 on his way West. He called on the various Edison jobbers, and spent some time in consultation with A. V. Chandler, B. P. P., the company's popular and pious Illinois missionary.

Eastern Factories Busy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned on May 17th from an eastern trip, during which he visited both the Victor and Edison factories. He said that the cabinet plant of the Victor company presents a spectacle one is not likely soon to forget. It was so crowded with workmen that it was difficult to pass through it. The company is simply crowded to the guards to meet the demand for Victrolas and on regular Victor case work. The great plant at Orange he also found a veritable hive of industry.

Plume Perspired.

E. C. Plume had an exciting time on Monday of last week, the Decoration holiday. In company with his son, his niece, and a number of other young people, he shot every chute, water, aerial and underground at the White City. He used his youthful companions, of course, as a legitimate excuse for indulging his favorite pastime.

If "Izzy the Molasses Kid," a recent introduction by a Chicago publisher, has not been perpetuated a la the talking machine record route it certainly should be.

Saw a Bull Fight.

W. C. Patrick, formerly in charge of the battery department of the Chicago office of the Edison Mfg. Co., is now enjoying the wild, free life of a farmer and rancher, thirty-seven miles north of Brownsville, Texas. A letter received from him by a Chicago friend describes his experience at a bull fight which took place just across the border. Chicagoans will remember Mr. Patrick as a man of sturdy frame, but the scrap between man and Taurus was evidently too much for him. He writes that he does not care to witness another one.

The talking machine business in the outlying districts of the city apparently is neither dead nor sleeping. George D. Williams, wholesale and retail furniture dealer at 1300 Michigan avenue, has just installed a retail Edison phonograph department. William Barriman, 405 Centre street, has added a line of Edison goods as a side line which, of course, will speedily develop into his main line under A. V. C.'s fatherly encouragement.

John Pelzer, who is connected with the Edison Mfg. Co., of Orange, N. J., was a recent caller on George Hardin, the manager of the company's Chicago office.

The B. & H. fiber needle continues its gentle work of winning friends. It is gaining strong adherents the world over. It is undoubtedly an artistic creation in that it achieves artistic results. The manufacturer's advertisement elsewhere in this paper is a very interesting one in that it reproduces an announcement in the Columbia Co.'s own house organ, stating that they have stocked a full line of fiber needles. It also says a few things about the merits of the product.

John A. Dean, of the W. A. Dean Music Co., of Sioux City, Ia., was a Chicago visitor this week. They are large handlers of Columbia goods.

The famous Beka records of Berlin, Germany, have struck Chicago and have struck it hard. Barnett Olshansky, talking machine dealer of 515 South Jefferson street, with two branches, one on Halsted street, a few blocks away, and one on Maxwell street, has imported a number of them, and is having a fine trade on these discs. Mr. Olshansky, by the way, is something of a wonder himself, for in ten years he has built up a really remarkable business in his three stores.

H. B. Gray, who travels for the Chicago house of Wurlitzer, has just returned from a trip through Wisconsin and Minnesota.

The Talking Machine Co. have promulgated a creed which is well worth the reading. It will be found in their advertisement elsewhere in this issue.

Fred Siemon, assistant manager of the Chicago house of Wurlitzer, will attend the talking machine jobbers' convention at Atlantic City next month. He will take his family along and go via Canada and the Hudson.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

RECORD BULLETINS FOR JUNE, 1909

EDISON STANDARD RECORDS.

10157 The Peacock.....Edison Concert Band
10158 Help! Help! Help! I'm Falling in Love.. .....Grace Cameron
10159 Tittle, Tattle, Tattle Tale....Byron G. Harlan
10160 I Used to Be Afraid to Go Home in the Dark—Medley.....Albert Benzler
10161 The Whitewash Man.....Arthur Collins
10162 Blue Feather.....Ada Jones and Billy Murray
10163 Nobody Knows, Nobody Cares....Will Oakland
10164 Braham's Medley Jig..New York Military Band
10165 Abie, Take an Example from Your Fa'der .....James Brockman
10166 Sweet Peace, the Gift of God's Love..... .....Edison Mixed Quartet
10167 It Happens in Many Families.....Billy Murray
10168 Yankiana Rag..American Symphony Orchestra
10169 Uncle Josh at a Baseball Game....Cal Stewart
10170 Heinie Waltzed 'Round on His Hickory Limb .....Collins and Harlan
10171 I Want a Little Corner in Your Heart.... ..... Ada Jones
10172 "The Fans" March.....John Kimmble
10173 Go Easy, Mabel.....Edward Meeker
10174 Good Night, Moonlight.....Premier Quartet
10175 Flanagan's Boarding House.....Steve Porter
10176 Thomas Jefferson March....U. S. Marine Band

EDISON AMBEROL RECORDS.

155 Egmont Overture.....Edison Concert Band
156* The Tough Kid on the Right Field Fence.... ..... Digby Bell
157 My Rancho Maid.....Mabel McKinley
158 Clancy's Wooden Wedding.....Edward Meeker
159 You're a Grand Old Bell..... .....Byron G. Harlan and Chorus
160 The Bachelors' Waltz.....U. S. Marine Band
161 I Surrender All.....Edison Mixed Quartet
162 On a Monkey Honeymoon.....Collins and Harlan
163 Prelude and Intermezzo—"Cavalleria Rusticana".....American Symphony Orchestra
164 When a Fellow's on the Level with a Girl That's on the Square..Billy Murray and Chorus
165 Thy Hallowed Presence....Edison Mixed Quartet
166 The Marathon Two-Step..New York Military Band
167 Where Is My Wandering Boy To-Night?.... .....Frederick Gunster
168 Moving Day at Pumpkin Center.....Cal Stewart
169 Levi's Famous "Reuben" Songs..... .....Maurice Levi and His Band
170 Only a Pansy Blossom...Will Oakland and Chorus
171 Call to Arms.....Peerless Quartet
172 Ballet Music from William Tell..... .....Edison Concert Band
173 That's Why I Won't Say Good-Bye..... .....Harlan and Stanley
174 National Emblem March.New York Military Band

NEW VICTOR RECORDS.

No.		Size
	ARTHUR PRYOR'S BAND.	
5696	Soldiers and Sweethearts March.....Hall	10
5703	"Jungle Town" Medley.....	10
31739	1812 Overture.....Tschaikowsky	12
	HUMOROUS RECITATION BY DIGBY BELL.	
31733	The Man Who Fanned Casey (A Reply to "Casey at the Bat").....Sparkus	12
	REINALD WERRENRATH, BARITONE, WITH ORCH.	
31738	Danny Deever.....Damrosch	12
	HARRY LAUDER, WITH ORCH.	
58007	She Is My Daisy.....	12
52019	Jean MacNiell	10
	MALE QUARTET BY THE PEERLESS QUARTET, WITH ORCH.	
5701	The Day of the Game (Descriptive Medley) .....Luders	10
	HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.	
5704	School Mates .....Edwards	10
	TWO NEW WILLS RECORDS.	
31736	Reformed Love (Humorous Monologue) ..... Wills	12
5700	Saving Up Coupons for Mother (Mock Ballad, with orch.).....Wills	10
	JOSIE SADLER, COMEDIENNE, WITH ORCH.	
5702	He Falls for the Ladies Every Time..... .....Lamb-Solman	10
5706	I Love My Wife, but Oh, You Kid..... .....Von Tilzer	10
	HAYDN QUARTET, WITH ORCH.	
5707	Dear Old Dear.....Burt-Lampe	10
	ANOTHER OCARINO RECORD BY MOSE TAPIERO, WITH ORCH.	
52018	Nightingale Waltz	10
	TEN-INCH.	
16323	(a) Norma Selection (Bellini)....Pryor's Band	
	(b) Mignon—Gavotte (Thomas)..... .....Victor String Quartet	
16320	(a) Venetian Love Song—Canzone Amorosa (Nevin).....Victor Orchestra	
	(b) 1. Prayer from Freischutz (Weber).... .....Victor Brass Quartet	
	2. Greeting (Hartel)..Victor Brass Quartet	
16324	(a) Did He Run (McCree-Von Tilzer).... .....Peerless Quartet	
	(b) I'm a Member of the Midnight Crew.. .....Eddie Morton	
16322	(a) I'm Looking for a Sweetheart..... .....Jones-Murray	
	(b) An Irish-Dutch Argument..Porter-Kennedy	
16327	(a) My Cousin Caruso (Gus Edwards)..... .....Billy Murray	
	(b) Keep a Little Feeling in Your Heart for Me (Mahoney-Morse)..... .....Stevenson and Stanley	
16328	(a) Fourth of July in Jayville Centre.... .....Harlan-Stanley and Chorus	
	(b) Father as a Scientist (Case)....Charley Case	
	TWELVE-INCH.	
35077	(a) Jolly Robbers Overture (Suppe)..... .....Pryor's Band	
	(b) Lo Boheme Selection (Puccini)..... .....Pryor's Band	
35078	(a) The Swallows Waltz (Valverde)..... .....Pryor's Band	
	(b) The Old Barn Dance....Victor Dance Orch.	
	TEN-INCH.	
16325	(a) Pride of a Nation March (Droop).... .....Pryor's Band	
	(b) Senora—Spanish Waltz (Nathan)..... .....Pryor's Band	
16298	(a) Flowers and Butterflies (Damare).... .....Darius Lyons	
	(b) Sounds from Austria (Tobani)..... .....Clarke and Keneke	
16321	(a) Nobody Knows, Nobody Cares..... .....Harvey Hindermeyer	
	(b) If I had a Thousand Lives to Live (Solman) .....Edward Hamilton	
	TWO RECORDS BY JEANNE GERVILLE-REACHE, CONTRALTO. *Ten-inch, with orch.—In French.*	
87027	Werther—Va' laisse couler mes larmes (M Tears Shall Flow).....Massenet *Twelve-inch, with orch.—In French.*	
88166	Sapho—O ma lyre immortelle (Oh, My Immortal Lyre).....Gounod	
	TWO PIANOFORTE RECORDS BY WILHELM BACHHAUS. *Twelve-inch.*	
71040	Fantasie Impromptu (Op 66).....Chopin	
71041	The Harmonious Blacksmith (Suite des Pièces) .....Handel	
	THE GREAT AIDA DUET—JOHANNA GADSKI-LOUISE HOMER. *Ten-inch, with orch.—In Italian.*	
89024	Aida—Scene and Duet, Act II—Part I—Fu la sorte dell' armi ('Neath the Chances of Battle).....Verdi	
89025	Aida—Scene and Duet, Act II—Part II—Alla pompa, che s'appresta (In the Pageant Now Preparing).....Verdi	
	SALOME AND TRISTIAN NUMBERS BY JOHANNA GADSKI, SOPRANO. *Ten-inch, with orch.—In German.*	
87028	Salome—Jochanaan, Ich bin verliebt (Jo hanaan, I Am Beloved).....Strauss *Twelve-inch, with orch.—In German.*	
88165	Tristan und Isolde—Dein Werk (Thy Act) .....Wagner	
	TWO NEW RECORDS BY EMILIO DE GOGORZA, BARITONE. *Ten-inch, with orch.—In French.*	
64101	Iina—Chanson Napolitaine.....Symiane *Twelve-inch, with orch.—In Italian.*	
88181	Barbiere—Largo al factotum (Room for the Factotum) .....Rossini	
	TWO RECORDS BY GEORGE HAMLIN, TENOR. *Twelve-inch, with orch.—In English.*	
74133	The Sorrows of Death (From Hymn of Praise) .....Mendelssohn	
74134	Bohemian Girl—Then You'll Remember Me, ... Balfe	

COLUMBIA 10-INCH DOUBLE-DISC RECORDS.

A694 All Through the Night (Words by Harold Boulton) Baritone Solo, orch. accomp. .....Albert Edmund Brown
Absent (Metcalf) Contralto Solo, violin, flute and harp accomp..Mrs. A. Stewart Holt
A695 The Larboard Watch (Williams) Baritone and Tenor Duet, orch. accomp..... .....Stanley and Burr
Pinafore—Farewell, My Own (Sullivan) Sung by Chorus (Concerted Number), orch. accomp.....Chorus
A696 De Little Old Log Cabin in De Lane—Baritone Solo, banjo accomp.....Carroll C. Clark
Dixie (Dan Emmett) Baritone and Tenor Duet, orch. accomp.....Stanley and Harlan
A697 Uncle Josh's Barn Dance—Introducing Uncle Josh and Quartet in various characters Descriptive Talking..... .....Cal Stewart and Columbia Quartet
Uncle Josh and the Billiken—Talking Record .....Cal Stewart
A698 Golden Arrow (Van Alstyne) Baritone and Tenor Duet, orch accomp.....Stanley and Burr
The Day of the Game (Luders) Vocal Quartet, Male Voices, orch. accomp..... .....Columbia Quartet
A699 Hoffmann's Erzaehlungen (Trinklied-Offenbach) Tenor Solo in German, piano accomp. .....Karl Meister
Hoffmann's Erzaehlungen—Romanze (Offenbach) Tenor Solo in German, organ accomp. .....Karl Meister
A700 Don Sebastino—O lisbona o Patria mia (Donizetti) Baritone Solo in Italian, orch. accomp. .....Taurino Parvis
Don Pasquale—Bella siccome un angelo (Donizetti) Baritone Solo in Italian, orch. accomp. .....Taurino Parvis
A701 La Peria—Vals (Lerdo)..Orquesta Tipica Lerdo
Ideal—Vals (Balart)....Banda Flamenca Gascon
A702 Stirling Castle—Reel and Jig—Accordion Solo .....Peter Wyper
Strathspey—Accordion Solo.....Peter Wyper
A703 Varsity Man—Two-Step (J. A. Dean)..... .....Prince's Orchestra
En Los Campos—Gavotte (Alarid)..... .....Banda de Rurales de Pachuca
A704 National Guard March (R. DeKoven).... .....Prince's Military Band
Mamita!—Tango Compadre (Eugenio M. de Alarcon) .....Prince's Military Band
A705 Mazurka Brillante (D'Agostino) Violin Duet, harp accomp. ..... Geo. Stehl, Hans von Wergen and Paul Surth
Ivanhoe Intermezzo (Van Alstyne and Butler) Mandolin Solo, harp-guitar acccomp. .....Samuel Siegel and R. H. Butin

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A5114 William Tell—Ballet Music (Rossini).... .....Prince's Military Band
William Tell—Soldier's March (Rossini).. .....Prince's Military Band
A5115 At the Mountain Inn (Labitsky), Violin, Flute and Harp Trio ..... George Stehl, Marshal Lufsky and Paul Surth
Thais—Meditation (Massenet), Violin Solo, string and harp accomp.....George Stehl

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORDS.

A679 I Pagliacci—Vesta li giubba (Leoncavallo), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
Aida—Celeste Aida (Verdi), Tenor Solo in Italian, orch. accomp...Florencio Constantino
A680 Rigoletto—La donna e mobile (Verdi), Tenor Solo in Italian, orch. accomp.... .....Florencio Constantino
Rigoletto—Questa o quella (Verdi), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
A681 Cavalleria Rusticana—Brindisi (Mascagni), Tenor Solo in Italian, orch. accomp.... .....Florencio Constantino
Cavalleria Rusticana—Siciliana (Mascagni), Tenor Solo in Italian, harp accomp.... .....Florencio Constantino
A682 La Tosca—Recondita Armonia (Puccini), Tenor Solo in Italian, orch. accomp... .....Florencio Constantino
La Tosca—E lucevan le Stelle (Puccini), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
A683 La Favorita—Une Vergine un Angiol di Dio (Donizetti), Tenor Solo in Italian, orch. accomp...Florencio Constantino
Martha—M'appari (Flotow), Tenor Solo in Italian, orch. accomp...Florencio Constantino
A684 Mireille—Waltz (Gounod), Soprano Solo in Italian, orch. accomp.....Camille Borello
Mignon—Io Son Titania (Thomas), Soprano Solo in Italian, orch. accomp...Camille Borello
A685 Lakme—Ou Va La Jeune Indou—Indian Bell Song (Delibes), Soprano Solo in French, orch. accomp.....Camille Borello
Dinorah—Ombra leggiera (Meyerbeer), Soprano Solo in Italian, orch. accomp.. .....Camille Borello
A686 Rigoletto—Caro Nome (Verdi), Soprano Solo in Italian, orch. accomp...Camille Borello
Romeo and Juliet—Waltz (Gounod), Soprano Solo in French, orch. accomp.... .....Camille Borello

➳ The New Udell Catalog will surpass anything in the Catalog Line that we have ever before produced.

➳ It will be arranged absolutely for the convenience of the dealer and in such a way as to be a wonderful help in making Catalog Sales.

➳ The Line of Cabinets illustrated we are very proud of, and well we may be, as in every detail they are built to get the consumer's order.

➳ We believe that as a dealer whose store has gained the respect of the buying public that you can ill afford to handle any Cabinets but the best.

➳ Naturally we feel that ours are better than the other fellow's. We arrive at the conclusion for no other reason than because of the orders we receive for the Cabinets.

➳ An initial order is easier to get than a repeat order and when our books show active accounts which we have been selling year after year it means Udell Cabinets are all that The Udell Works claim for them.

➳ One Hundred Snappy New Patterns to select from.

➳ Cabinets for { Sheet Music. Piano-Player Rolls. Disc Records. Cylinder Records.

➳ Obviously Dear Dealer the New Udell Catalog should be written for and carefully perused when received.

➳ Please address

THE UDELL WORKS
INDIANAPOLIS, INDIANA

A687 Martha—Qui sla, Vergin Rosa (Flotow), Soprano Solo in Italian, orch. accomp. .....Camille Borello
Nozze Di Figaro—Deh Vieni, Non Tardar (Mozart), Soprano Solo in Italian, orch. accomp. .....Camille Borello
A688 Vidalita—Cancion popular—Tenor Solo in Spanish, orch. accomp....Florencio Constantino
Nina Paucha—Habanera (Romea y Valverde), Tenor Solo in Spanish, orch. accomp.....Florencio Constantino
A689 Iris—Aprila tua finestra (Mascagni), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
Manon—Sogno (Massenet), Tenor Solo in Italian, orch. accomp..Florencino Constantino
A690 Il Trovatore—Deserto Sulla Terra (Verdi), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
Il Trovatore—Di quella Pira (Verdi), Tenor Solo in Italian, orch accomp..... .....Florencio Constantino
A691—Lucia—Mad Scene (Donizetti), Soprano Solo in French with flute obligato, orch. accomp.....Camille Borello
Faust—The Jewel Song (Gounod), Soprano Solo in French, orch. accomp..Camille Borello
A692 Carmen—La Fleur (Bizet), Tenor Solo in French, orch. accomp...Florencio Constantino
Lucia—Tu che a Dio (Donizetti), Tenor Solo in Italian, orch. accomp..... .....Florencio Constantino
A693 Triste —Aire del Gaucho de las Republicas Plata—Tenor Solo in Spanish, orch. accomp.....Florencio Constantino
La Milonga—Cancion Argentine—Tenor Solo in Spanish, orch. accomp..... .....Florencio Constantino

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1094 Policeman's March (Lincke).....Military Band
1095 Blue Feather (Morse), Soprano and Tenor Duet.....Ada Jones and Walter Van Brunt
1096 Down at the Huskin' Bee (Henry) (Written to the music of S. R. Henry's Barn Dance), Baritone Solo.....Arthur Collins
1097 Let's Go Back to Baby Days (Meyer), Tenor Solo .....Byron G. Harlan
1098 The Birds and the Brook (Stults).....Orchestra
1099 Face to Face (Johnson), Baritone Solo..... .....Frank C. Stanley
1100 Beautiful Eyes (Snyder), Soprano Solo..... .....Ada Jones
1101 Wise Old Indian (Morse), Baritone and Tenor Duet.....Collins and Harlan
1102 Medley of Popular Songs (Arranged by Schmehl), Xylophone Solo.....A. Schmehl
1103 Maryland, My Maryland (Winner), Tenor Solo .....Henry Burr
1104 The Boogie Boo (Ayer), Baritone Solo with Chorus.....Bob Roberts and Chorus
1105 Landler—Sousedska (Arranged by F. Tryner) .....Band
1106 I Want a Girl from a Yankee Doodle Town (Frantzen), Tenor Solo...Walter Van Brunt
1107 In the Garden of My Heart (Ball), Baritone and Tenor Duet.....Stanley and Burr
1108 Sailor's Hornpipe Medley (Arranged by D'Almaine), Violin Solo....Charles D'Almaine
1109 Onward Christian Soldiers (Gould and Sullivan), Vocal Quartet, Male Voices....Quartet
1110 Love and Springtime—Amour et Printemps (Waldenfel) .....Orchestra
1111 Bear's Oil (Original), Vaudeville..... .....Golden and Hughes
1112 Flanagan's Brother Dan (Original), Talking Record .....Steve Porter
1113 Hoop-e-kack (Allen), Banjo Solo..V. L. Ossman
1114 Love Me All the Time (Howard), Tenor Solo .....Walter Van Brunt
1115 The Warbler's Serenade (Arranged by Wood) .....Band
1116 Fourth of July in Jayville Center (Stanley), Baritone and Tenor Duet...Stanley and Harlan
1117 The Thunderer March (Sousa).....Band

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

Zon-o-Phone Concert Band.

5512 (a) The Enterpriser March .....Lampe
(b) Kwang Hsü—Chinese March.....Lincke
5513 (a) Elsa's Bridal Procession—From "Lohengrin" .....Wagner
(b) Der Traum des Hugenotten (The Dream of the Hugenotts) .....Hamm
5514 (a) Teddy After Africa—Humoresque.....Pryor
(b) The Triumph of Old Glory—Our President's March .....Pryor

Zon-o-Phone Orchestra.

5496 (a) Wild Cherries Rag.....Snyder
(b) Musical Comedy Medley Two-Step No. 1.
5497 (a) Havana Waltz—On melodies from "Havana" .....Stuart
(b) La Barcarolle—Waltz—From "Les Contes d' Hoffman".....Offenbach

Vocal Selections With Orchestra Accom.

HENRY BURR.
5515 (a) Sweet Genevieve .....Tucker
(b) The Four Leaf Clover.....Brownell
THOMAS CHALMERS.
5498 (a) When Love Is Gone.....Hawley
(b) Within Your Eyes, Love.....Lincke
ARTHUR COLLINS.
5499 (a) Trans-Mag-Ni-Fi-Can-Bam-Dam-U-Al-I-Ty ..... Burris Smith
(b) The Hot Tamale Man.....Ingraham
LEO EDWARDS.
5516 (a) Rose Marie .....Capua
(b) My Cousin Caruso.....Gus Edwards
BYRON G. HARLAN.
5500 (a) When I Dream in the Gloaming of You.. ..... Ingraham
(b) Toys for Sale.....Morse
PETER MURRAY.
5501 (a) A Good Old Dollar Bill.....Morse
(b) I'd Rather Have a Girlie than an Automobile .....Dillon
CHARLES NEVINS.
5502 (a) Take Me Up With You, Dearie..A. Von Tilzer
(b) She Is My Bonnie Jean.....A. Von Tilzer
WALTER VAN BRUNT.
5503 (a) Slide, Bill,, Slide.....Lowitz
(b) The Boogie Boo—From "The Newlyweds and Their Baby".....Ayer
ARTHUR COLLINS AND BYRON G. HARLAN.
5504 (a) On a Monkey Honeymoon .....Morse
(b) Down Among the Sugar Cane....Mack-Smith
ADA JONES AND LEN SPENCER.
5505 (a) Herman and Minnie at Dreamland—Descriptive German Sketch.....
(b) How Johnnie Lost Out—Vaudeville Sketch
ADA JONES AND WALTER VAN BRUNT.
5506 (a) A Blue Feather.....Morse
(b) Can't You See I Love You—From "The Newlyweds and Their Baby"...Brown-Ayer
ALICE C. STEVENSON AND FRANK C. STANLEY.
5507 (a) Hammock Love Song—From "The Beauty Spot" .....DeKoven
(b) Googy-Oo—From "The Candy Shop"....Rice
RAMBLER MINSTRELS.
5508 (a) Number 14 .....
(b) No. 15 .....

Miscellaneous Vocal Selections.

ALICE C. STEVENSON AND FRANK C. STANLEY.
5509 (a) Everyone's in Love With Some One—Duet .....Petrie
FRANK C. STANLEY AND HENRY BURR.
(b) Shine On, Harvest Moon—Duet..... ..... Bayes-Norworth
ALICE C. STEVENSON AND FRANK C. STANLEY.
5510 (a) We Shall Meet Bye and Bye—Sacred Duet .....Main
FRANK C. STANLEY AND HENRY BURR.
(b) Softly and Tenderly—Sacred Duet...Thompson
MR. AND MRS. WHEELER.
5511 (a) Won't You Harmonize With Me?—Duet, from "Mr. Hamlet of Broadway"..Murphy
METROPOLITAN TRIO.
(b) Won't You Be My Playmate?—From "Little Nemo" .....Herbert

HORN CONCERN IN TROUBLE.

Receiver Appointed for the New Jersey Horn and Sheet Metal Co., of Newark, N. J.

(Special to The Talking Machine World.)

Newark, N. J., May 22, 1909.

W. C. Rezell has been appointed receiver for the business of the New Jersey Horn & Sheet Metal Co., 91 Somerset street, this city. It appears that their troubles were brought about through the filing of a contract for talking machine horns made with E. W. Bliss & Co., of New York. The latter company claimed that they were not the correct size and refused to accept them. When suit in the matter was brought in the district court an attempt was made to fix the blame for the mistake on the Bliss Co., who also manufacture projectiles for the United States government, but the blame was switched about and finally rested upon the bankrupt company. Efforts were made, however, to set the company right, but the creditors were compelled to file a petition in bankruptcy.

VICTROLA FOR BATTLESHIP.

A Style Louis XVI. Presented to the Battleship Mississippi by the Ladies of Natchez—Silver Punch Bowl Also a Gift from That City—The Patriotic South.

(Special to The Talking Machine World.)

Natchez, Miss., May 22, 1909.

One of the several patriotic incidents that occurred when the citizens of this city presented a magnificent silver punch bowl to the battleship "Mississippi," one of the latest and most powerful additions to the fighting force of the United States Navy to-day, was the gift of a Victor Victrola, Louis XVI. style, to the officers. The funds for this splendid instrument, with a complement of records, were raised by the ladies and children of Natchez, the presentation speech, a very happy effort, being made by Judge Thomas Rober, who came to the city on its capture and occupation by the Union Army during the Civil War, and has remained since. The battleship came up the river especially for the occasion.

FEINBERG WITH COLUMBIA CO.

B. Feinberg, who resigned last month as traveler-at-large for the Universal Talking Machine Mfg. Co., Newark, N. J., has joined the selling staff of the Columbia Phonograph Co.'s wholesale department. His territory embraces everything east of Chicago to the Gulf of Mexico, and his engagement dates from June 1. Mr. Feinberg proceeded immediately to close several important deals for the Columbia Co. as soon as he had signed the contract with H. A. Yerkes, manager of the department. Thos. K. Henderson will continue as a special envoy for the department wherever he may be despatched.

A PROGRESSIVE POMEROY DEALER.

C. E. Kuykendall, of Pomeroy, Wash., is one of the hustling dealers of the Inland Empire. Mr. Kuykendall has just remodeled his phonograph department and carries a full line of Edison records; in fact, he claims that anything not in his stock cannot be found in the catalog. In machines he carries from the Gem up to the Idealia. This gentleman has done a large business in Edison goods and takes pride in having everything a customer calls for.

THE LIN-O-TONE, THE LATEST HORN.

The Pardee-Ellenberger Co., of New Haven, Conn., have brought out a new horn, the Lin-o-tone, which was designed especially for the new Edison Fireside Phonograph. The substance is Linenoid, or pure linen fiber, which has remarkable acoustic properties. It is handsomely finished and adds very much to the appearance of the machine. The introduction of a special horn for this new machine is very timely, and it will undoubtedly meet with a ready sale. It will be marketed through the various jobbers, many of whom have already taken it up.

You can make dollars out of the horn trade with such a product as this.

Just glance over a few of the many selling points that are contained in the

MUNSON FOLDING HORN

OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling, and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Retails $7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

650-652 NINTH AVENUE - - - - - NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

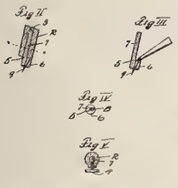
(Specially prepared for The Talking Machine World.)

Washington, D. C., June 8, 1909.

NEEDLE HOLDER FOR TALKING MACHINES. Wilbur B. Claflin, Kansas City, Mo. Patnet No. 917,925.

This invention relates to a needle holder for talking machines and more particularly to a device for holding thorn needles or points for use with such machines. The needle ordinarily used for this purpose is composed of a metal body having a sharp point and a blunt shank, the latter being held in a socket in a bracket carried by the sound-box by means of a set screw, which screw is carried by the bracket and tightened against the needle shank.

While the use of a thorn or wooden needle is well known, it has been found difficult to carry such needles in a manner to secure the best results therefrom, owing to the fact that when attached to the sound-box in the usual manner, the pith in the portion of the thorn against which the set screw impinges, allows the thorn shell to give inwardly when pressed by the set screw, thereby causing the needle to loosen and mar the tone of the machine.



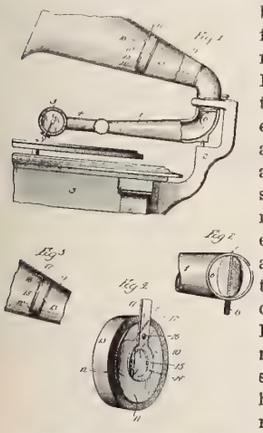
It is the object of this invention to provide a device for holding such needles so as to obviate the loosening noted and thereby secure a full rich tone therefrom.

Figure 1 is a perspective view of an ordinary sound-box equipped with a needle and needle holder constructed according to this invention. Fig. 2 is an enlarged detail view of a portion of the needle bracket, together with the needle holder and point, showing the relative position of the different parts. Fig. 3 is a view of the needle holder showing the manner of inserting the thorn point. Fig. 4 is a top plan view of the holder. Fig. 5 is a transverse sectional view of the holder bracket on the line V—V, Fig. 2.

PHONOGRAPH ATTACHMENT. Harry E. Woods, Chicago, Ill., assignor of one-half to Hallie S. Woods. Patent No. 918,111.

This invention relates to attachments for phonographs, and more particularly to means for regulating the volume and quality of the sound produced.

Figure 1 is a fragmentary view in side elevation of a phonograph provided with the attachment of the invention, parts of the machine being broken away for the sake of clearness of illustration; Fig. 2 is a plan sectional view of the end of the tapering arm, illustrating, in a partially open position, the form of regulator which is employed in said arm in addition to the sound regulator of the invention; Fig. 3 is a fragmentary sectional sectional view of the horn, showing a modified form of attachment fitting therein; and Fig. 4 is a perspective view of the attachment which fits within the horn.

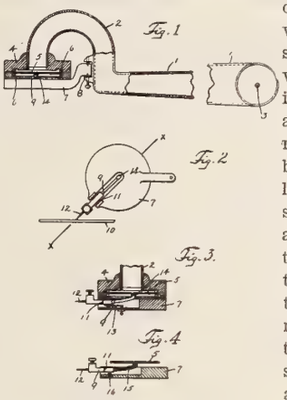


APPARATUS FOR REPRODUCING SOUND. John Noll, Brooklyn, N. Y., assignor by direct and mesne assignments to Empire Talking Machine Co., New York. Patent No. 919,293.

This invention relates to sound reproducers for talking machines.

Briefly stated, the principal object of this invention is to attain a perfectly clear and true reproduction of the original from which the record was made, without having any of the scratch or rubbing sound, due to the movement of the stylus and the record, reach the sound-box and to also insure that the diaphragm in the sound-box will be acted upon by the stylus lever to the exact extent necessary to reproduce perfectly the desired sound as recorded on the record.

To these ends this invention consists first, in a sound-reproducing apparatus consisting of a sound-box and its attendant stylus lever, wherein the stylus lever is mounted on a support independent of the sound-box and adapted to engage the diaphragm in the sound-box. By this construction, the weight of the sound-box is prevented from resting on the stylus and also any direct connection betwen the stylus lever and the sound-box is avoided whereby the scratch due to the travel of the stylus on the record will not be transmitted to the sound-box. Also as there is no fixed connection between the stylus and the sound-box, the sound-box as a whole will not vibrate with the movements of the stylus lever.

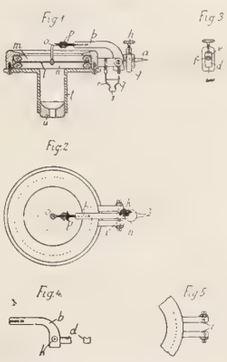


This invention also consists in the employment of a non-sound conducting or sound insulating material between the stylus or the record and the diaphragm, in combination with the independently mounted stylus lever. The object of this construction is to absolutely insulate the sound-box from any scratching sounds due to the travel of the stylus needle on the record.

In the accompanying drawings, Figure 1 is a plan and partial section of a sound-reproducing arm constructed in accordance with this invention. Fig. 2 is a side elevation of the gravity arm viewed from the inside. Fig. 3 is a section taken on the line X X Fig. 2 and also includes a section through the sound-box. Fig. 4 illustrates a modification in the construction of the stylus lever.

SOUND-REPRODUCING BOX FOR DISC TALKING MACHINES. Paul de Beaux, Leipzig, Germany. Patent No. 916,976.

The object of this invention is to do away with the secondary sounds to be found even in talking machines of very perfect make. These sounds are due to the parts neighboring to the sound-plate, *i. e.*, to the vibrations of these parts and the invention therefore consists in improvements in the construction, shape and material of the said parts.



In the accompanying drawing, Figure 1 is a vertical section through improved sound-reproducing box, Fig. 2 is a plan of the same. Fig. 3 shows the means for fastening the stylus *a* to the lever *b*, Fig. 4 is a separate view of the lever *b* and some neighboring parts, and Fig. 5 is a plan of the bearing for said lever.

PHONOGRAPH. Hermann Schroder, New York, Patent No. 919,252.

This invention has for its object an improved construction of graphophone of that type in which the megaphone or horn is dispensed with, and in which the sound reproducing and amplifying means are inclosed within a case or cabinet. And a further object of the invention is a machine of this character which embodies a novel and advantageous construction and arrangement of parts whereby the sound may be intensified and mellowed or sweetened, and characterized by a high degree of resonance, avoiding any of the harsh, metallic effects which are incidental to the ordinary graphophone.

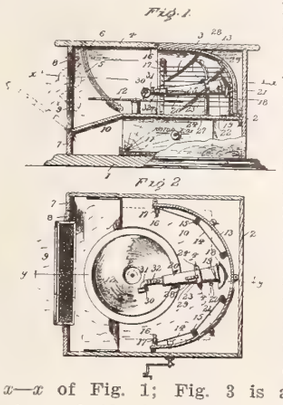
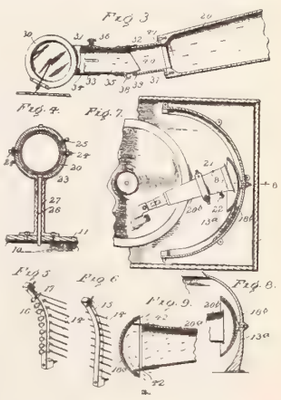
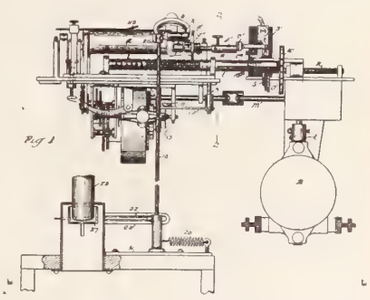


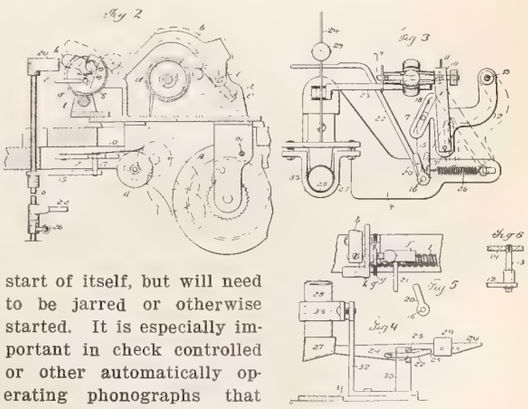
Figure 1 is a longitudinal sectional view on the line *y*—*y* of Fig. 2 of a talking machine embodying the improvements of this invention; Fig. 2 is a horizontal sectional view thereof on the line *x*—*x* of Fig. 1; Fig. 3 is a detail sectional view and side elevation of the sound arm; Fig. 4 is a detail transverse section through the support for the sound arm. Figs. 5 and 6 are detail perspective views of the bars for holding the sympathetic strings. Fig. 7 is a fragmentary sectional view of a modified form of the instrument. Fig. 8 is a detail sectional view on the line 8—8 of Fig. 7, and Fig. 9 is a detail sectional view of a modified form of sound arm.



STARTING AND STOPPING DEVICE FOR PHONOGRAPHS. W. W. W. Rosenfield. Patent No. 918,915.

This invention provides means for insuring the starting of the phonograph or other machine when it is desired that it shall start. Especially with spring motors, such as are commonly used for operating phonographs, it has been found that when the starting device is moved to release the operating mechanism and start the motor, it will sometimes happen that the mechanism will not start of itself, but will need to be jarred or otherwise started. It is especially important in check controlled or other automatically operating phonographs that the operating mechanism shall always start when the starting or releasing mechanism is moved.





The certain starting of the operating mechanism of a phonograph or other machine upon

the movement of the starting or releasing device is secured in accordance with the invention by providing means for imparting a starting impulse to a part of the operating mechanism. For this purpose the operation of the phonograph or other machine is preferably controlled by a brake acting on a rotating part of the operating mechanism and which when moved to release said part imparts a starting impulse thereto.

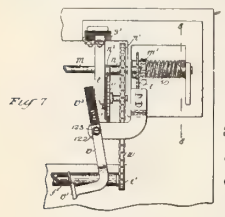


Fig. 7

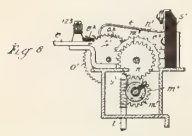
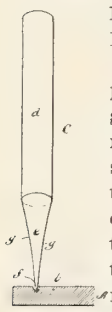


Fig. 8

In said drawings: Figure 1 is a front elevation of a phonograph provided with automatic rewinding, return and starting and stopping mechanisms in accordance with the present invention. Fig. 2 is a section on line 2 of Fig. 1. Fig. 3 is a plan view of the starting and stopping mechanism and check actuated mechanism for controlling the starting movement. Fig. 4 is a section taken on line 4 of Fig. 3. Fig. 5 is a partial plan view of parts shown in Fig. 2. Fig. 6 is a detail view. Fig. 7 is a plan view of the mechanism shown at the right in Fig. 1. Fig. 8 is a section on line 8 of Fig. 7.

TALKING MACHINE NEEDLE. John E. Sullivan, Reading, and William B. Sullivan, Philadelphia, Pa. Patent No. 918,389.



This invention relates to an improved form of stylus or needle for engaging the wave-line groove of the record; the main object being to insure a uniformly accurate reproduction of the sounds by which said record was originally produced, while at the same time preventing a deterioration of the record by the action of the needle upon the finely lined groove thereof, such as ordinarily rapidly occurs.

GRAPHOPHONE. John H. J. Haines, New York, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 920,324.

This invention relates to graphophones or other talking machines employing a relay device for increasing the volume of sound reproduced, such as set forth in the Higham patents (Nos. 678,566; 712,930, etc.), and Macdonald patents (No. 796,743, etc.).

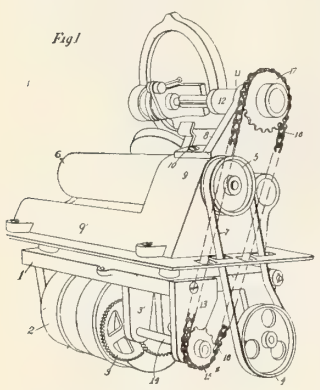


Fig 1

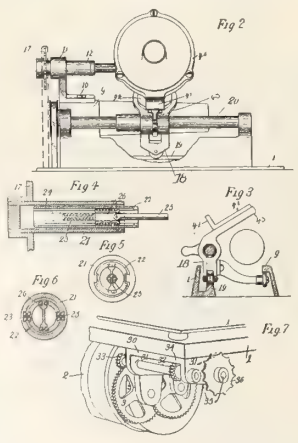


Fig 2

Fig 4

Fig 3

Fig 5

Fig 6

Fig 7

One part of the invention is based upon an observation or discovery that, whereas heretofore the friction pulley or drum constituting a part of said relay device has been driven at a comparatively high rate of speed (about sixty revolutions per minute), the same benefits may be obtained if the said device be driven at a ocmparatively low rate of speed (say about fifteen recvolutions per minute). This discovery or observation is made use of by taking power for revolving the friction pulley from nearer the motor than heretofore, by reason of which the relay device can be applied to talking machines having motors of less power than heretofore believed capable of running the machine itself and also the relay device.

Figure 1 is a perspective view of the rear of a graphophone, with the casing or box therefor removed, showing the relay device proper in outline only; Fig. 2 is a front view of the same graphophone; Figs. 3-6 are sectional views of details; and Fig. 7 is a modification of Fig. 1.

PHONOGRAPH RECORD COMPOSITION. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 920,245.

This invention relates to an improved composition for duplicate phonograph records comprising a mixture of asphalt, stearate of lead and resin and copal gum, which has durable, smooth and superior wearing qualities.

GRAMOPHONE. Luther T. Haile, Philadelphia, Pa., assigned in part to Maurice N. Weyland, W. A. Mackie, Jos. W. Shannon, Frederick J. Geiger and Logan W. Mulford, same place. Patent No. 923,119.

This invention in sound-reproducing machines of this class relates to means for operatively supporting and propelling the sound-box mechanism relatively to the traveling record, in order that the latter shall no longer perform the function of propelling the sound-box mechanism as commonly done in known machines of this character. It also relates to means, in such machines, for readily bringing the actuating shafts into and out of operative register, more readily remove and replace a record tablet.

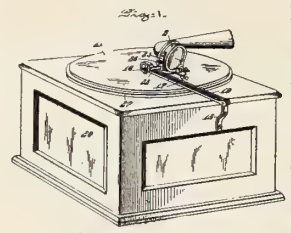


Fig 1.

Fig 2.

Fig 3.

Fig 4.

The primary object of the first part of the invention is as stated above, but its minor objects and the incidental advantages flowing from its principle of construction and operation are threefold; namely, it permits both vertical and lateral play of the directly-actuating connection between the threaded shaft and sound-box mechanism, due to inequalities in the record, automatically adjusting itself, in relation to the sound-box mechanism, hence compensating for the arc-like movements of the latter over the record; it responds and adjusts itself automatically to abnormal movements of the stylus or needle over the record due to inaccuracies in the sound grooves on the face of the record tablet; and finally regulates and controls the depth of engagement of the needle with the record.

In the drawings illustrating the invention: Figure 1 is an elevation, in perspective, of the exterior of a talking machine cabinet, showing the sound-box mechanism, the means for operatively supporting and propelling it over the record, the threaded actuating shaft therefor and its pivoted connection with the cabinet. Figs. 2 and 3 are respectively plan and side elevations of the propelling mechanism and the actuating threaded shaft; and Fig. 4 is an elevation, partly broken away, of the novel means for operatively connecting the pivoted actuating mechanism with the main shaft and with the sound-box and adjunctive parts, to swing them into and out of operative register.

SOUND-REPRODUCING MACHINE. Luther T. Haile, Philadelphia, Pa. Patent No. 919,856.

This invention relates to sound-reproducing machines of the class of gramophones so-called, wherein a grooved disc record rotated in a horizontal plane, and over such record is operatively supported on the end of a pivotally-mounted sound box and its stylus, the diaphragm of the sound-conveying arm a reproducer comprising a reproducer being vibrated by a radially traversing contact of the stylus with the sound grooves of the record. In all such devices the disc is and must be supported for rotation in a horizontal plane, the means for propelling the sound-box over the record being varied in the several types comprising the method described in Berliner's U. S. Patent No. 534,543, wherein the propulsive effect of the grooved surface of the rotating disc is solely relied upon, while in another type a screw-feed or other positively-acting feed device is employed, while in still another type means independent of the record and its actuating shaft are employed to impart a swinging movement to the pivotally-mounted arm itself, which carries the reproducer and its stylus.

The method and means here described for causing the reproducer to be operatively carried over the disc record is radically different in principle from any of the three types of mechanism above referred to, and is distinguished by a novel mode of operation, namely, that the operative movement of the reproducer is effected by its own momentum after a moving impulse is first initiated and then continued by the rotation of the disc, the spiral groove in the disc operating to impart only a restraining effect on such movement in contradistinction to its usual propulsive effect.

Well, It's Surely Over

—NOW PREPARE FOR COMING DEMANDS

¶ The results of that "little financial flurry" of 1907 have surely disappeared.

¶ Folks are coming out of the "storm cellars" and beginning to enjoy life once more.

¶ Stock Up, Stock Up for the coming demands, for they'll come in bunches.

¶ We solicit your orders in the sincere confidence that we can promptly fill every order the day we receive it.

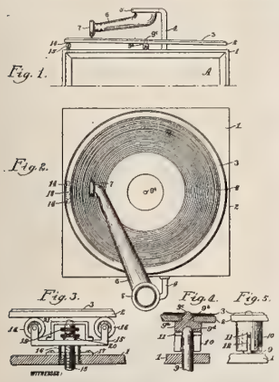
¶ We'll work hard to deserve your business.

American Phonograph Co.

252 Woodward Avenue, Detroit, Mich.

In addition to the general and primary object stated, the purpose of the invention is to effect that object, notwithstanding that the convolutions of the sound groove may not happen to be of uniform depth or of uniform distance apart, also of insuring the full operative tracking of the stylus in the sound groove and particularly against the inner and sensitive wall thereof, the stylus being restrained thereby against too rapid gravital propulsion as before stated.

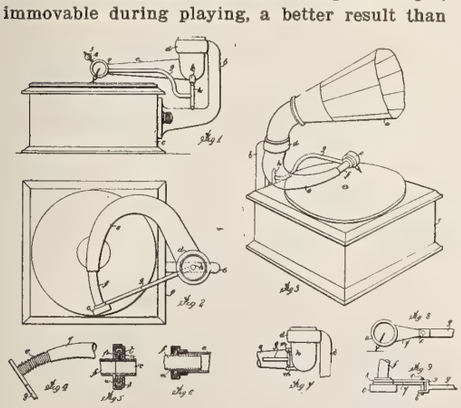
To these ends the invention consists of the combination in a talking machine comprising a spirally-grooved disc record and a supporting turntable therefor, a sound-conveying arm pivotally mounted in a plane above the record, a reproducer carried on the free end of said arm, with its stylus contacting by gravity with the grooves of the record, of means dependent solely on the rotative effect of the record to impart an initial impulse movement to the reproducer and then permit it to continue such movement, by its own momentum, save as restrained by its stylus tracking in the record groove and bearing at all times against the inner wall thereof, said means consisting of axially actuating devices operating primarily to rotate the record, and secondarily to support it operatively in a horizontally inclined plane during such rotation, said actuating and supporting devices being pivotally mounted on the head of a rotable main shaft, the axis of which is perpendicular; and the invention further comprises means coacting therewith, but independent thereof, operating to adjustably regulate the degree of inclination of the record holder or turntable.



In the accompanying drawings illustrating the invention, Figure 1 is a side elevation, with the lower part of the casing or motor box broken away, and Fig. 2 is a plan view thereof; Fig. 3 is a side elevation, partly in section, of the top of the motor casing, the record and record holder, and the device to adjust the degree of inclination of the latter; Fig. 4 is a side elevation, partly in section, of the record, record holder, the divided actuating shaft, and the top of the motor box; and Fig. 5 is a side elevation of a preferred form of universal joint between the divided sections of the actuating shaft.

Talking Machine. Joseph Margulies, London, Upper Norwood, Eng. Patent No. 922,297.

This invention relates to talking machines, and consists firstly in so constructing such machines as to produce, with a single trumpet, immovable during playing, a better result than



has hitherto been attainable with talking machines as at present constructed.

Referring to the first part of the invention, Figure 1 shows side elevation of the machine; Fig. 2 shows plan of same; Fig. 3 shows perspective view of same; Figs. 4 to 9 show details.

Talking Machine. Harry Hinks-Martin, Alexander William Cameron and Percival James Packman, London, Eng. Patent No. 921,835.

This invention relates to improvements in sound conveyors for talking machines, and its object is to provide an attachment for use with the U-tube or goose neck of a gramophone, whereby the position of the sound-box, with relation to the record, may be changed so that the same sound-box may be used, in the most effective playing position, with the "hill and dale" track of a graphophone record, as well as with the "zig-zag" track of a gramophone record.

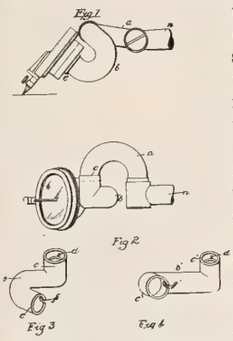
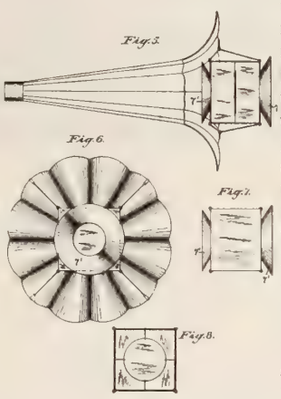


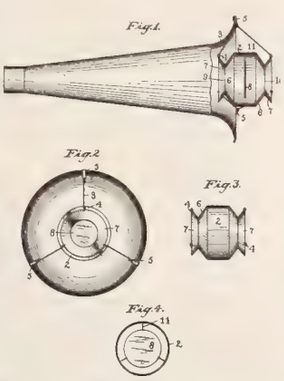
Figure 1 is a view in side elevation, showing the invention associated with the goose neck of a gramophone, with the sound-box in the most effective position for playing a disc record of the "hill and dale" type. Fig. 2 is a plan view of same. Fig. 3 is a perspective view of the improved attachment, and Fig. 4 is a similar view of a modified form of adapter.

Sound-Reproducing Apparatus. Overend G. Rose, Camp Meeker, Cal. Patent No. 921,465.

This invention is an improvement in sound-reproducing instruments, and relates particularly to an attachment for focusing the sounds and for analyzing them so that, for instance in the case of a reproduction of band music, the volume of tones will be focused and analyzed, the resultant effect being the splitting up of the sound into the tones of the respective instruments and the placing of said tones or sounds in the same relative position or at the same relative distance apart that they occupied when they were played and the record originally produced, that is to say, the trombones will sound as located farthest back, the tubas and altos in front of them, the piccolos and snare drums still farther forward, while the sound of the clarinets proceeds from the focusing device or disc itself.



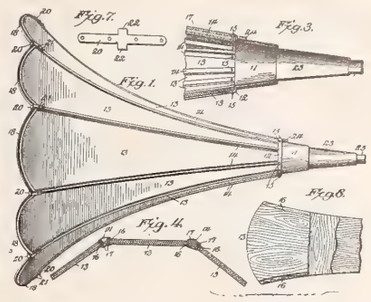
This invention performs an additional function to that of focusing and analyzing sounds in that the device augments considerably the strength of the sound and increases it volume.



In the accompanying drawings—Figure 1 is a side view of a horn of a reproducing instrument with the invention associated therewith; Fig. 2 is an end view of the parts shown in Fig. 1 looking from the right of said figure; Fig. 3 is a detail side view of the sound-box; Fig. 4 is a cross-sectional view of the sound-box; Fig. 5 is a view similar to Fig. 1 of a modified form of sound-box; Fig. 6 is a view looking from the right of Fig. 5; Fig. 7 is a side view of the modified form of sound-box shown in Fig. 5; and Fig. 8 is a cross-sectional view of the box shown in Fig. 7.

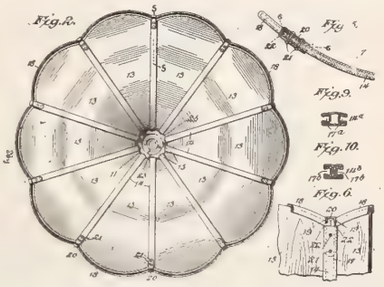
Sound-Augmenting Horn. Alfred R. Cunnius, Brooklyn, N. Y. Patent No. 921,676.

The principal object of the present invention is to provide a horn, particularly useful in connection with talking machines, which is composed of sections made of wood or other suitable material that will eliminate to a very material



degree, harshness of tone, imparting clearness and fulness of tone that is so much desired.

Figure 1 is a side elevation of the horn, showing the reducer in place thereon. Fig. 2 is a front elevation of said horn. Fig. 3 is a detail longitudinal sectional view through the smaller end thereof. Fig. 4 is a detail cross-sectional view therethrough. Fig. 5 is a detail longitu-

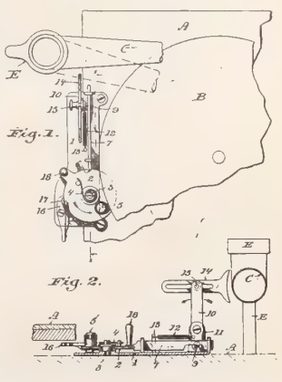


dinal sectional view on the line 5—5 of Fig. 2 Fig. 6 is a sectional view on the line 6—6 of Fig. 5. Fig. 7 is a detail view of one of the clip blanks. Fig. 8 is a detail view of a portion of one of the horn sections, the parts being broken away to illustrate the arrangement of the veneers. Figs. 9 and 10 are cross-sectional views illustrating modifications of the tie strips.

Phonograph. Claude F. Hamilton, Athens, Wis., assignor of one-half to John C. Nuernberg, same place. Patent No. 920,134.

The object of this invention is to provide simple and durable automatic stop-mechanism for disc phonographs or like instruments, the stop-mechanism being controlled by the swinging arm with which said instruments are provided, whereby the disc is checked against rotation when the swinging arm has reached the end of the record upon said disc.

In the drawings: Figure 1 represents a plan view of so much of a disc phonograph as is necessary to illustrate its connection with an automatic stop-mechanism, embodying the features of this invention, which stop-mechanism is shown attached to the box of the phonograph with parts broken away and parts in section, to more clearly define the structural features, and Fig. 2, a sectional elevation of the same, as indicated by line 2—2 of Fig. 1.



REPORT BETTER BUSINESS.

The travelers of the New York Talking Machine Co., 83 Chambers street, New York, are on their respective territories working like beavers. The very complete stock of the company, both in machines and records, and the prompt shipment service inaugurated by General Manager Williams are important factors which dealers are not insensible of in placing orders.

Leading Jobbers of Talking Machines in America

THE
DITSON
STORES

Trade-Mark

Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

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ORDER WHAT YOU WANT
WHEN YOU WANT IT.

We Can Deliver the Goods

KRAEMER & GOSORN
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It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines **IOWA** Dubuque

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBERS

Complete Stock. Prompt Service.

Dealers Wanted.
Write to-day.

BABSON BROS.
19th Street and Marshall Boulevard
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EDISON JOBBERS

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
"If it's made we ship it the same day order is received"

Mr. Dealer
WE ARE
COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete nformation upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

E. T. WILTON & COMPANY
HOUSTON, TEX.
Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.
We have everything you need, also
JEWELRY and WATCHES

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

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EDISON JOBBER

C. B. HAYNES & CO.
EDISON JOBBERS
ALL SUPPLIES
603 East Main St., Richmond, Va.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

Try Our Hurry-Up Service

on VICTOR, EDISON and REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

Exclusive Jobbers for Columbia Graphophones and Records

Orders filled the day they are received. Complete stock.
If it's in the catalogue *we have it.*

Maine Phonograph Company,
Portland, Maine.
Controlling State of Maine and portion of New Hampshire

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Columbia Jobbers

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Write to-day for terms necessary to become dealers

W. A. Dean Company
315 FOURTH STREET SIOUX CITY, IOWA

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of
EDISONS AND VICTORS

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

COMMISSIONS ON VICTOR GOODS.

An Illuminative Communication on This Important Subject.

The Victor Talking Machine Co., in a letter to dealers, take the following stand on the "commission question":

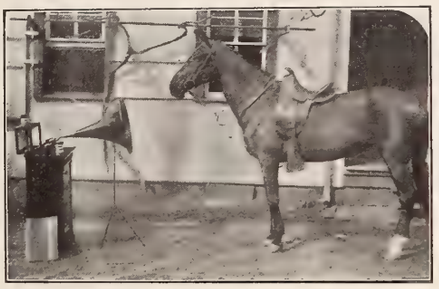
"Those of you who are conversant with the commission evil or 'commission fiend'—so prevalent in the piano and musical instrument field—will no doubt appreciate our efforts to keep this evil from creeping into the talking machine trade. Our attention has just been called to two violations of our rulings on this point on the part of two of our distributers. These distributers were not clear in their understanding of our position in this matter.

"Commissions must not be paid to anyone for the sale of Victor goods excepting only in the case of dealers' own clerks in lieu of, or in addition to their salaries, or where a salesman is employed entirely on a commission basis in lieu of salary. A traveling salesman selling a number of lines on commission, a commission merchant or exporter or people of this class, *are not eligible* to handle Victor goods 'on commission.' It is obvious that if this loophole were left open for evasions a number of cut price cases would develop where commissions would be either divided or paid back to the Victor purchaser. A very strict observance of the above will, we are sure, assist the talking machine trade, and we shall construe any deviation therefrom as a violation of our contract."

If a man were to quit eating because he wasn't hungry, he would be sent to a lunatic asylum. What about the man who quits advertising because he hasn't enough business?

ENJOYED HIS MASTER'S MACHINE.

Considerable attention has recently been directed to ascertaining the effect of talking machine music on various animals. Practically every species of animal in the New York Zoological Gardens was treated to a "talker" concert not long ago to see how they appreciated music. Lawrence McGreal tried the same experiment in Milwaukee, while we present herewith an illustration of how a high-bred horse



accepts a serenade. The animal is the property of Howard Taylor Middleton, Philadelphia correspondent of The World, and judging from the rapt expression of the horse it would seem that it shares its master's appreciation of the talking machine. The Music Master horn was used on the machine and Mr. Middleton believes that the excellent qualities of the horn did much to make the music pleasing to the equine ears.

A PROGRESSIVE MARIETTA STORE.

One of the largest and best equipped talking machine stores in Marietta, Ohio, is that of the Marietta Phonograph Co., who handle complete lines of both Victor and Edison machines and records as well as small goods and post cards. The front portion of the store is given over to the display of a large stock of Victor talking machines, including several Victrolas, small goods are shown in the central section, while the rear is devoted to the display of the Edison line and the extensive record racks. The company have called public attention to their business in a most effective manner recently by sending out a series of handsome post cards showing different views of their store.

SECURE AN INJUNCTION.

A preliminary injunction has been issued by the Circuit Court of the United States, western district of Pennsylvania, against Porch Bros., Inc., music dealers, with stores in Altoona, Greensburg, Harrisburg and Johnstown, enjoining "them from in any way interfering with the selling license system of the National Phonograph Co., Orange, N. J.,' and from violating the terms and conditions of the defendants' license agreements," and of selling Edison goods at less than for the full current prices specified.

The Sonora Phonograph Co. has removed from 5 Cedar street to 78 Reade street, New York. They describe the Sonora as "the instrument of quality." They occupy two lofts at the new address.

F. K. Dolbeer, sales manager of the National Phonograph Co., recently visited the Edison jobbers in several of the large cities of the Middle West and Northwest, and got across the line into Winnipeg, Manitoba, his first call here. He found conditions very much to his satisfaction and was greatly pleased with prospects in general.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE RETAIL
941 MARKET STREET
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

You Can Get Goods Here
EDISON JOBBERS VICTOR DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

Columbia Jobbers
We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.
SCHEUBER DRUG COMPANY
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Ludden-Campbell-Smith Company
Jacksonville, Florida
Exclusive Columbia Jobbers
We Carry the Full Line.
COLUMBIA DOUBLE-DISC RECORDS
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PROMPT SERVICE Exclusive Territory Assigned

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
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Largest Stock in the South

Exclusive Columbia Jobbers
Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Nashville is so centrally located that there is a great saving of time.
PHILLIPS & BUTTORFF MFG. CO.
NASHVILLE, TENN.

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

Why Not Double Your Profits?

Many dealers in the Talking Machine trade are selling pianos and more than doubling their profits. WHY NOT YOU?

Piano sales come easily for them because the right selling argument is on your side.

You have an established business—a steady income to depend upon—and your cost of securing piano sales is reduced to the minimum.

People seldom buy Talking Machines unless interested in music, consequently pianos are really in your line. No doubt you run across good prospects every little while.

Then why not take the agency for the right piano, on the right terms and at the right price, and secure some extremely profitable business that you must not overlook?

THE RIGHT PIANO IS THE OAKLAND

Made Right
Sells Easily
Makes Friends
The Best Piano
For You to Sell

Especially
Designed
For the
Talking
Machine Trade

SPECIAL STYLE 30-M

¶ We build the Oakland Piano in our immense new factory at Holly, Mich.—the best equipped piano plant in the world—capacity 5000 pianos annually.

¶ The Oakland is the best piano for you to sell, because it is a better piano than the same price ever bought before. Its tone quality satisfies the most critical and exacting musicians. Its durable construction, up-to-date case designs, swell veneers and beautiful finish make it a quick and easy seller.

¶ It stays in tune, satisfies customers and never causes the dealer trouble or expense.

LET US TELL YOU ABOUT OUR SPECIAL PROPOSITION FOR ASSISTING NEW DEALERS. LET US OUTLINE FOR YOU A RESULT-GETTING SALES CAMPAIGN—ONE THAT HAS BEEN TRIED OUT AND MADE GOOD. THE INITIAL INVESTMENT IS SO SMALL IT WILL SURPRISE YOU

ADDRESS

OAKLAND PIANO COMPANY

STEINWAY HALL, CHICAGO

The TALKING MACHINE AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, JUNE 15, 1909

RECEIVING THE TRAVELING MAN.

Dealers Can Forward Their Own Interests in Many Ways by Confiding in the "Knights of the Grip"—A Heart to Heart Talk.

The man who succeeds on the road to-day is the man who "likes his job." One night last week, coming out of Wheeling, I sat in the smoker with a fellow traveling man. He talked rather freely with me of the inconveniences—the poor accommodations of the hotels—the exposure of long drives, and wound up by saying, "It's a dog's life. I have been on the road for 10 years, and all I have ever gotten has been a bare living. I am tired of it all, and this will be my last trip."

"My friend," I said, "it's not a dog's life, but a man's life, and calls into play all the best instincts of a man. The fault lies not with the calling, but with yourself. You have looked at life through smoked glasses, and your vision became blurred. The enthusiasm you should have carried into your work you wasted at the ball game. You awake with a grouch, and wonder why no glad hand is extended to you. You say you have been on the road for 10 years, and all you have received has been a bare living. My friend, I have been on the road twice 10 years, and there has never been a moment during that time when I felt that I wanted to quit. The friendships I have formed during the time I consider of greater value than a fat bank roll."

It is a recognized fact of law that good will forms a real tangible asset to any business, and the friendshps of a salesman are as much an asset and more dependable than the average banking security.

The salesman is vitally interested in your success. His interest does not cease when he has sold you a bill of goods. He has only done half his duty when the sale is made, and his work is not completed until he has helped you, by suggestion and otherwise, to dispose of your stock on hand.

Look back over your career and find how often an idea of his has brought money and trade to you. He is in constant touch with the evolution of trade—he watches the successful methods of others, the selling schemes of some distant city that brought a revenue; this is yours for the asking. Meet him half way—tell him your troubles, the competition you have to meet, your plans for the future.

Depend upon it, your confidence will be respected, and in return you will receive helpful advice, writes a traveling man in an exchange. The advances along this line should, however, come from you. It is the duty of the patient to go to the doctor—not the doctor to seek the patient. If your business is in an unhealthy condition, talk it over with your friend, the salesman. He will give you sound advice, and you will never be troubled with a bill for professional services.

I called on a friend in the downtown district the other day, and on the swinging door leading into his office I noticed a little white enameled sign with black lettering that read: "Push! Don't Knock!"

Gentlemen, I want you to take that as your motto for the current year: "Push! Don't Knock!" Push the town you live in, push forward the clerks who help you in your business—push your fellow tradesmen, and take a vital interest in the affairs of your community. Forget the petty prejudices that cause you to look upon your competitor as an enemy. The man across the street is not a bad fellow when you get to know him. Notwithstanding the old Biblical injunction, "Knock, and it shall be opened unto you," the world to-day has little use for the "knocker.' We are growing broader gauged; a national trade uplift is going on.

When you are in the game, play it, and play it hard—but play it on the level. Let us have no offside plays. The rules of the game are stricter, the rewards greater, but an umpire called Public Opinion will rule you out of the game at the first attempt at tricky play.

With all due reverence for the knights of the road who are dead and gone, I believe that the salesmen of to-day, as a body, are more intelligent, more thorough in their work, more loyal to the best interests of the dealer than were the salesmen of a decade ago. The law of progress calls for a higher standard of business ethics. The practices that were in vogue then would not be tolerated now.

The work so well accomplished in the past five years in eliminating unjust competition has been truly marvelous, but I believe you will agree with me when I say that in all stages it has had the loyal support of the traveling salesman. He is the dealer's friend, loyal and true, not alone for the orders he receives, which are welcome, but because he likes the game, the enthusiasm that goes with conflict, the excitement of the battle, and incidentally because he realizes your success means his success.

IDIOSYNCRASIES OF BENNETT.

Does Not Believe in College Educations—Only Smokes a Cigar Half Up and Then Lights a Fresh One.

George Jean Nathan, writing in the Outing Magazine, tells of the unusual personality of James Gordon Bennett, proprietor of the New York Herald. He says in part:

"James Gordon Bennett was born in New York. He is now 67 years old. In appearance he is tall and slender and gives the impression of a vast amount of nervous energy. He carries himself with military erectness and his steel-gray hair and moustache add to his general soldierly look. For many years he has made his home in Paris, and visits this country only about once in every two years. He literally edits the New York Herald by cable. And the story of the way he does this is almost as unbelievable as it is curious.

"It is the general public opinion that Mr. Bennett lets the Herald run itself, and that, particularly of late years, he has not kept in close touch with its affairs and progress. Nothing could be further from the truth. In fact, it may be stated that he is devoting more time to the interests of his paper at present than ever before.

"Every day there is sent to Mr. Bennett a copy of the Herald, every article in which is marked with the name of the man who wrote it. By this means he keeps in touch with the daily work and progress of every man on his staff. The slightest error will be quickly ferreted by his eagle eye and a warning bulletin is speedily posted by him following his detection in a 'story' of, for instance, the word 'gentleman' instead of 'man,' the use of some such phrase as 'J. Pierpont Morgan, the financier,' instead of 'J. Pierpont Morgan, a financier.'

"Two of Mr. Bennett's idiosyncrasies are his lack of belief in the value of a college education and his aversion toward smoking the last half of his cigars. In relation to the first, it is not uninteresting to note that most of the men who have been given high position by him have been non-university men. Mr. Bennett himself is not a college graduate, and he holds that a collegiate training is not necessary in the making of newspaper men. Those few college men who have won the higher positions in his employ have not held them long.

PIANOS AS A SIDE LINE.

If Talking Machines Sell in a Piano Store Why Not Pianos in a Talking Machine Store?—The Oakland Piano Co.'s Proposition.

For years piano dealers in all sections of the country have handled talking machines as a side line with great profit to themselves, and more recently talking machine dealers have awakened to the fact that "what is sauce for the goose is sauce for the gander," and have realized handsomely on a stock of pianos installed in their stores. Musical instruments are the logical companions for a stock of talking machines, and pianos handled by a talking machine dealer are brought to the attention of dozens of prospects daily, for anyone buying records naturally is musically inclined.

The Oakland Piano Co. have an interesting proposition to offer talking machine dealers seeking to augment their incomes by installing side lines. The pianos made by the Oakland Piano Co. have proven trade getters for many dealers, and it would prove to the dealer's interest if he would investigate the possibilities of those instruments.

NO FIRE DANGER FROM FILMS.

Manager of Underwriters Bureau of New England States That Sprinklers Could Control Average Blaze.

(Special to The Talking Machine World.)

Boston, Mass., June 7, 1909.

Gorham Daha, manager of the Underwriters' Bureau of New England, who testified the hazard of celluloid moving picture films packed in boxes, found that when tightly rolled and packed in pasteboard boxes, they did not ignite at unusually low temperature, and did not burn fiercely. He holds that there is no reason to fear that sprinklers will not control such a stock, except that when a large quantity is burning, enough gas might be generated to cause trouble.

The TALKING MACHINE AND NOVELTY NEWS WORLD

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, JUNE 15, 1909

A talking machine dealer located in a nearby city was recently discussing with a World representative the advisability of introducing side lines into an established talking machine business. Before engaging in his present business the dealer referred to had handled bicycles in a fairly large way, and naturally based his argument on that experience:

"Considering conditions, I am doing a very good talking business here," he said. "My trade is well established and I am making a good living. If I took on another line—motorcycles, for instance—I would have to start in again and build up a trade in that line against competition that is already established. I would have to work a good deal harder than I am at present, and maybe at the end of the year I would find that the net profits were not in proportion to the energy expended. My experiences in handling bicycles taught me that considerable time was required to make the venture pay, and I do not care to take the risk of failure now."

"How many talking machine dealers were there in this town when you started?" asked The World Man.

"If I recollect correctly there were nine other dealers at the time."

"Did the fact that they were already established deter you from getting after your share of the business?"

"No, it did not, but it was pretty hard sledding for a while."

"Did you ever stop to think that while the other concerns in this city handling motorcycles were, as a rule, confined to that line alone you have a solid talking machine business back of you to build on?"

"No, I hadn't looked at it in that light," said the dealer.

Other side lines, sporting goods, novelties, pianos, etc., were discussed in the same light, and before The World man had left the dealer had come to the conclusion that while he was making some money now with one line he could materially increase his income with the addition of other goods, and that the extra effort required, often merely the utilization of spare time, would, without a doubt, bring ample reward. It is not a case of creating new opportunities, but merely taking advantage of opportunities that already exist.

The majority of talking machine dealers are located on main thoroughfares, where they are in an excellent position to attract the attention of many people to any new venture. No matter how successful the business there are always periods of quietude which could be more profitably spent in pushing some side line than in standing around watching the street cars go by. Then again there have been occasions when an attractive side line has progressed to the extent of being the main line and has required separate quarters to properly expand.

The question of side lines is one of importance and is worthy of the attention of every talking machine dealer, whether large or small.

THE REASON FOR SOME FAILURES.

How many public men have fallen because they have been discourteous to subordinates, to news gatherers, to voters after election! How many on the other hand, have climbed to great heights of power and reputation because they paid attention to the civilities of life! People have long memories. They never forgive the slightest affront to their sovereignty. The moment a public man so far forgets the source of his power as to treat the humblest individual with scant courtesy, he places in action an engine for his own destruction. Per contra, let an official be thoroughly agreeable in manner, and genuinely interested in the welfare of persons whom he may never have occasion to "use," and he places in unknown hands cymbals to proclaim his merits. Popular favor is swayed as often by the personal manner of a candidate as by the principles he represents. True courtesy, however, springs from the heart, rather than from the head. It takes little account of rank, or circumstance, or benefits to be derived.

HOW TO HANDLE CLERKS.

Employers and Employes Should Form One Large Family—Lack of Harmony Fatal to Business—Suggestions from Clerks Valuable—They Should Read Trade Papers—Some Good Advice.

This subject appeals as a very practical one, and one which in our business experience we often have to solve. In the larger retail stores, the selling end of the business is left chiefly with the clerks, and therefore the success of the business depends largely upon them.

How to get the most out of the employes is the problem that confronts us. It seems to me that the employer and employes form one large family, working in a common cause, the employer being the directing head. No business can succeed as it should unless the employes take an interest in the business, put their shoulder to the wheel and work together in perfect harmony for the advancement of the firm.

During the years I spent as traveling salesman I found many cases where this lack of harmony was fatal to the business. A jealousy among the clerks, a lack of respect for the employer, an indifferent interest in the business—these are all serious handicaps in any business. I believe we don't take our employes enough into our confidence; we are indifferent to their opinion; we are quick to blame them when something goes wrong, but slow to praise when praise is due them. Nothing helps a clerk so much as to receive praise when he has made a good sale or brought a new customer to the store. We are all human and appreciate worthy praise.

I talk over with my clerks the advisability of adding new goods to stock and the general policy of the business, writes M. C. Hale in the Sporting Goods Dealer. Some dealers may think they can't learn anything from a clerk, but this is not so. I have in mind one of the largest wholesale houses of the country, one whose business system is as nearly perfect as brains can make it, and this firm places boxes throughout the house and agrees to reward any employe who drops a suggestion into the box which proves of value to the firm. One suggestion from the elevator boy was put in practice and proved most valuable.

Our employes must be made to feel that they are a part of the firm and that the advancement of the firm will mean their advancement. Poor clerks are dear at any price. I claim that a clerk who can't keep busy all the time is not looking for work, and a good clerk can nearly earn his salary by selling goods the customer does not call for.

I believe it is a good plan to encourage clerks to read trade papers. They can be as much benefited as the dealer by this class of reading.

We should be frank with our clerks. Correct them at once if they do something wrong. Praise them promptly for the good things they do. I believe merchants make a mistake by not teaching their clerks what they see they should know—that which they themselves know.

One drop of rain will not make a deluge, nor will one advertisement bring a flood of business. In both cases power lies in numbers. Persistence is the keynote of advertising.

RECENT INCORPORATIONS.

The Columbia Safety Razor & Strop Co., Brooklyn, has been incorporated at Albany with a capital of $10,000 to manufacture safety razors and strops. Incorporators: John Kopf and Leonard A. Miller, Brooklyn; Simon Hauser, Richmond Hill, N. Y.

Progress Art Co., of New York, has been incorporated to manufacture metal novelties, ornaments and fancy articles with a capital of $10,000. Incorporators: Saul Goldberg, Bayonne, N. J.; S. J. Serwer, Max Kainstein, Brooklyn.

The Long Island Novelty Co., of Brooklyn, has been incorporated under the laws of the State of New York with a capital of $10,000 to manufacture vending machines, automatic devices, etc. Incorporators: Abraham Van Nostrand and Minnie D. Van Nostrand, Sea Cliff, L. I.; Clarence F. Coner, Brooklyn.

The Liberty Film Exchange, Inc., has been incorporated at Wilmington, Del., with a capital of $35,000. Incorporators: W. H. Robinson, Altoona, Pa.; E. A. Laitzell, Philadelphia; W. H. Mair, South Fork, Pa.

The Modern Automatic Razor Sharpener Co., of New York City, is a late incorporation in the State of New York. Incorporators: Isidor Buschler, Irving W. Rosenthal, William Wassertrom, Louis B. Wasserstrom, all of New York. The capital stock is $1,000.

The Colombek Novelty Co., of New York, has been incorporated at Albany to manufacture articles and patented novelties, with a capital of $9,990. Incorporators: Sigmund Colombek, New York; Israel Gavrin, Brooklyn; Benjamin Koenigsberg, New York.

The American Cinephone Co., of Portland, has been incorporated under the laws of Maine, with a capital of $150,000. President, C. E. Eaton; treasurer, T. L. Croteau, Portland.

The Friedman Camera Co., of New York, has been incorporated with a capital of $2,500. Incorporators: Maxwell Freedman, Irwin Kurt and Minnie N. Levy, all of No. 42 Nassau street, New York.

The A. W. Holmes Co., of Augusta, Maine, has been incorporated under the laws of that State to deal in jewelry and novelties, with a capital of $100,000. President and treasurer, J. Berry; clerk, A. Burleigh, both of Augusta.

The Solar Slide Co., of Watertown, N. Y., has been incorporated in that State to manufacture magic lantern slides and moving picture films, with a capital of $1,200. Incorporators: Ned M. Van Buren, Alice M. Van Buren and George Brown, Watertown, N. Y.

Among recent incorporations is the Automatic Amusement Co., of Wilmington, organized with a capital of $50,000. Incorporators: Albert E. Knowlton and Charles C. Smith, Boston; Harold P. Knowlton, Malden, Mass.

The General Device Manufacturing Co., 56 Pine street, New York, has been incorporated at Albany to manufacture appliances and devices of all kinds, with a capital of $25,000. Incorporators: Frank A. Kateley, Mount Vernon; G. Harold Ord, New York; Henry P. Brown, Mount Vernon, N. Y.

The Penn Automatic Machine Co., New York, have incorporated, with capital stock of $60,000, to manufacture musical slot machines and multiphones. Incorporators—A. Simeon, D. H. Singer and A. J. Turner.

Almost all exhibits made to fit some special occasion should be changed promptly after the event has passed.

"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor.

The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—***the blades are fine.*** Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

HARMONY CO.'S NEW CATALOG

Should be in the Hands of Dealers Desirous of Handling Paying Side Lines—Something of the Business Done by This Company.

(Special to The Talking Machine World.)
Chicago, Ill., June 2, 1909.

The Harmony Co., whose large plant is situated at 947 N. Lawndale avenue, of this city, have just gotten out for the the benefit of their trade a handsome new catalog showing cuts and prices of their large line of guitars, mandolins and drums, and giving a detailed description of each

ONE OF THE HARMONY CO. SPECIALTIES.

instrument. It is of unusual interest to the talking machine dealer as it points with no uncertain hand to a side line than can be tuned to the dollar key by wide-awake and progressive dealers, and made to play an accompaniment to the air of general prosperity of the store.

To get some idea of the business done annually by this company it may be said that their plant contains over 36,000 square feet of space, employs over 200 men and has a capacity of 100,000 instruments a year. This large business has been built up by conscientious and careful attention to the detail of manufacture and especially the quality of material that goes to make up the company's product as well as a painstaking study of the wants and desires of their trade.

Among the cuts shown in the catalog is that of the single head drum shown herewith. It has proved itself a winner with the bands and orchestras throughout the country, and with the five and ten-cent theaters forming in many instances together with a piano the sole orchestra music of the latter, it has proved itself invaluable in depicting the various sounds that usually accompany hero's experiences in the moving pictures.

W. J. F. Schultz, president of the concern, deserves much credit for the rapid development of the business, as it was not so many years ago that he severed his connection with one of the large local firms and started the nucleus of his present plant.

LATEST CUSTOMS RULINGS.

Government Decides Not to Accept Lower Duty on Cinematograph Films.

The Government has decided not to accept a recent ruling made by the Board of United States General Appraisers regarding the classification for dutiable purposes of cinematograph films. An appeal has been taken to the United States Circuit Court, and it is possible that the issue may be heard by that tribunal before the summer vacation begins in July.

The films in question are a species of pictures made by the action of light in a photographic camera on sheets of sensitized celluloid. The Government has taken the position that the articles are dutiable at 65 cents per pound and 25 per cent. ad valorem as articles of which collodion or any compound of pyroxylin is the component of chief value.

When the case came before the Board of Appraisers last March General Appraiser Fischer wrote a decision for the board sustaining the contention of J. A. Berst and others that the films are entitled to enter this country under the provision in the tariff for "photographs" with a tax of 25 per cent. This rate is unsatisfactory to the Government, and for that reason it has been decided to thrash out the question in the courts.

PEERLESS SUCTION CLEANERS.

Judging from the present and growing popularity of suction cleaners, the time is rapidly approaching when the ordinary dust distributing broom will be in the class with the dodo and extinct. One of the most successful makes of suc-

tion cleaners is the "Peerless," manufactured by the Manufacturers' Outlet Co., 89 Chambers street, New York, one of their leading models, operated by electrical power, being shown herewith. This style is equipped with motors for either direct or alternating current and is light enough to be easily carried about.

MOVING PICTURES BARRED.

Appellate Division Decides That They Cannot be Accepted as Evidence.

The Appellate Division of the Supreme Court in Brooklyn last week denied a motion on behalf of the Coney Island and Brooklyn Railroad to have moving pictures introduced as evidence in the case of Stephen C. McGorty, a ten-year-old boy, who was injured about three years ago by a street car.

The case was tried before Justice Aspinall and a jury in the Supreme Court and the guardians of the boy were awarded $8,500. Moving pictures of the boy, with the brace off his leg, running and jumping, were shown in the court room to offset the parents' contentions that he was permanently injured, but Justice Aspinall, in charging the jury, told them not to consider this evidence, as it might be possible for the operator of the machine to take pictures of the lad and by manipulating the speed gear to have him doing stunts that he never really performed.

"DO IT RIGHT."

If you have a thing to do—
Do it Right;
Stick at it till you're through—
Do it Right;
Give good and honest work,
It pays to never shirk—
Do it Right.

Whether working fast or slow—
Do it Right;
Don't do things just for show—
If things go wrong don't cry,
Just all the harder try—
Do it Right.
Do it Right;

If wealth you would acquire—
Do it Right;
If to fame you would aspire—
Do it Right;
Shun ill gotten gain,
Strive for an honored name—
Do it Right.

—Samuel O. Buckner.

SENECA CAMERAS
As A Side Line

THE Talking Machine Dealer is in a splendid position to sell cameras.

The same class of people who buy Talking Machines buy Cameras.

SENECA CAMERAS are the best Cameras made—they have to be for they stand on their own merits against the trade restriction of the Camera combine.

It takes a little knowledge of the subject to sell Cameras successfully, just as it does to sell Talking Machines but we are willing to help you get going. The profit will be worth the work.

Write to-day for information.

SENECA CAMERA MFG. CO.

The Largest Independent Camera Makers

ROCHESTER, N. Y.

A SUCCESSFUL SALESMAN

Means One Who Not Only Sells Goods but Discovers New Markets—Natural Gift Necessary—Parts That Go to Make Up a Good Salesman in The "Talker" or Other Fields.

In an old edition of Webster's dictionary the definition of the word "salesman" is given as "one who finds a market for the goods of another man." It might be changed to read: "One who finds a market for goods." There is a sermon in this definition. A salesman in the true sense is not merely "one who sells goods," but "one who finds a market for his goods." In any line which has close and untiring competition, the same requisites are necessary to make a man entirely successful in the fullest sense of the word, and this does not mean successful for one trip only, but continually so, his influence and hold on his trade growing as the time of his service lengthens.

A thoroughly successful salesman must necessarily be born with a natural gift for selling goods. On this foundation he must build for himself, by hard work, close application and earnest thought, the structure he wishes to make perfect, and complete it entirely himself by the beautiful decorative work and the harmonious colorings necessary. The walls should be built by having a thorough knowledge of his goods—not to know as much as his competitors, but more—a knowledge of his business that will shine so brilliantly before his trade that they will come to recognize him as an authority in his line—a knowledge that will soon be known so well by the merchants and the clerks of the merchants that they will use him as their referee and await his arrival for his suggestions to decide this point or that.

The partitions in this interesting structure should be used in establishing storerooms to keep intact the knowledge of side lines his house may be interested in, and to draw from quickly when occasion requires, without being humiliated to the extent of saying, "I don't know."

The roof, the protector in time of storms or uncertainty, should be built of character—a character so forceful, so pronounced, that the trade recognize the fact that what you say is true, that you believe it, that your word is absolutely reliable. Character to a successful salesman is what good credit is to a business man, and should be guarded most zealously. It enables him to hold his business when times are dull, as good credit enables a business man to tide over a financial crisis where others fail.

The windows necessary in this building are the cultivation of tact—the light that permeates the brain and indicates to us when to and when to not—the proper time—the proper place—the words to use—how many are enough—when to stop—who to say this to, and who to say something entirely different to. You would not rent a building without windows, and a man cannot make a success in selling goods without tact, and just as windows have to be cleaned, so tact has to be cultivated continually by thoughtfulness and study, writes Ralph Brown in the Sporting Goods Dealer. Personally, I will say it is the most important requisite in selling goods, and to me has been one that has required the greatest amount of careful thought.

The completion of this superb creation, the decorative work, the harmonious coloring, the finishing touches, are the friendships established, the pleasant smiles, the hearty greetings, the wholesome stories, the ability to make others happy by your daily contact, the enthusiasm displayed always of your goods, your specialties, your house, your president, your manager, your office boys, the enthusiasm that makes the trade feel that you have the best house, the best goods, the best service and the highest standard of any house in the world.

With the above qualities cultivated to the fullest extent, any man will know how to treat each individual case. He will study his customers' wants, their weak points, and he will take orders—large orders, and more orders, as a matter of course. Can you imagine a complete man built along the above lines entering a store and asking a dealer if he wanted anything, or accepting as final the dealer's statement that he would have an order next trip? No, a salesman is a man "who finds a market for goods"—he is continually loading up his head with new ideas, new knowledge, new illustrations for the benefit of himself and his trade. He is constantly devising new methods of selling goods and not spending his evening hours writing the house why trade is dull.

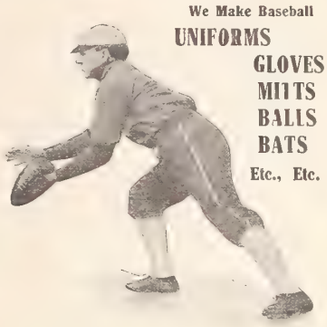
In conclusion, I want to illustrate how we can, in our daily life, absorb new ideas, new knowledge, and improve our methods little by little, by repeating an incident which made a great impression upon me, and the credit of which belongs to the honored president of a house it was my privilege to be connected with: "Noting over the chemist's table a magnet which hung loaded with a collection of various tools and weights, I asked: 'What is the magnet doing?' 'I am loading it up,' the chemist answered; 'it has been lying on the table doing nothing and losing its power, so now I am giving it something to do, a little more every morning, and it is gaining, it is growing, stronger every day,' and he added a small file to the clump attached to the magnet. 'That's the way,' he added, 'God makes magnates and men. If they loaf around and do nothing, they can't do anything—they lose their force—but give them some work, and they will soon be good for more than you ever dreamed they could do. Magnetic power and muscles are developed by something to do—yes, and so are the brains and souls of men.'"

Did you even on a visit away from home stroll along the street and note the many window displays? Which impressed you the most—the good displays or the poor ones? Be sure that yours does not leave the "dark brown taste."

BASEBALL AND ATHLETIC GOODS

BEARING THIS TRADE MARK
ARE MADE ON HONOR

Peerless BRAND
CHICAGO SPORTING GOODS MANUFACTURING CO. Ratsch Peerless



We Make Baseball
UNIFORMS
GLOVES
MITTS
BALLS
BATS
Etc., Etc.

TRY A LINE IN YOUR STORE

Send for our list of assortments

Complete Stock Containing 248 Pieces of Goods Cost You $99.69

CHICAGO SPORTING GOODS MFG. CO.

Fulton and May Streets CHICAGO, ILLS.

MR. DEALER

Are you looking for a side line that sells and is making other dealers money? Write us to-day about your territory and our proposition on

WINTER & CO. PIANOS and MASTER PLAYERS

AND

RUDOLF PIANOS and PLAYER PIANOS

The Klein & Heffelman Co.

WHOLESALE OHIO DISTRIBUTORS

Canton, Ohio

A REVERSAL OF THE OLD STORY.

Case Where the Old-Time Merchant Proved Too Clever for His Up-to-Date and Younger Competitor—An Instance of the Biter Being Bitten.

Stories regarding competition between old-time and newly-established merchants generally end in the triumph of the latter just as novels always end with the hero or heroine on top of the heap. Some business stories are sometimes strongly drawn in order to illustrate a certain point, and it does not hold that even a fair proportion of old-time business men can be beaten out by a youngster. It is therefore pleasing to see the point of the story reversed and the up-to-date merchant outwitted as in the case recently described in The Saturday Evening Post as follows:

In a certain county-seat there were two "racket" stores, dealing in notions and novelties, five and ten cent goods, and so forth. The largest and oldest was owned by a shrewd, veteran merchant, while the other, called the Golden Rule Emporium, was conducted by a young man whose general policy was to do others before they did him, as well as after.

The older merchant had certain leaders that he sold at cost all year round, the line being wisely selected with a view to bringing in different classes of people. A two-piece children's suit, for instance, got the trade of half the mothers in that county. The Golden Rule man had been buying those leaders for nearly a year when the older merchant became aware of it.

One morning the latter advertised a sale of oilcloth. During a single hour only a special "family roll" of oilcloth would be sold for ninety-six cents, but not more than two rolls would be sold to any person.

Now oilcloth, as it is known in that locality, comes in twelve-yard rolls, and retails at twenty to twenty-five cents a yard. When the Golden Rule man heard of the special sale he hurried over to the other store every girl who could be spared, with money to buy two rolls. Hiring some boys in addition, he had about a dozen people on hand when the sale began. The veteran not only sold the goods as fast as it was possible to hand them out, but, if anything, seemed to give these pseudo-shoppers preference. In fact, the scheme worked so well that the Golden Rule man, superintending operations from the outside, sent his people in again, and again. Before the hour ended some of them had bought four times.

Then he went back to the store to look over the purchases. There were eighty rolls of the goods, for which he had spent a little more than seventy-five dollars. Retailed at twenty-two cents a yard, that morning's work would net him a profit of about one hundred and thirty-five dollars.

But hold! What made those rolls of oilcloth look so slender?

The Golden Rule man measured one, and found it contained only six yards instead of twelve. He measured another, and another. They were all the same length—six yards only. That was the meaning of "special family roll." The public had got six yards of good oilcloth at a decent saving over the ordinary price, while he, instead of making money that morning, had been working like a horse to buy oilcloth at a nice margin over his own wholesale price!

"That wasn't all the scheme, though," says the veteran. "I wanted to stick Golden Rule so bad that he'd make a noise about it. And he did make a noise. He hollered, and hollered, and explained the whole thing to everybody, just as I reckoned he would. And everybody gave him the laugh, just as I calculated!"

THE SCHEDULE MAN.

He Places the Ads in Position and Because He Doesn't Please Many Advertisers His Life Is Full of Suffering and His Reward Will be Great in the Next World.

Just at the close of a strenuous day, as St. Peter was preparing to close the Pearly Gates and go to dinner, he saw approaching a white-haired man, bent of form, and with a sad countenance that betokened an intimate acquaintance with deep grief.

"What dost thou here?" he asked in a kindly voice, as the stranger approached.

"Let me step in and rest, and I will my tale unfold," replied the denizen of earth. "And," he added, in a voice which indicated the fear that had taken possession of him, "I will tell you my story, which will enlighten you as to the grounds upon which I seek rest within thy domain. But be quick; danger treads upon my heels."

St. Peter acquiesced. Barely had the old man stepped within the gates, which closed behind him, when a howling mob appeared without, each seeking to outdo the other in his clamor for an opportunity to get a hearing.

"What didst thou to engender this uprising?" asked Peter of the stranger. "And what was thine occupation?"

"These are advertising agents, and I scheduled the position of their ads in the Greatest Paper on Earth," replied the old man sadly.

"That's what he did," spoke one of the mob. "And, once when I sent his paper an ad occupying a whole inch, he had the audacity to put another man's ad on top of mine. And I had requested 'position' at that."

"Worse treatment gave he me," yelled another. "I advertised a cough medicine, and he placed the ad on the 'sport' page, just as if the people who read sporting news ever had colds." And the tinge of sarcasm in the speaker's words fairly froze St. Peter's blood.

"And my ad he put on the second page, when he knows no one ever reads the second page," chimed in another.

"And mine," chirped a grocer, who advertised direct, "He put alongside another grocer who sells cheap stuff—not half so good as mine."

"He gave me always good position," interrupted another. "But that didn't go with me, because once he had the trade mark tipped up to a 134-millionth of an inch. But," and he laughed in ghoulish glee, "I made him run it over."

"That's what I did to him, too," added another. "He transposed two letters in the word 'the,' and that made the ad valueless. And I made him give me another insertion." The memory of how he had "put it over" the old man convulsed the speaker with merriment.

"And he never put my ad at the top of the page, with reading matter underneath," yelled a big burly fellow from the rear. "Just as if anyone would see an add even set in stud-horse type, if it wasn't at the top of the page."

Still another county to be heard from: "He gave me 12 full positions for which I paid nothing, but the 13th was only alongside reading matter, and I cancelled the contract. I wouldn't patronize a paper that treated its patrons like that."

"And I always demanded city page, and just because a hundred other people were demanding the same thing, I never got it. He should have let me have it, and the Devil take the others," spoke a banker in the rabble.

"But is there no one of you who has a good word for this old man?" asked kindly Peter.

A man with a small voice, as though afraid of his life to speak in that throng, managed to say: "Yes, I always left it to him to do the best he could. When I got better than I was paying for, I wrote and told him so, and thanked him for it. When I got only what I was paying for, I knew the acute difficulties of the make-up prevented my getting better. I never wrote him mean letters. I realized the problems with which he had to contend, and I always left myself in his hands. In ten years I got 100 per cent. more than I paid for."

"Say you," cried St. Peter to the last speaker, "come in here. You and I and the old man will go up and take a front seat. The rest of you fellows can all go to 'Hades.'"—G. S. B. in Editor and Publisher.

MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

THAT IS

HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases. **Send for Catalogue.**

THE HARMONY COMPANY, 947 N. Lawndale Avenue, CHICAGO

SLOT MACHINE'S VARIOUS USES.

The development of the slot machine idea has taken further strides in New York. Many of the big hotels and some of the larger drug stores have now installed slot machine typewriters. For 10 cents and a press of the button you are confronted with a standard typewriter and paper which can be used for half an hour.

WHO IS YOUR HARDEST COMPETITOR?

Your hardest competitor is not the man who undersells you, nor is he the man who underbuys you. But he may do both of these. The competitor you need most to fear is the man who uses brain plus energy plus system to keep things moving all along the line—always. Competition is no longer so much a matter of price as it is a matter of brain.

CATALOG HOUSE COMPETITION.

How to Meet It—Some Views Expressed—A Hardware Man Says They Resort to Seconds—Should Manufacturers Who Sell the Regular Trade Sell to Catalog Houses?

A good many merchants in various parts of the country are complaining of catalog house competition.

It is the truth that the big catalog sent out by the great Chicago houses when placed upon the table of the farmer or the dweller in the small hamlet is thumbed over by every member of the family.

The advertisements are enticing and as a result of the allurements set forth in these offers there is a steady stream of dollars going catalog houseward.

That is demonstrated by the enormous annual business conducted by the great mail order houses of Chicago.

Recently a hardware man while discussing catalog house competition with the World remarked: "We must admit that we now view the situation in regard to mail order houses in a far different way than formerly. We do not consider their prospects cause for alarm. To state the situation frankly, we do not think that they will occasion the annoyance and loss of trade to the dealer that he imagines.

"We realize that this statement will naturally meet opposition among the majority of the trade, but, after the experience of our customers, we find that they cannot trace directly a continued loss of business from the source in question. It is very evident to most of the hardware trade that the class of goods sold by catalog houses is not the standard makes. In fact, to enable them to offer "bargains," they resort to seconds and goods which do not find a ready sale through regular channels.

"The result is certainly apparent in transactions of this kind. The customer is dissatisfied and has no redress. With the protection which the leading manufacturer of to-day offers in the way of not selling catalog houses, we, as jobbers, should be in position to sell the trade on equal brands of goods so that the dealer can readily compete; if he will only do his part in advertising and cultivating the trade within his radius.

"Our experience has been that we cannot obtain satisfactory results without effort, and realize that this applies equally as well to the dealer. The consumer naturally prefers to patronize his home merchant rather than advance money for purchases which may not meet his requirements when delivered.

"With a thorough understanding between dealers, jobbers and manufacturers, the catalog house certainly will have hard competition, even with the parcel post advantage. We do not wish to be misconstrued, and certainly will do all in our power to prevent the missionary work being a success. This possibly would have its reward after a time, and we would advise opposing the measure.

"We suggest that the strongest opposition would be for us to combine and offer inducements, which would more than counteract the enticing propositions of the "bargain" houses. It certainly will be quite expensive for them to further their interest with a large special force which they would naturally require, and it appeals to us that they would not obtain the returns which they anticipate.

"We certainly cannot bar them from soliciting business, and the only way, in our mind, is to confront them with conditions that they will find hard to overcome. We believe fully in united efforts, and feel that with the association, from manufacturer down to the dealer, we have no cause for alarm."

A reader in Texas sends a communication to this publication in which he refers to catalog house competition as follows: "A good way would be for every retailer to send out circular letters to the consumers and by personal conversations with them, explaining what a great expense mail order houses are put to by advertising and sending out such canvassers. Prove to the consumers in such a way that they will understand both sides of this buying proposition. Meet their prices as near as possible, and in order to do this the retailer must buy his goods at the right price."

Another World reader when asked to express his views concerning the mail order situation said: "The mail order house craze has to a very great extent died out in our section; it was at its height about three years ago. Since then it has dwindled, only a few devotees remaining. However, if they flood the country with 'drummers' their business may be partially revived for the reason that the class they play on consider themselves very smart and bomb proof to being 'beat.' They are the easiest victims to a smooth talker—their heads swell up to about twice their normal size when a stranger, one whom they have never seen before, or will never see again, tells them they are paying their local dealer twice as much for goods as they can buy from them, to buy from them and make this great saving. They can give any kind of a bluff for business, where the local man cannot, and it is a fact that if a local dealer "beats" a customer he (the customer) will use every means within his power to hurt the merchant, and it will be the talk for years to come. But, let the same man get burnt by a catalog house, and his lips are sealed as tightly as though they were glued with liquid glue—you never hear a word about it.

"If these houses put on their force of 'drummers' it will add a very heavy item in their expense account which they will have to cover, with increased profits. For instance a Chicago firm had their 'drummers' at work in our county and the way they burnt their victims was wonderful. As to the expense they paid the 'drummer' $5 per day and expenses, and the person hauling him $4 per day and all his expenses which would total $12 to $15 per day.

"I believe the most thorough and effective way to combat the new move is for the merchants to get together and address a circular letter to every person in their community, setting forth the facts and meeting their advances as may be required. All merchants should join in this, as all are affected alike. We would like to see a letter that will meet the issue and that all could use."

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00
FOR
1000
IN TWO COLORS

$7.20
FOR
1000
In Hand Color
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

PAYS TO TAKE SUGGESTIONS.

The man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doing of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying on is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement. The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly or in the spirit of a willingness to learn any suggestions that may be offered to him simply needs the application of a slipper of commensurate size with his anatomy to bring him to a proper realization of the fact that nobody knows so blamed much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut-and-dried ways of doing that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely. The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different is no less great than that of the man who listens and deliberately ignores as though he had never heard.

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them wherever possible, the surer will be the business results of the satisfactory kind. It isn't often one can afford to be cocksure.

ATTRACTING NOTICE OF SUPERIORS.

The condition precedent for promotion is that the man must first attract notice, says Andrew Carnegie. He must do something unusual, and especially must this be beyond the strict boundary of his duties. He must suggest, or save, or perform some service for his employer which he could not be censured for not having done. When he has attracted the notice of his immediate superior, whether that be only the foreman of a gang, it matters not; the first great step has been taken, for upon his immediate superior promotion depends. How high he climbs is his own affair.

VALUE OF SELF CONFIDENCE.

If a Merchant Hasn't Canceled All the Bright Business Ideas He Can Succeed Just as Well by Taking Example from His Fellow Dealers.

The man who thinks he isn't much of a dealer because he fails to evolve from his busy brain every day something entirely new in the way of retailing goods and he who mourns because he can't catch on to the ways of others in that they put forth such brilliant advertisements in comparisons with his, are not so very different than a lot of other people in other walks of life. The trouble is that the most of us see in others a degree of brilliancy worth envying and disparage our own abilities to conceive or promulgate anything that is different than that which great bunches of other people are able to get out. But, Lord bless us, there is nothing new under the sun, and the best of us are common thieves in that we are every day stealing an idea from somebody somewhere and molding it over to suit ourselves. The fact is true; brilliancy and originality doesn't consist so much in thinking out something new as in taking the best that can be found and using it for all it is worth.

We who are able to discriminate between the good and the bad, and so select as to get the most out of everything that is now going and has been going heretofore, are the ones that progress the fastest. The retailer who wracks his brains and discommodes his physical makeup in attempting to put out a brilliant advertisement that shall be so different, doesn't begin to get the results; or do it in as little time as he who sticks his nose into a dozen newspapers and gobbles a bit from this one and another bit from that one and patches together an advertisement that is made of the best wood from a dozen men's heads.

The ability to buy and select for any store is not best bound up in the anatomy of one individual, for the stores that have more than one buyer are the stores that really make the best successes, says the Sporting Goods Dealer. Two heads are better than one at any time and there ought to be a maximum of greatness for commercial purposes in any store when the dozen, or score, or more of heads are put together for the purposes of the store, no matter if some of the heads may have given previous evidence of a tendency toward mutton. The best retailer of to-day frankly admits that he could never have been such but for the brains of his helpers; a great publisher frankly states that his success is not because he conceived and carried out so many plans, but that his helpers cooperated with him and enabled him to get the results: Bacon, the philosopher, said in effect that he had no new ideas. Nobody ever does get out anything exactly new, and the bunches of denominated "discoverers" of this and that thing have obtained their inspiration from the combined thoughts and ideas of perhaps thousands of forerunners.

The retailer in the small city who hears about the great success of another retailer somewhere else, expresses the wish that he had brains enough to evolve good ideas and get similar results. Let's be thankful for the full measure of brains and ability to execute with which nature endowed us and proceed right now to absorb and adapt and make use of everything in business that somebody else has done which can be applied to what we are doing or want to do. If we think it is new, then be pleased, but if it is purloined, or gobbled, or kidnapped, or obtained in any other old way, from somebody else and can be made to fetch the results we want it is up to us to use it. Let's do less mourning because we can't "think up" something and more mourning because we can't find something we think somebody else has "thought up." If we use every good idea we run across, we'll be saving more of our own headwork for future possible needs.

EFFECTIVE SPORTING GOODS DISPLAY WINDOW.

Exact Size of Panorama 40 in. Long, 30 in. High, 12 in. Deep.

Chicago Sporting Goods Mfg. Co.

Championship Series 1908, Chicago Cubs vs. Detroit Tigers

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1909.

The Chicago Sporting Goods Co. not only have a proposition which will enable talking machine dealers to put in a stock of baseball goods at a very small outlay, but will also back them up in every reasonable way and help them in exploiting the line. The cut shown in this connection illustrates a very unique and effective window display, which the company furnishes free of charge to their dealers. It depicts a scene on the grounds of the Chicago White Sox, and shows the famous team in the act of boosting their record another notch. The members are all shown by cut-out figures, and as the originals of these figures wear a Ratch Peerless uniform made by the company, the display is particularly pertinent. One of these scenarios placed in a dealer's window is sure to attract the attention of everyone interested in the slightest degree in the national game, and is bound to pull trade into the store.

THE WAY OF ADVERTISING.

Manufacturer Gets Out Moving Picture Playlets.

A novel method of presenting arguments in favor of his products has just been put into operation by a manufacturer in the Middle West. A motion picture act has been devised with all the care that is given to such performances by the best of the film makers of France and the United States.

The services of a playwright and of actors and actresses were secured, and very soon a playlet was produced with all the dramatic force that has made the motion picture show so popular. Talking machine records were made to accompany these films.

Both these records and the films were sent out to the company's representatives in the various cities, who in turn lent them for gratuitous use to the proprietors of the motion picture theaters, who were glad of the opportunity to save the money usually paid for rentals of such materials.

Thus the need of the company's product was emphasized and a unique but effective selling talk was delivered to the public, who paid for the privilege of hearing it. Films are now being made that will simulate a flying machine trip from New York to the factory, with motion views of the various cities en route taken from above and including a trip through the factory departments and showing as a finale one of the machines assembling itself rapidly and mysteriously without the assistance of human hands.

OCCUPYING NEW QUARTERS.

The post card department of the American News Co. moved to the company's new building at 15-19 Park Place last week, and Manager Wm. S. Frazer is rapidly getting things settled in the new quarters, which are more commodious and much better arranged than in the old building on Chambers street.

A. J. REACH CO. EXPANSION.

The A. J. Reach Co., the well known manufacturers of baseball goods at Tulip and Palmer streets, Philadelphia, Pa., have let contracts for a five-story addition to their already large factory. The addition will be 60 x 80 feet.

The motor-cycle is a great seller.

NOW IS THE TIME TO PLACE
ELECTRIC-PLAYERS
to advantage and make easy money and big profits.
They earn money with very little attention.
Write for Catalogue and prices, also Perforated Music Rolls
THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Harmony in Business Organizations

HARMONY in business there must be in order to win the best results in this modern industrial maelstrom which men and methods have created.

How many men there are who have not grasped fully the true value of a harmonious organization!

Of having men about them who are in perfect accord with their policies, with their methods and with their products!

Talk about lost opportunities—why, there are opportunities lost daily by business men all over this country.

They are losing opportunities by not drawing their men closer to them.

A short-sighted policy has ruined many a business.

Get men together, for many men cannot work when they have no heart for it, even if they are willing to do it.

Frequent conferences for suggestions regarding methods will increase business and will otherwise be helpful.

Most men can produce fair results when trade is prosperous, but when depression sets in, then it is the harmonious organization, which pulls together, that wins.

It helps the business over hard times.

I wonder if the average business man who relies upon others to do his selling for him appreciates the fact that the future prosperity of his store—his success—his future—lies absolutely in the hands of the salesmen. For the dealer can advertise and bring crowds to the store, but disgruntled and incompetent salesmen can turn them away with even greater celerity.

Get together in a harmonious organization, if you desire to achieve the best results.

While it is necessary that every great business have an executive head—a deciding power—a planner and a creator—it is also necessary that he be surrounded by a staff which is in harmony with his views, else success is impossible.

No great battles have ever been won save by the support given by the rank and file composing the army.

A general cannot win on the battlefield save through splendid action on the part of his men.

Neither can any man in modern industrial life win without the support of others.

EDWARD LYMAN BILL.

A "Peerless" Summer Line

Money can be made this summer by live piano dealers if they handle and push the Peerless line of instruments.

They are continuous money makers, and for summer resorts, cafes, ice cream parlors, in fact any business of a semi-public nature, the Peerless creations are indispensable.

They are mechanically perfect and made to wear. Musically they are satisfying to the most critical and form a totality of excellences that is convincing.

STYLE D MISSION PEERLESS COIN-OPERATED PIANO.

One of the best sellers in our line is Style D Mission Peerless coin-operated piano, shown herewith. It can be made with plain panels or colored bull's-eye glass with electric lights showing through. The mechanism is the regular Style D and this instrument has had a big sale with cafes, ice cream parlors, etc. By being arranged on this system the piano can be rendered very remunerative.

Special attention is called to the magazine feature, by which from one to twenty nickels can be inserted in the coin chute, and after the playing of the first selection the following nickel starts the next one, and continues until all the nickels in the chute have been used. Then, again, the instrument can be operated by inserting a single coin.

The Peerless can help you to increase your sales and make business.

Why not take up this matter with us?

Peerless Piano Player Co.

(F. Engelhardt & Sons, Prop's)

FACTORIES,
St. Johnsville, N. Y.

Windsor Arcade, 2 East 47th Street, New York

SPECIAL—THE TALKING MACHINE JOBBERS' CONVENTION

VOL. V. No. 7. 84 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

Zon=o=phone Wood Horn

We will allow you to order the $50.00, $60.00 and $75.00 Machines with wood horn or metal horn at the same price; no extra charge for wood horn.

We will allow you to order the Concert with metal horn as per catalogue at $40.00, or with quartered oak wood horn at $45.00.

We will allow you to order the Parlor with metal horn as per catalogue at $30.00, or with quartered oak wood horn at $40.00.

Wood Horns list at $14.00 each.

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New $20.00 Zon-o-phone with new arm so horn can be turned in any direction.

Zon-o-phone Double-Record Disks. The highest type of record ever sold for 65 cents.

Hebrew catalogue just issued. The finest Hebrew Records ever made. Selections by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other well-known artists.

Universal Talking Machine Mfg. Co.
Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA
Mobile.....W. H. Reynalds, 167 Dauphin St.

ARIZONA
Tucson.....George T. Fisher, 7-9 E. Congress St.

ARKANSAS
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA
San Francisco..Peter Bacigalupi & Sons, 941 Market St.
San Francisco..Byron Mauzy, 244-250 Stockton St. (Union Sq.).

FLORIDA
Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....James I. Lyons, 265 Fifth Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.

KANSAS
Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND
Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.
Baltimore.....Louis Mazer 1428 E. Pratt St.

MINNESOTA
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI
Kansas City....Webb-Freyschlag Merc. Co., 7th and Delaware Sts.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3889 Finney Ave.

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Hoboken.....Eclipse Phono. Co., 203 Washington St.
Newark.....Oliver Phono. Co., 16 New St.
Paterson.....J. K. O'Dea, 115 Ellison St.

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Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA
Fargo.....Stone Piano Co., 614 First Ave., N.

OHIO
Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.
Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA
Allegheny.....H. A. Becker, 601 Ohio St.
Philadelphia....Harmonia Talking Machine Co., 1321 Arch St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Austin.....Petmecky Company, 411 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

CANADA
Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

The Talking Machine World

Vol. 5. No. 7. New York, July 15, 1909. Price Ten Cents

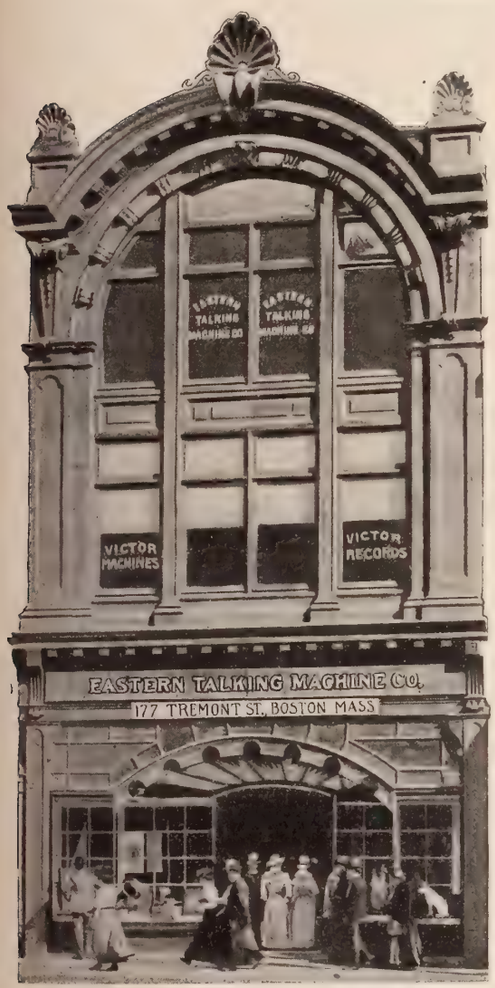
A LIVE BOSTON INSTITUTION

Is the Eastern Talking Machine Co., of Which E. F. Taft Is Secretary and General Manager—Have Prospered Because They Believe in the Future of the Business and Are Planning and Acting Accordingly.

(Special to The Talking Machine World.)
Boston, Mass., July 8, 1909.

The question is frequently asked: Is the talking machine business increasing, or is it falling behind, or is it merely a fad? The best answer to this is that those who are looking on the bright side are making steady headway. In view of this, now is the time to shelve pessimism and haul up the flag of optimism, for it pays best to look on the bright and not the dark side of things.

As evidence of the growth of the talking machine business we can point with pleasure to the accompanying illustration of the handsome four-story building occupied by the Eastern Talking Machine Co., at 177 Tremont street, one of the most prominent thoroughfares in Boston, and devoted exclusively to talking machines and supplies. This firm began business in March, 1894, in a small one-story building, with the nickel-in-the-slot enterprise as the chief source of income. But with constant improvements in their respective lines the nickel-in-the-slot business soon had to give way to the more legitimate line. And year by year the popularity and success of this firm has grown. As a result more room had to be added, greater facilities became necessary to handle the increased business, and the firm then asked themselves this question: "Is this business a fad? And the reply has been in the negative.



They then proceeded to erect a building that would accommodate any increased business that they might reasonably expect within the course of a few years to come. The expenditure and outlay for the construction of a new building was quite a few thousands of dollars, but they willingly spent the money, believing in the business and its future.

The Eastern Talking Machine Co. to-day enjoy a most prosperous business in Victor and Edison machines and records which they handle. In a recent talk with one of the company's managers he expressed himself thoroughly confident that this fall would go down in history as one of the most profitable years in talking machine history, and added: "Dealers and jobbers alike must be alert to the many possibilities and be ready to take advantage of it. They must be ready to put their shoulders to the wheel and co-operate with the manufacturer and help to keep the evils out of the business and must show confidence in the goods they carry. If they do these things they will be called optimists. In no other way can they expect the public to have confidence in them."

"TELEPHONOTYPOGRAPHE"

Is the Name of a New Apparatus Invented by Marconi and Which Is of Great Moment.

According to the Paris papers Marconi has invented an apparatus which he calls the "Telephonotypographe," by means of which words spoken through a wireless telephone are transmitted in writing at the receiving station.

The Parisian scientists are greatly interested in the report of this invention, which not only is regarded as feasible, but has long been expected.

Marconi has made no public statement yet, but is said to have admitted privately that the invention is practically completed and entirely successful. He promises a public announcement in a few weeks.

It is reported that he has been able to transmit spoken words by his invention over a considerable distance. The receiving instrument takes the message without the aid of an operator.

NEW BELLS FOR ST. MARK.

Pope Pius X. Restores the Peal That Hung in the Campanile—"Talker" Records Made.

The bells that used to hang in the Campanile of St. Mark at Venice are being replaced at the personal expense of Pope Pius X, who, it will be remembered, was Patriarch of Venice previous to his election as Pope. Only one of the five bells was unbroken by the fall, and the four that were reduced to fragments have now been recast.

A curious mixture of mediævalism and modernity has marked the completion of the new bells. The bells have been hung temporarily from a scaffolding on the piazza to await the completion of the Campanile, and on Trinity Sunday they were rung for the first time in the presence of Cardinal Cavallari and of the members of the municipality. Their first peal was recorded by a gramophone, which was at once despatched as a gift to the Pope, who has further undertaken to restore the great angel of metal that surmounted the pinnacle of the old tower.

JOHN H. DORIAN IN INDIA.

John H. Dorian, manager of the Columbia Phonograph Co.'s business in the Far East, started from Hong Kong, China, the latter part of June to visit the cities in the Strait Settlements, including Singapore, Malana and other important points there. He will also cover India, his first trip to that interesting portion of the British empire, where the talking machine enjoys such a vogue. Mr. Dorian, whose health has greatly improved, will be gone from his headquarters in Shanghai for some time. His friends in the company were recently the pleased recipients of silks, curios and other gifts from Mr. Dorian, including a lot of talking machines picked up in various Oriental markets of European make. The trade of the Columbia Co. in that part of the world is rapidly expanding, due in great measure to the energy and skill of their capable representative.

TALKING MACHINES FOR TRAINS.

Rock Island Arranges to Equip All Limited Trains With Outfits for the Entertainment of Passengers—One More Step in Fierce Railroad Competition in West.

The very latest in the fierce competition of Western railroads for transcontinental travel is the equipment of trains with phonographs which will furnish grand opera to add to the comfort and pleasure of patrons to and from the Western scenic and health resorts. According to an official announcement of the management of the Rock Island, all limited trains of that road are to be equipped with phonographs. It is said in the announcement that the road has already contracted for the machines and records sufficient to equip its limited trains at a cost of approximately $5,000.

The struggle of the various transcontinental railroads for the Western travel has reached a stage where the roads are furnishing patrons with extras which in many instances are a dead loss. The Burlington began the war by furnishing a table d'hote meal, prefaced with a cocktail and followed by a perfecto cigar, all for $1, when it is said that the whole cost the road about twice that amount. The Northern Pacific followed suit with the announcement that it had purchased and was operating its own stock, chicken and potato farms and dairies, which furnished real milk and provided eggs with the date of laying.

To keep up with the pace the Rock Island installed free stenographic service and baseball scores during the games and announced a clothes-pressing establishment aboard its trains, with no charge made for service. Now comes the installation of musical programs.

S. N. FIELD & BROS.' SUCCESS.

(Special to The Talking Machine World.)
Little Rock, Ark., July 8, 1909.

One of the most enterprising talking machine dealers in this section of the country is S. N. Field & Bros., who occupy an attractively arranged store at 705 Main street, this city. They are handling a full line of Victor and Edison machines and records, and are experiencing a great demand for Victor Victrolas.

Samuel N. Field, of this firm, previous to going into business for himself, had charge of the talking machine department of the O. K. Houck Piano Co., of Little Rock, and his two brothers, Ben J. and Owen W. are associated with him. They are all "live" talking machine men in the fullest sense of the word; they are full of enthusiasm and are branching away from the stereotyped way of doing things. They waste no time in lamenting, but are ever planning for future trade conquests. Is it any wonder they succeed?

In the contest recently conducted by the New York American with trips around the world to the successful juvenile contestants and the adult companions they choose, several hundred consolation prizes have been distributed to the hard workers, including one hundred Columbia phonographs, furnished by the Columbia Phonograph Co. and an equal number of Seneca cameras, supplied by the Seneca Camera Co., Rochester, N. Y.

NEWS FROM THE GOLDEN GATE.

San Francisco Trade Optimistic of Fall Business—Wiley B. Allen's New Department—Victrola XIII Excites Admiration at Sherman Clay's—Clark Wise & Co.'s Handsome Quarters—Sherman, Clay in Oakland—Bacigalupi Pushing Zonophones—Columbia Manager Grey East—Kohler & Chase to Move Downtown in July—Autophone Co. to Reorganize—All the News Worth Printing.

(Special to The Talking Machine World.)

San Francisco, July 3, 1909.

General conditions in the talking machine trade remain about the same as last month, and no great amount of business is reported anywhere. A fair demand has been noted for some of the popular lines of records to be used on outing trips, but the retail business in machines is rather quiet. The local dealers are doing some good work, however, and manage to keep up a fair amount of interest, leaving no reason for dissatisfaction when the usual condition at this time of year is considered. Indeed, the showing of the last month is decidedly good when compared with the volume of business last summer, and many of the dealers are surpassing their records of former years. It is still too early for a large wholesale business, the buying at present being limited to small lots of miscellaneous goods to fill up depleted stocks. The retail trade through the State, however, is beginning to take an interest, and a good inquiry is reported for all the new articles that are appearing on the market. From all indications the wholesalers will have a large business in the next few months. The trade is now sizing up the situation for the fall season and everybody is looking for a big run between September and Christmas. The territory is being more thoroughly covered by both wholesalers and retailers than ever before, the talking machine has been gaining more friends all the time, and the prosperous condition of the entire country will give a far greater purchasing power than has been in evidence for the last two years.

The Wiley B. Allen Co. do not expect to have the talking machine department of their new store in operation much before the end of July owing to the incomplete condition of the building. The finishing work is being rushed, however, and even at the present stage it is apparent that the store will be as attractive as any in the city. It will be about the largest place on the coast devoted exclusively to retail talking machine business, and occupies one of the most advantageous positions in the city. It will include ground floor, with large display windows, and basement, 40 by 62 feet, in addition to a large balcony. The ground floor will be the general salesroom for machines, cabinets, etc. From the preparations it is evident that this company are preparing to give great prominence to the Victrola and high-class goods, as one balcony and the space under both balconies, on either side of the main floor, is set aside for Victrola rooms The basement space is well lighted and ventilated and will be used entirely for the record business. It will afford ample space for the ten demonstration rooms, in addition to large shelves and racks for storage. The company will carry a general line and has already completed its arrangements for stock, which will be arriving in a few weeks.

Clark Wise & Co. state that their talking machine department continues to be one of their most profitable and popular features, and they are getting about as good a run of business as they had earlier in the year. Since moving down town this house has found considerable increase in the sale of Victrolas, and as every one of these machines sold means a lot of business in high-priced records this line is giving great satisfaction. Mr. Wise states that he is keeping his stock of Victor records as complete as he possibly can, and at present he has every record in the Victor catalogue. He makes this a particular feature, as he has found that a complete stock on hand has brought him no small amount of new trade.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of the talking machine department, has just received the announcement of the new No. 12 Victrola. He has been an enthusiast on the Victrola ever since it first appeared, and is most favorably impressed with the new machine, which he believes will be one of the biggest sellers ever put on the market. He states that it has been well taken up by all the retailers in the city, and he has taken immense advance orders for it in other parts of the coast. Mr. McCarthy says that while June started rather quietly, the month as a whole has been satisfactory and considerable improvement has been noted in the last week or two. Quite a lot of goods have been received this month and orders as a rule can be filled promptly. Sherman, Clay & Co.'s new store in Oakland will be opened next week. The talking machine department is given considerable prominence and a large retail business is expected there. Mr. McCarthy expresses great regret at being unable to attend the convention.

Peter Bacigalupi & Sons are still pushing out their zonophone records at 25 cents and report quite a large business in this line.

P. H. Beck is now in charge of the outside city business of Kohler & Chase's talking machine department and is certainly stirring things up. He has several men under him, and between them they keep a large delivery wagon busy most of the time. Owing to this policy of hustle the department has made considerable gain this month.

C. M. Jones, manager of the Pacific Phonograph Co., reports a fair wholesale business, with considerable improvement in most parts of the country. The improvement is largely due to the arrival of the Edison fireside machine, the sales of which have been fully up to expectations.

Charles F. Brown, of the Bruce & Brown Co., of Seattle, Wash., was calling on his numerous friends in San Francisco early this month. Mr. Brown has all his old-time enthusiasm, and he certainly seems well satisfied with the way things are going in Seattle.

W. S. Gray, coast manager for the Columbia Phonograph Co., is still in the east and will probably remain two or three weeks longer. In the meantime everything is going smoothly at the Van Ness avenue store, which is getting quite a lot of business for this time of year.

Kohler & Chase will move down town before the middle of July, making their headquarters in the Harry J. Moore building until their own structure is completed. They have provided quarters on the fifth floor of this building for their retail talking machine department, as well as the wholesale business of the Pacific Phonograph Co.

Preparations are being made here for the reorganization of the Autophone Co., which has for some time been manufacturing a talking machine invented by S. H. Paxton. The machine is designed to play a number of records without changing, and has attracted the attention of capitalists, who propo e to exploit it on a large scale.

Good Service and Complete Stock

is just what the live dealer is looking for. Try us with your next order.

EDISON and VICTOR **JOBBERS** EDISON and VICTOR

The Klein & Heffelman Co.

OHIO DISTRIBUTORS

CANTON - - - OHIO

MUSIC FOR HIS COWS.

Jersey Farmer Gets a Phonograph to Encourage the Milk Industry.

(Special to The Talking Machine World.)

Montclair, N. J., June 30, 1909.

Asserting that the psychic qualities of phonograph music have the effect of persuading his cows to give more milk than they are inclined to give without the aid of soul-stirring harmonies, Steever Smith, a farmer near Great Notch, came here to-day and purchased a dozen new records at a music store for use in his dairy.

Smith said he formerly had in his employ as dairymaid a Swiss girl, whose yodling to the cows had such a soothing effect that the bovines would have made him rich through their efforts if the pleasant conditions could have continued for a few years. The girl, Lena by name, got married, and after her departure the cows moped and refused to give much milk.

The accidental introduction of the phonograph at the farmhouse gave Smith a hint as to its advantages as a substitute for the songs of the tuneful dairy maid, and now the cows are in a fair way to become heavy milk producers as of yore.

COLUMBIA CO.'S JULY FOURTH WINDOW.

The retail headquarters of the Columbia Phonograph Co., 35-37 West Twenty-third street, New York, had a decidedly attractive window display for July 4. A camping scene was reproduced—the tent, the pot hanging over the outdoor fire and the other features of outdoor life.

Cards in the window emphasized the fact that a Columbia graphophone with a stock of records would be found a most valuable companion in the summer camp. A copy of the Talking Machine World showing one of the recent attractive advertisements of the Columbia records also had a prominent place in the display.

Here's a timely hint

Get all the good you can out of your summer business. Tell your people how the Victor can be used during the summer months.

Impress on them that the Victor is the best entertainer for summer homes; that the Victor is just the thing for club houses; and don't forget to drive home the fact that the Victor takes the place of an orchestra for dancing.

Throw out the suggestion to campers and yachtsmen that they should have a Victor on their outings, and see if they don't take to your hint.

Keep right at it and you'll do a hustling business throughout the entire summer—and have a bigger bank account at the end of the season.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y.—Finch & Hahn.
Altoona, Pa.—W. H. & L. C. Wolfe.
Atlanta, Ga.—Elyea-Austell Co.
Phillips & Crew Co.
Atlantic City, N. J.—Sol. Bloom, Inc.
Austin, Tex.—The Petmecky Co.
Baltimore, Md.—Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
Bangor, Me.—M. H. Andrews.
Birmingham, Ala.—E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass.—Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y.—American Talking Machine Co.
Buffalo, N. Y.—W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt.—American Phonograph Co.
Butte, Mont.—Orton Brothers.
Canton, O.—The Klein & Heffelman Co.
Charlotte, N. C.—Stone & Barringer Co.
Chicago, Ill.—Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O.—The Rudolph Wurlitzer Co.
Cleveland, O.—W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Dallas Talking Machine Co.
Denver, Colo.—The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Iowa.—Jones Piano Co.
Harger & Blish, Inc.
Detroit, Mich.—Grinnell Bros.
Dubuque, Iowa.—Harger & Blish, Inc.
Duluth, Minn.—French & Bassett.
El Paso, Tex.—W. G. Walz Co.
Escanaba, Mich.—Grinnell Bros.
Galveston, Tex.—Thos. Goggan & Bros.
Grand Rapids, Mich.—J. A. J. Friedrich.
Honolulu, T. H.—Bergstrom Music Co., Ltd.
Indianapolis, Ind.—Wulschner-Stewart Music Co.
The Musical Echo Co.
Jacksonville, Fla.—McGraw Bros. & Vogt.
Kansas City, Mo.—J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb.—Ross P. Curtice Co.
Little Rock, Ark.—O. K. Houck Piano Co.
Los Angeles, Cal.—Sherman, Clay & Co.
Louisville, Ky.—Montenegro-Riehm Music Co.
Memphis, Tenn.—E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis.—Lawrence McGreal.
Minneapolis, Minn.—Minnesota Phonograph Co.
Mobile, Ala.—Wm. H. Reynalds.
Montreal, Canada.—Berliner Gramophone Co., Ltd.
Nashville, Tenn.—O. K. Houck Piano Co.
Newark, N. J.—Price Phono. Co.
Newark, O.—The Ball-Fintze Co.
New Haven, Conn.—Henry Horton.
New Orleans, La.—Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.—Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landay Brothers, Inc.
Stanley & Pearsall.
Benj. Switky
New York Talking Machine Co.
Omaha, Neb.—A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria, Ill.—Chas. C. Adams & Co.
Philadelphia, Pa.—Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
Western Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburg, Pa.—C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me.—Cressey & Allen.
Portland Talking Machine Co
Portland, Ore.—Sherman, Clay & Co.
Richmond, Va.—The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y.—The Talking Machine Co.
Salt Lake City, Utah.—Carstensen & Anson Co.
San Antonio, Tex.—Thos. Goggan & Bros.
San Francisco, Cal.—Sherman, Clay & Co.
Savannah, Ga.—Phillips & Crew Co.
Seattle, Wash.—Sherman, Clay & Co.
Sioux Falls, S. D.—Talking Machine Exchange.
Spokane, Wash.—Eiler's Piano House.
Sherman, Clay & Co.
St. Louis, Mo.—Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.—W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.—W. D. Andrews.
Toledo, O.—The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C.—E. F. Droop & Sons Co.
John F. Ellis & Co.

F

SOME PLAIN WORDS TO DEALERS

The Good Work of Thomas Edens Osborne, of Belfast, Could be Emulated With Profit by Dealers in This Country With Profit—How He Has Raised the Prestige of the Talking Machine in His Territory—Gives Concerts in the Public Parks as Well as in Public Halls—Talking Machine Men in This Country Should Not Permit the Manufacturers to do All the Work, They Must Help in the Campaign of Publicity.

There is a talking machine jobber in Belfast, Ireland, who, by the utilization of gray matter, has brought the talking machine into a prominence in the Emerald Isle that is worthy of emulation by our talking machine friends on this side of the water—we refer to Thos. Edens Osborne.

It wasn't many years ago when we flattered ourselves that our European cousins were inclined to follow the lead of the Yankee, but in the talking machine field at least, Mr. Osborne has given the Yankee talking machine man some valuable pointers which might be put into practice with great success in all parts of the United States.

First and foremost, he is a persistent advertiser. He recognizes the value of printer's ink, and he is not afraid to spend money for it, because he knows it is money well spent. And in this special field our talking machine dealers can well afford to follow the example of Mr. Osborne. It isn't fair that the manufacturers of talking machines and records should do all the advertising. Their work should be supplemented by well-prepared, aggressive local publicity. In other words, dealers should utilize the valuable data given them by the manufacturers to interest the people of their towns or city, and thus make the talking machine a more potent factor in the community.

Another feature of Mr. Osborne's program which is worthy of consideration is his plan of out-of-door concerts in the summer time. He has so impressed the municipal authorities of Belfast with the dignity and value of the talking machine and the perfection of the talking machine records of to-day that he has been engaged to give public concerts in the parks of that city, with the result that thousands of people are enabled to realize the tremendous advance made in the making of the talking machine and talking machine records. Thus he has put into effect the finest kind of publicity—publicity that enlightens the general public as to the standing and prestige of the talking machine, and which at the same time entertains and instructs.

These reflections have been based on the concert which Mr. Osborne gave on the evening of June 15 in the Botanic Gardens in Belfast, when through the medium of the Auxetophone, or as it is termed over there, the Auxeto-Gramophone, he delighted an enormous and fashionable assemblage. He was so successful that the daily papers of Belfast devoted as much space to the event as they would to an operatic concert or some other great musical event. And very properly, for Mr. Osborne presented the voices of all the famous artists in the world—artists that ordinarily cost $5 each to hear sing for an evening—and he so diversified the program that everyone present expressed their satisfaction and appreciation.

The point is this: What Mr. Osborne has done in Belfast could be done and should be done by the talking machine men of this country. There must be a greater realization of the importance of the business, and a willingness to spend money in supplementing the splendid work of the manufacturers.

The Victor Co., the National Co., the Columbia Co., and the Universal Co. spend thousands of dollars in the magazines and in special literature, which is read by millions of people. And the local dealer or jobber can best secure the exact benefits of this publicity by bringing its salient points to the attention of the people of his locality. Through this educational campaign he will have laid the basis for an appeal to his local town council or aldermanic board and can demonstrate how successfully the talking machine can replace the band on the village green in the public park. Thus instead of listening to players of mediocre ability, records of the very finest bands in the world, organizations that are famous, can be presented, as well as the voices of the great operatic singers of the day.

Just contrast the difference between the local village band and the great bands of the world, supplemented by the voices of the most famous artists! It doesn't take keen business men long to realize what an advantage this would be. It would not only be economical from the money standpoint, but it would be instructive and a novel feature.

The talking machine men of this country, at least a great many of them, are prone to move along stereotyped channels. In other words, if business moves along satisfactorily, they move with it. But they are not working for the future—they are not developers. The time has now arrived when the talking machine business needs being helped along by the wise counsel of bright, progressive and aggressive men in every town and city. They must wake up to the opportunities and possibilities of the business and realize that its success is largely in their hands.

The humblest dealer can do much if he is up and doing, watching opportunities of developing and elevating the industry. And he can feel assured that his efforts will be appreciated by manufacturers who are only too anxious to aid and abet every movement for the advancement of the business.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools
Box 918, SCRANTON, PA.

A PROGRESSIVE JUNKMAN.

A Wonderful Story Out of the West in Which a Talking Machine Figures Prominently.

A story comes out of the West to the effect that a junkman in an Indiana city found the talking machine an excellent business asset until the police interfered. It appears that the junkman had several cats and profited by their "scrapping" propensities to the extent of recording their caterwaulings. He then placed the talker in his back yard and started the record of the cat cries. On the first night he collected nearly a wagon-load of old shoes and boots, kitchen utensils, etc., thrown at the supposed cats by irate neighbors. When his own neighbors got "wise" the schemer placed the machine in the back yards of his friends in various sections of the city. His harvest of "junk" was rich but the local police, receiving many complaints, interfered before he got into the Rockefeller class, and a stiff fine was the result.

THE MISSION OF ADVERTISING.

Advertising introduces the goods and paves the way for the salesman.

Advertising insures for the traveler a respectful hearing when he arrives.

Advertising brings orders when the salesman is not on the ground.

Advertising increases the volume of the order which the salesman can secure in person.

Advertising makes the merchant respect the firm and the salesmen.

Advertising cements the friendship between the house and the merchant.

Advertising tells the merchant what the salesman forgets to mention.

Advertising supports the salesman in his statements to the merchant.

Advertising brings about a better acquaintance and understanding between the merchant and the traveler.

Christ Erb, dealer in Edison phonographs and records, Rochester, N. Y., was a recent visitor to New York, accompanied by his wife. He was on a vacation trip and visited all points of interest in the metropolis, as well as the Edison headquarters in Orange. Mr. Erb informed The World that he looked forward to a very busy fall, and that Edison goods were growing in popularity in the Flour City.

ONE MACHINE and that the VICTOR OUR RALLYING CRY

DEVOTED ALLEGIANCE, SINGLENESS of PURPOSE and HORSE SENSE, have made the

OLIVER DITSON COMPANY

DISTINCTIVE as the only JOBBERS OF VICTOR TALKING MACHINES, and SUPPLIES, whose business has constantly grown, and increased during the depression of business which began with the panic of 1907.

Five years ago the OLIVER DITSON COMPANY, were paying the VICTOR TALKING MACHINE COMPANY, an average of $500 per month. To-day the monthly remittances are nearer $20,000 than any other figure we can name. This very desirable condition for the VICTOR TALKING MACHINE COMPANY, and ourselves, has been brought about by a fixed determination upon our part to devote our entire energy, and the business machinery of our House to the selling and exploiting of one article that stands out foremost in every department. WE determined long ago that the **VICTOR TALKING MACHINE must supersede** every mechanical instrument manufactured, and have been consistent always in our requirements from the VICTOR COMPANY, that they in turn devote more time and more energy from month to month, and year to year, in the manufacture and distribution of the highest and finest class of TALKING MACHINES they could possibly make. To say they have backed up our desires is putting it mildly, and to-day we are **selling more VICTROLAS,** than we are any other grade of **VICTOR TALKING MACHINE,** and the combined sales of machines, which sell for less than the VICTROLAS, will make an average of 80 per cent. to the credit of Machines selling for $50.00 and over.

WE did not permit the **VICTOR TALKING MACHINE COMPANY, to do all the work and expend all the money in our field of operation, necessary to bring about our standing of Leadership. On the contrary our energies, our Advertisements, our devotion to the idea that the VICTOR TALKING MACHINE,** was the **ONLY TALKING MACHINE our customers should own,** has brought to us a clientele in the purchasing world which must of necessity be the envy of competitors.

WE have been FIRST in many suggestions for the betterment of the business.

RECORDS were put into **ENVELOPS** and delivered in a perfect condition by us long before any one else took up the idea.

WE have constantly fought for and advocated the elimination and destruction of price-cutters.

WE have refused long credits and "ON SALE" accounts.

WE have determinedly lived up to the letter of Mr. Johnson's **"Ideals," and never once encouraged imitators,** or those who in any way attempted to steal the brains and the patents of the VICTOR COMPANY.

WE have with care systematized our business so there is seldom a time when we cannot deliver MACHINES and RECORDS the same day we receive orders.

WE refer inquiries from the territory occupied by our Agents and Representatives, to them. AS WE ARE ORIGINATORS we have what Mr. Johnson calls **"Moral Support,"** from every one who does business with us. WE believe with Mr. Johnson, that the TALKING MACHINE BUSINESS will last as long as **"Progress."**

WE believe with Mr. Johnson, that **the** TALKING MACHINE **is an education, and a pleasure,** and the present generation will live to see the day when the **TALKING MACHINE is a necessity in every home,** and with the VICTOR WE BELIEVE when they create we can also create, when they improve, we can also improve, when they **Make Money,** we can also **Make Money,** and we, therefore, offer the full benefits of our **EXPERIENCE, our EQUIPMENT, our COMPLETE STOCKS, and our SERVICES to the ENTIRE TALKING MACHINE TRADE.**

To those who have not signed with us we promise the best of consideration if they will sign. To those who are not interested in the **TALKING MACHINE BUSINESS, we say: "COME IN."** It is the best proposition in the MUSIC BUSINESS to-day. We also say, when you do come in make up your minds to **SELL ONLY** the

VICTOR TALKING MACHINE.

SINGLENESS OF PURPOSE, HEALTHY PROFITS and a GOLDEN FUTURE, the momentum of which has just begun, will be the **REWARD of all DISTRIBUTORS of VICTOR TALKING MACHINES and RECORDS, but**

BUY THEM OF THE DITSON HOUSES.

OLIVER DITSON COMPANY,

CHAS. H. DITSON & CO.,
8-10-12 East 34th Street,
NEW YORK, N. Y.

150 Tremont Street,
BOSTON, MASS.

J. E. DITSON & CO.,
1632 Chestnut Street,
PHILADELPHIA, PA.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Chicago Office: E. P. Van Harlingen, 156 Wabash Ave.

Philadelphia: H. F. Thompson.

Minneapolis and St. Paul: Adolf Edsten.

St. Louis: Chas. N. Van Buren.

San Francisco: S. H. Gray, 88 First St.

Cleveland: G. F. Prescott.

Cincinnati: Bernard C. Bowen.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

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ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞ IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1909.

THE convention of the Talking Machine Jobbers, which was held this month at Atlantic City, is reported fully in another part of this paper. It will be seen by a perusal of the report that many important matters which have a direct bearing upon the talking machine trade and its development were discussed.

The jobbers are drawing closer together all the time, and it would seem that there are a number of points which are being considered by this organization which make for the betterment of the entire trade, and the jobbers are evidently impressed with the fact that the cleaner the lines on which the retail selling end of the business is conducted the better it will be for all, and when they urge a quality business rather than a quantity business they are working along lines of sound business common sense.

It is far better to have the numerical strength of the trade lessened if you will, while its sound business strength is augmented. In other words, in selecting dealers it is well to apply reasonable tests which are used by the most progressive men in other trades.

If a man lives up to his business obligations and proves himself to be a progressive business man in the development of his trade, then his patronage is of the kind that is worth having, but if he is indifferent as to his payments and is lax in his business methods then he is of no particular value to have as a customer or in jobbers' books.

WHAT we want in this trade is men who appreciate the advantages of the talking machine of our times; men who believe in its future; men who will not sit supinely and wait for trade to enter their warerooms; but men who will use modern business methods to bring that trade to them, and are interested in that which they have to offer.

Then, too, wasted territory is something which should be carefully considered.

We made the suggestion some time ago to jobbers to study what we term territorial strength; in other words, to figure whether their territory was developing the absorptive powers that it should for talking machines.

We know of some men who have acted in acordance with our early suggestions, they have carefully investigated the subject of wasted territory and they have found to their surprise when they came to analyze minutely that certain sections were paying them practically nothing when they should produce a rich and prolific trade yield.

Why should there be wasted territory?

A TOWN having a population of 10,000 people should have a talking machine absorptive power to compare favorably with the business towns of similar population. If not, there must be some reason.

Then to get at the reasons.

If one or two dealers are simply holding the business lid down they should be removed.

An agency is worth nothing to a jobber or to a merchant unless it's a live one—unless it pays something.

And how to make it live!

Well one way is to sift matters so thoroughly that responsibility can be located.

If it is a backboneless dealer who is the cause of the trouble then a change should be made, for there is no reason why any man should try to hold back the wheels of business progress.

The more we systematize the talking machine business and get it down to a trade science the better it will be for all, and the more intelligence there is placed upon the business the better the results obtained.

IF it is necessary, we will have to educate business men up to the requirements of the true situation.

Education is important to the individual because it means the development of the brain, development of capacity for production and increased chances of success.

We have got to begin a systematic study of the problems of business and in proportion to our intelligence we will find that progress is possible.

There are a lot of men to-day who are engaged in many business enterprises who have not yet gotten down to the root of business success.

They have only a superficial knowledge and that is the reason why a good deal of wasted territory—by that we mean unworked territory is found in this industry as well as in others.

Men need shaking up a bit; they need competition to stimulate them, and then they will develop not merely their knowledge of better conditions, but their fighting blood when competition waxes warm.

IT will be our aim to impress upon every reader of The World the necessity of making his territory more valuable, productive of better results to him and to those whose interests are associated with his in the fight for trade supremacy.

Some of us have got to get a lot of the old mildewed theories of the past out of our brain lest we be lost in the struggle.

There are new conditions and new forces coming up all the time which must be considered.

It was but a few years ago when John Wanamaker started to sell pianos in New York.

His entré upon the hitherto exclusive domains of the regular piano men was quite naturally resented, and comments were frequently made predicting John Wanamaker's complete failure in this special department, but somehow the looked for failure never occurred.

On the contrary, Mr. Wanamaker's piano business developed and thousands of pianos were sent out from his New York warerooms, to the amazement of those who had made dire predictions concerning his venture.

His work, however, has stimulated other department stores, and as a result many thousands of pianos are sent out annually from department stores in New York, a condition which ten years ago would have been deemed absolutely impossible.

Now the success of the department stores in New York in the piano line shows one thing clearly, and that is that there was wasted territory right here in New York, that the largest city in the world had a piano absorptive power that was not appreciated by men who had lived here all their business lives.

It took an outsider to see it.

IN another part of this publication appears a communication to the trade from the general manager of the Victor Talking Machine Co. It is a communication which should be carefully read and seriously considered, for Manager Geissler sets forth not merely the Victor policy, but he shows court decisions in support of his company's contention, and states that the Victor Co. proposes to defend its legal rights vigorously, and warns all trespassers to keep off the grass.

In this communication it is stated that the Victor Co. own hundreds of other patents which will enable them to control the disc record business for many years to come. It is set forth that the Victor patents cannot and will not be circumvented by the employment of any seeming evasion.

A reproduction of the article written by Eldridge R. Johnson, which appeared in the May issue of The Talking Machine World is enclosed with this circular, and a persual of Mr. Johnson's summing up of the talking machine situation is suggested.

AND right here it might be well to remark that there has been no product from the pen of any one in the talking machine industry which has created such wide spread interest as Mr. Johnson's article, in which the talking machine situation is set forth clearly and succinctly before the trade.

Mr. Johnson has been in receipt of many communications from readers who have been interested in his summing up of the talking machine situation. His reply to one of these communications is typical of the man, and we reproduce an excerpt from it:

"The talking machine business is a very curious one and can only be made a success by controlling a large number of great artists. These great artists can only be controlled by means of a large turn over. At present I believe that the dealers' profits are very good compared with other general lines of business. These profits can only be maintained by holding the business or a very large portion of it in the hands of large concerns who are interested in maintaining living prices and who are sufficiently broad minded to give fair treatment all around. Therefore, when the trade encourages the efforts of the small piratical competitor to enter the

field they are working entirely against their own interests."

With Mr. Johnson rest is rust, for he adds:

"The feature of the talking machine business looks very much greater to me than in the past, but, of course, it is very much like gold mine property. We have to dig it out. If we should rest on our oars at the present I do not believe the future would be particularly different from the past."

Now these are words from the president of a great corporation—great in any line of trade—and it shows conclusively that no poachers will be permitted on the Victor preserves, and that the men behind the Victor guns propose not merely to defend their legal rights but to protect as well the legitimate interests of the trade and safeguard them in every consistent manner.

Will not men who contemplate encroachment upon the rights of others learn something from the legal lessons of the past?

EDISON SUES FOR INFRINGEMENT.

Thomas A. Edison, the famous inventor, through his counsel, Louis Hicks, of New York City, filed on June 18, in the United States Circuit Court at Buffalo, a bill in equity to enjoin the Allis-Chalmers Co., the Empire Limestone Co. and the Casparis Stone Co. from constructing and operating near Pekin, in Niagara county, N. Y., giant rolls for crushing huge masses of rock in infringment of the Edison basic patents covering the apparatus and the process. The Edison giant crushing rolls are of immense weight and are provided on their surfaces with knobs or projections, which, by reason of kinetic energy or momentum acquired by the massive revolving rolls, crush instantaneously huge blocks of rock weighing as much as eight tons each. Mr. Edison has spent several hundred thousand dollars perfecting the giant roll. When Mr. Edison first proposed to crush rocks weighing eight tons each, it was generally thought that this could not be done, but the giant rolls proved to be just what Mr. Edison anticipated, and they are now used on a large commercial scale by the Edison Portland Cement Co. at New Village, N. J., and by quarry men throughout the United States operating under a license from Mr. Edison. The Casparis Stone Co., before entering upon the construction of the giant crushing rolls at Pekin, negotiated for a license under the Edison patents, but the license contract, which required the payment of royalty to Mr. Edison, was never signed, and the construction of the Pekin giant crushing rolls was begun without license. It is said that $200,000 has already been spent on the Pekin giant rolls. Mr. Edison notified the Allis-Chalmers Co. and its co-defendants that suit for infringment would be brought, and as a consequence the bill commencing suit has been filed.

TALKERS AS EDUCATIONAL FACTORS.

(Special to The Talking Machine World.)

St. Paul, Minn., July 3, 1909.

Player-pianos and talking machines have won a high place in the estimation of educational authorities in St. Paul and Minneapolis, Minn., and it is strongly suggested that they be installed in the public schools of the Twin Cities as affording the best means of giving the children proper musical instruction. At present, however, the school authorities are hesitating in the hope that some larger city may take the initiative. It is argued that by means of the instruments referred to, a more accurate interpretation of the classics is obtainable than the average music teacher can offer and the children acquire the musical knowledge more quickly.

The dealers of the Twin Cities are much interested in the proposed innovation and are doing all in their power to further the project.

ATTRACTIVE QUARTERS

Are Those of the St. Louis Talking Machine Co.—Artistically Appointed in very Respect—Victor Goods Shown Exclusively.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1909.

Without any indulgence in egotism, the St. Louis Talking Machine Co. may safely claim that they are the owners and conductors of one of the most attractive talking machine stores in the United States. This establishment is centrally located at 1012 Olive street, the principal business artery of the "Saintly City." The front part of the store is for reception purposes, and there are in addition five glass panel and glass dome sound-proof demonstrating booths.

In the construction of these booths particular attention was given to the ventilation, and besides the electric fans to cool the air they are also equipped with a suction fan system which draws the impure air out of the booths into the alley in the rear. The floor is decorated with handsome imported Turkish and Persian rugs and the color scheme and decorations show the famous English "Coaching Days" with the fixtures in mahogany and marble white. A visitor to these handsome warerooms is impressed with the very tasteful display made of Victor talking machines and records, which they handle exclusively.

Under the management of O. A. Gressing this business has been steadily growing, and the territory which they control is being carefully developed so that the talking machine dealers report trade in a healthy condition. Their policy has been one of buoyancy and ample faith in the future of the business, and along these lines they are working and developing a feeling of optimism which is doing much to give the dealers a broader vision of the possibilities of the business.

ST. LOUIS TALKING MACHINE WAREROOMS, AS SEEN FROM MAIN ENTRANCE.

Stimulants, like bees, won't hurt the man who leavs them alone.

DEALERS

In Michigan
Northern Indiana
Northern Ohio

WE WANT YOUR BUSINESS ON A FAIR, MUTUALLY PROFITABLE BASIS

Because of our location we can serve you with promptness—get goods to you quicker than the other fellows can.

Because of the exceptionally large stock we carry in every line of Machines, Records, and all Accessories, we fill orders the day we receive them—no exasperating delays—no annoying excuses. We always have the goods to fill the order.

Because in anticipating your demands we keep the lines full for this purpose. You realize what this means.

And we are mighty "good people" to do business with. Let us have a sample order by mail, long distance phone, or wire.

American Phonograph Co.

252 Woodward Avenue, Detroit, Mich.

A VISITOR FROM SAN FRANCISCO.

W. S. Gray Chats Interestingly of Conditions on the Pacific Coast, Where He Represents the Columbia Co.—Visiting East for Pointers to Embody in New Store.

One of the main objects of W. S. Gray's visit East last month was to inspect the establishments reported to be the best arranged for the most effective display of talking machine goods, and whose decorations and general embellishment were classed as artistic. It is the intention to lease new quarters for the Columbia Phonograph Co. in San Francisco, where Mr. Gray makes his headquarters of the Pacific Coast territory, hence his seeking for ideas and suggestions in the "effete" East.

The place is to be on Grant avenue, the shopping district of the rebuilt California metropolis; the location has not been decided upon as yet, but with several to select from Mr. Gray will eventually choose the most desirable and have it ready for occupancy and business about October 1.

The territory specifically under the control of Mr. Gray embraces California, Oregon, Nevada, Washington and part of Idaho. Four men tour these States in the interest of the Columbia Co., and report to the San Francisco office, whence come the stock requirements to fill orders. There are seven Columbia Co.'s stores in the territory, besides their accredited jobbers and dealers.

Mr. Gray has been on the Coast fully ten years, and two years he passed in China and Japan, where he represented his company.

Therefore when reporting at the Columbia Co.'s executive offices in New York about the middle of June he had conferences with Edward D. Easton, the president, previous to his sailng for Europe on the 22d following, where he saw the chief off at the pier; and also with General Manager Lyle and H. A. Yerkes, in charge of the wholesale department. Here is where The World ran across Mr. Gray, who spoke of San Francisco and prospective Coast business in sanguine terms, as follows:

W. S. GRAY.

"Really, San Francisco is now the most wonderful city in the world; that is to say, the most up-to-date in every respect. I was familiar with the city before the 'quake and what was tolerated there in the way of tumble-down buildings and squalid sections and other objectionable features because they had been a part of its growth in the early history of the place, have now been swept away entirely.

"The skyscraper, so common here, but rare before the great disaster, may now be found everywhere. The style of architecture has been vastly improved and we are spick, span and new, with a fortune before us in the way of prosperity that will surprise this world.

"Business prospects are excellent for the fall—the best in the country, I am free to say. Columbia goods have always been strong on the Coast, and we have not only maintained this prestige, but added to it. In the past year we have increased our sales 50 per cent. over 1908, but still have not reached our normal status. That mark we expect to pass easily, and make a yet greater expansion.

"I have come East principally to see how the 'show' places are fitted up and get pointers for our new retail establishment, which will be on Grant avenue, the swell district now, and where all the leading and most pretentious concerns may be found. I shall fix this store up finer than any other of its kind anywhere, bar none.

"I shall go to Boston to have a look at the Columbia store, which Mr. Yerkes says is about as swell as they make them. In New York I shall also look around. I believe it is a good thing for outside dealers to visit the handsome stores in the cities. It shows them how to fix up theirs, and is stimulating. Subsequently I will start West (June 28), and am scheduled to be in San Francisco about the middle of July. I shall stop off at Washington, D. C., Pittsburg, Pa., and Chicago, and also visit a number of towns in my territory, going in; that is, in the northern section, Spokane, Tacoma, Portland, Seattle, etc.

"Frankly, I feel positive the Columbia Co. has the best talking machine proposition in the market. That accounts for the splendid condition of our business now. I do not think it is any one particular thing that has brought this about; that is to say, in itself individually, not the double-face disc record, or the Indestructible cylinder, the new selling policy or the exclusive territory for jobbers, but all of them combined are to be credited with our great success."

WHOLESALE

EDISON

¶ An order for the smallest part is given the same careful attention as would an order from a dealer for ten machines and a thousand records. During the seven years of jobbing Talking Machines I have never lost a dealer through poor service. My stocks of Edison and Victor machines, records and supplies are second to none in the country. I want the entire business of every dealer in Wisconsin and Northern Michigan, and I'll make good, when I get it. When you can't get service or the goods elsewhere, try me.

I Sell Nothing But Talking Machines

VICTOR

LAWRENCE McGREAL

MILWAUKEE

THRIVING CONNECTICUT JOBBERS

Are the Pardee-Ellenberger Co., Who Conduct a Large and Well-Equipped Establishment at 96-104 State St., New Haven.

(Special to The Talking Machine World.)
New Haven, Conn., July 9, 1909.

The Pardee-Ellenberger Co., of this city, have been jobbers of talking machine goods since 1898, and at present are the only Edison jobbers in Connecticut, and one of the few in the entire country who are doing a talking machine jobbing business exclusively.

Several years ago they purchased a large building in the wholesale part of the city, giving them ample facilities for all departments of the business. On the first floor are the offices and shipping department. The latter is very spacious and exceedingly convenient. Here it is possible for large drays to load and unload goods under cover. On the second floor is a stock room for records and other goods, the capacity of the record bins alone being close to a quarter of a million of records. Owing to the unlimited room there is no occasion to crowd these goods, and they are kept in a precise and systematic manner, making it possible to fill orders with accuracy and dispatch. The third floor contains the repair department and also storage for heavy stock, such as machines, cabinets, etc. Power elevator connects the several floors.

PARDEE-ELLENBERGER CO.'S HEADQUARTERS.

In addition to the general jobbing business the Pardee-Ellenberger Co. have many specialties which they control, and which they sell direct to the jobbers all over the country. As a matter of fact, this part of the business is an important one and has been growing rapidly of late. At present they are featuring a horn made of linen fiber to be used with the new Fireside machine, which appears to be meeting with general approval if the orders they are receiving is any indication. The officers of the company are W. O. Pardee, president and treasurer, and H. L. Ellenberger, secretary.

SUCCESS THE RULE OF LIFE.

Success is not the exception but the rule in life. A man doesn't have to be a monarch or make a million dollars to be a success. The good mechanic, the good farmer, the good man of any kind, who makes a fair living, educates his children, adds to the comfort and happiness of those around him and lives a clean, decent life, is a success. A good wife and mother who makes her home happy and raises her children well is about as great a success as the world contains, even though the boys do not turn out to be railroad presidents and the girls don't marry dukes.

NEW EDISON ARGENTINE RECORDS.

Another Valuable Addition to the Foreign List Has Been Made by Mr. and Mrs. Gobbi for the National Phonograph Co.—The Repertoire Is a Large and Interesting One and Includes All the Creations Published South, Including Many of the National Hymns.

The National Phonograph Co., Orange, N. J., has made another series of first-class records in the Spanish language, both "Standards" (two-minute) and "Amberol" (four-minute). This series comprises some of the best songs of the Argentine and Uruguay republics. Alfredo Gobbi, baritone, and Mrs. Gobbi, soprano, were brought to New York at large expense for the purpose of recording a number of selections. Mr. and Mrs. Gobbi are acknowledged to be the best singers of popular songs in those countries. The list of records comprises baritone and soprano duets, baritone solos, soprano solos and also national hymns of Argentine and Uruguay sung by a mixed chorus under Mr. Gobbi's direction. These records are to be immediately placed on sale both in this and foreign countries. All the selections are accompanied by an orchestra, with the exception of sixteen baritone solos, which have guitar accompaniment.

The selections recorded are high class in every respect and include the very best of Mr. and Mrs. Gobbi's repertory, which is very large and varied. These artists have sung selections from the latest musical plays of those countries, and also a large number of popular songs typical of a quaint and picturesque type of Argentine and Uruguay—the daring gaucho. The gaucho is very brave, and corresponds with the cowboy of our western country, but is even more picturesque. He is very musical, and no gaucho outfit is complete without a guitar, as this is just as necessary to him as his horse.

Mr. Gobbi is not a gaucho. He is a man of refinement, an intense lover of the customs and traditions of his country, and, owing to this, he has made a specialty of singing the gaucho songs, rendering them in costume. Besides, he takes part as first baritone in the typical zarzuelas (light operas) of Spanish countries. His wife co-operates with him as the first light soprano. They have sung in the principal theaters of Argentine, Uruguay, Spain, Brazil, Paraguay, Chili and also in Paris. They will now go to Italy, under contract to sing in several theaters there. Their last engagement was at the Teatro Nacional (National Theater) of Buenos Ayres, Argentine, at the head of a company of one hundred people. As this is the case with all other Edison foreign records, these are intended for Spanish-speaking countries, but they will shortly be placed on sale in this country.

MR. AND MRS. GOBBI.

REMARKABLE INDUCEMENTS

Being Offered to Visitors at the Seattle Exposition by the Railroads—The Use of Talking Machines the Latest Bid of One Line.

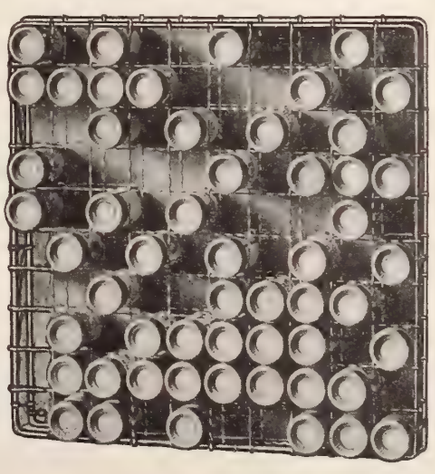
(Special to The Talking Machine World.)
Chicago, Ill., June 23, 1909.

Competition between western railroads for travel to the Alaska-Yukon-Pacific Exposition at Seattle has reached another notch in the announcement of one that all its limited trains will be supplied with phonographs.

Daily programs of grand opera selections and popular music are announced. On the dozen new trains put on by this railroad other bids for patronage have been made.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

The 100 Space Racks like cut **in half doz. lots, $15**
The 150 Space Racks crated " " " **$20**

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

3 Big

Edison

Achievements

1 Amberol Records

playing twice as long as the Standard Edison Records and longer than any other record of any kind. Offering, because of their great playing length, songs and music which could not, heretofore, be put upon records without parts being omitted or hurried.

2 Victor Herbert

eminent musician and composer, engaged in an advisory capacity, assisting in the selection of music for Edison Records and the artists to produce it. Also the exclusive services of Mr. Herbert's famous orchestra for making Records.

3 The Fireside Phonograph

to retail at $22.00; a perfect instrument, playing both Edison Standard and Amberol Records; equipped with a long-running Motor, 19-inch horn, nickel-plated horn support, and new model Reproducer with two sapphire points.

A Record offering exclusive selections—a musical expert to choose the music and pass upon its reproduction—an instrument of unusual excellence at a price within easy reach of all.

Do you know of a more inviting proposition?

There is an Edison Jobber near you. Write him or us for full information.

National Phonograph Company

59 Lakeside Avenue ORANGE, N. J.

ALL DEALERS

SHOULD SELL THE

Music Master Wood Horn

Every purchaser of a Phonograph or Talking Machine—***past or present***—is a possible buyer of this wonderful horn. It is an improvement over all metal or veneered wood horns. Constructed of ***solid wood,*** on scientific principles of acoustics, it renders a ***resonant tone*** to the record reproduction; it is as essential to the Musical Expression of any make machine as the sounding board is to the piano.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, ***for any make or style machine.***

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

COLUMBIA PHONOGRAPH CO., exclusive distributors for Music Master Horns to fit Columbia Graphophones.

INDIANAPOLIS HAPPENINGS.

Ousting of Saloons and Its Influence on the "Talker" Trade—Wulschner-Stewart Now Victor Jobbers—Noted Columbia Purchasers—Mme. Butterfly Records Popular—After the Penny Arcades—Other Items of News.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 6, 1909.

Talking machine men of Indianapolis believe that the ousting of saloons in Indiana under the local option law recently enacted will result in an improvement in the talking machine business. Already business is reported some better. Traveling men have noticed that in the smaller towns of the State where men used to spend their time uptown at nights, particularly on Saturday night, they are now spending their nights at home and a talking machine is not an unusual means of entertainment during the evenings. The absence of saloons probably will help the talking machine business more than some other lines because talking machines are within the reach of laborers who have patronized the saloons and at the same time they offer a substitute entertainment.

The Wulschner-Stewart Music Co. are advertising the line of Victor talking machines very extensively. This company purchased the stock of Victors and the jobbing privilege in Victors from the Kipp-Link Co., who will now handle only the Edison machine. They will quit the retail business and give all their time to the jobbing business. This will make this company one of the biggest wholesalers for Edisons in the middle west. The company will remove from its present quarters in Washington street, where they have been conducting their retail business and will establish offices at the wholesale and jobbing rooms at 445 East Washington street. The second floor location of the company, where their retail business was carried on, was not a good one.

The Wulschner-Stewart Co., it is said, will devote much space in their new building in Pennsylvania street to the talking machine business. They will take possession probably by Sept. 1.

Capt. G. L. Bumbaugh, the well-known balloon man, who acted as aide for Carl Fisher in the balloon races which were conducted from Indianapolis several weeks ago, has just bought a Columbia graphophone for himself and one for his father-in-law, who lives in Virginia. Bumbaugh is an enthusiast in talking machines as well as balloons and may take a talking machine up in the air with him. Bumbaugh made some of the balloons which made the best showing in the Indianapolis race.

The Columbia Co.'s store has just received the first order of Madame Butterfly records, sung in English by the original Savage company. Salesmen are out taking orders for sets of the records and are meeting with great success, in part, probably, because the opera has been heard here several times and is a favorite.

Miss Florence Wiltsie, who has had charge of the talking machine department in Joseph Joiners' store in Massachusetts avenue, is now connected with the Musical Echo Co., in North Pennsylvania street. They handle Victor machines.

Frank Lesley, in Massachusetts avenue, has an unusual advertising device. Three horns extend out of a cabinet and passers-by are led to think that it is some kind of a new talking machine device. Lesley handles Edisons and Victors and sells them on the dollar-down-dollar-a-week plan.

The Indiana Phonograph Co., jobbers in Edisons, report trade quiet over the State. They express the belief, however, that they are getting their share of the business.

The new imperial disc record cabinet devised by the Columbia Co. is popular with users of disc records, and the first cabinet received by the Columbia store here was sold within twenty minutes after it reached the store.

Frank Greene, who runs a moving picture show at Vincennes, Ind., has started a new show at Fountain square, Indianapolis. He calls it the Air Dome and gives a long program. As a barker he uses a Twentieth Century Columbia graphophone. Mr. Greene is the man who, a few years ago, achieved fame by getting Edwin Booth and Modjeska to appear at Vincennes. Other large cities in Indiana, including Indianapolis, were passed up by the famous actor and actress. The actor and actress wished to make a certain trip between two stands and wished to do all of their traveling in the daytime. A friend of Greene's in New York told him of this and Greene at once opened negotiations which brought the pair to Vincennes. They appeared in a little old opera house which had a tin trough along the front of the stage for the electric lights. In front of the trough was a sign which could be seen from the stage and which said, "Please Do Not Spit in the Trough." Booth happened to see this sign in the midst of the play and it was so unusual that he blurted out in the midst of his lines, "Please do not spit in the trough." It was some little time before he could get himself together again and go on with the play; but it was a $3,000 house and people came from many towns in Illinois.

The city authorities have been getting after the penny arcades within the last month. The mayor accompanied by police officers made a personal inspection. After peeping through several machines in one South Illinois street place the mayor ordered three or four of them removed.

MONARCH RACKS IN DEMAND.

The Syracuse Wire Works, Syracuse, N. Y., state the demand for their small-size record racks, especially the Monarch Midget, has kept up in remarkable shape. The small racks hold a surprisingly large number of records when their size is considered, and are both convenient and attractive in appearance. The trade would do well to stock up on these racks in order to be ready for the fall business, which is not very far off.

If some salesmen would sell as many goods in the merchants' stores as they do in the hotel lobby, a great many more would be making $10,000 per year.

TRADE IN SOUTHERN CALIFORNIA.

Summer Weather and Conventions Make Business Slow—C. F. Dorian in Los Angeles—Victor Goods Selling Well—Big Demand for New Edison Fireside Machine—A Handsome Window—Selling Talkers to Camps—Other Interesting News of the Month.

(Special to The Talking Machine World.)
Los Angeles, Cal., July 3, 1909.

Amid the excitement of the coming Elks' convention and the warm weather business has become somewhat slow, although there is no direct complaint from talking machine dealers. A number of the employes of the trade are having their vacations during the quieter season.

C. F. Dorian, of the Columbia Phonograph Co., has been a visitor in this city, where he has been looking into his company's interests. His trip overland has been a pleasant one, so he says, and he is greatly pleased with Southern California.

Sherman, Clay & Co. are busy as usual with Victor goods, a shipment of the second supplement of double-faced records having just been received. The announcement of the new Victor Victrola XII has been warmly received by the trade and its success is already cited.

The Southern California Music Co. have been shipping out the new Edison Fireside machine in great numbers. An increased demand is reported, especially from out-of-town dealers. The retail department has been doing a splendid business in Victrolas and Columbia records. Two very attractive displays have been created by their window trimmer, the first for Columbia records, a life-size statue of Miss Columbia in stars and stripes, attracted much admiration; the latter, for Cal. Stewart and his famous Uncle Josh records, in which was represented Uncle Josh sitting under the trees listening to the Victor. This window was truly a rustic affair, even to the trees and hay. Mr. Stewart, who has been at one of the local theatres for the past week, was greatly pleased with his wax impersonator. While in the city he made a number of souvenir records for different members of the Southern California Music Co., which are all new and original and greatly prized. Frank Bush, one of the Edison artists, who has been in this city, also left several records as souvenirs.

The Geo. J. Birkel Music Co. are busy with their summer trade and have decorated their building in an excellent manner for the Elks celebration.

The Fitzgerald Music Co. suffered some little excitement over a small fire in the basement of their building. No serious damage was done, however. Their talking department is doing nicely.

Sibley Pease, of the Holmes Music Co., is expecting to leave for a short vacation, when he will journey to the Seattle Exposition.

The camps along the Los Angeles Aqueduct, which is in course of construction, have proved a splendid market for talkers. There are over fifty camps along the proposed line of the aqueduct, which will be more than two hundred miles in length; each of these camps employ upward of 150 men. As these camps are not located within easy distance of any city, the men are anxious for amusement and entertainment. This is now being furnished by numerous talking machines and a goodly stock of records. A system similar to that of a library has been arranged for the exchange of records among the different camps. One of the local dealers has a contract to supply a stated amount of records monthly. which are paid for by collections from the different camps.

Among the current events worthy of mention is the marriage of Wm. A. Salsbury, which took place at Santa Barbara, Cal., June 18. Mr. Salsbury has been with the Southern California Music Co., of this city, for several years, and has sold a great many talkers and Regina music boxes. After a short trip he will resume his former position as manager of the Regina department.

John H. Gill, representing the National Phonograph Co., has just departed for Orange, N. J., after a successful trip covering the entire Pacific Coast.

TRADE NEWS FROM THE TWIN CITIES.

Business During the Past Month Proves Fairly Satisfactory—Talkers Well Established in Northwest—Columbia Business Excellent for June—Other Items.

(Special to The Talking Machine World.)
Minneapolis and St. Paul, July 7, 1909.

Talking machine dealers in Minneapolis and St. Paul are highly satisfied with the appearance of their books for the past few weeks, as they filled more pages than they ever had expected.

"June was a specially good month for us," said H. L. Lucker, of the Minnesota Phonograph Co. "We looked to see business slack off a little in June, but the usual trend has been reversed. A great many machines have gone to the lake resorts near the twin cities in particular. This is somewhat unusual, for ordinarily the lake dwellers have taken their instruments with them from the city and we have derived little if any benefit from the annual migration. We have been getting it this year, however.

"Talking machines now are firmly established in the Northwest. Where people formerly hesitated to spend $15 for a machine they now think nothing of spending $100 to $200, while the highest-priced records sell—well just like hot cakes, to use an old expression. We have been very successful with the Victor and the Edison lines."

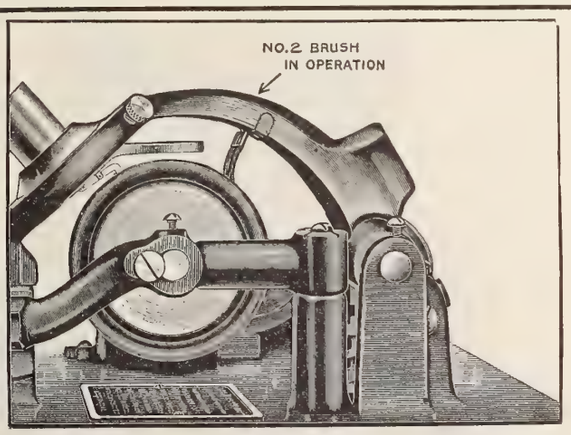
Manager Jay H. Wheeler, of the Columbia Phonograph Co., has had an extremely gratifying experience. His office handles the Columbia jobbing business in Minnesota, North Dakota and South Dakota and northern Wisconsin, as well as retail stores in Minneapolis, St. Paul and elsewhere. "Both our retail and wholesale departments have been doing a very nice line of business," says Mr. Wheeler; "unusually good for June. We are much pleased with the standing that the Columbia is attaining in the Northwest."

SAVE THE LIFE OF YOUR RECORDS

BY USING THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph **No. 2** Standard and Home **No. 3** Gem

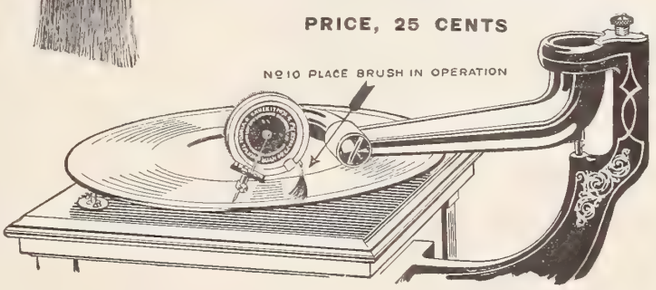
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the **Record Grooves** and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"

MR. JOHNSON'S ARTICLE WIDELY DISCUSSED.

The Article from His Pen Which Appeared in The World for May Results in Some Interesting Correspondence, Which With Accompanying Letter from L. F. Geissler, Forms Symposium Full of Information Regarding Legal Conditions in the Talking Machine Trade.

The article written by Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., for the May issue of The Talking Machine World, entitled, "The Recent United States Supreme Court Decision; Its Effect, and the Future of the Talking Machine Business," created so much comment in the trade not only in this country but throughout the world that the Victor Co. reprinted it in very handsome form for general circulation. Mr. Johnson's comprehensive statement regarding the patent situation was so lucid, and his predictions regarding the future of the talking machine business so gratifying that many complimentary letters were sent him by distributers and dealers. One of these communications was from W. Berdy, vice-president of the Bronx Airlight Co., New York city, and reads as follows:

"New York, May 17, 1909.

"Eldridge R. Johnson, President Victor Talking Machine Co., Camden, N. J.:

"Dear Sir—We beg that you accept our heartiest thanks for the most excellent article of the "statements of single facts" in The Talking Machine World of the 15th inst. As dealers, we felt right along, as a good many others do, that the litigations about the various patents was a thing that concerns the manufacturers only, and like the rest being indifferent as to the outcome. It's true that the dealers were not personally engaged in the fight, but indirectly it was a fight for life and death to them just as much, it was only then as you presented the facts in the masterly way we realized.

"We humbly suggest that you print the said article in the biggest type and have it circulated to the entire trade, force them, if you can, to read every syllable of it; they will have then a clear conception of the trade they are in, and what they are in for.

"The undersigned has been a visitor to the Victor factory for three days last month, perfecting himself in the mechanical construction of the machine. The friendly spirit shown from the office force, from Mr. Lambert, superintendent of the factory, and all along the line was praiseworthy, and having had the chance of observing the greatness of the Victor factory, then reading the above-mentioned article, one can only see that the talking machine business has not seen its better days; it is yet to come. With best wishes, we beg to remain yours for the good of the trade, BRONX AIRLIGHT CO., INC.,

"W. Berdy."

Of course it was impossible for Mr. Johnson to reply to the numerous letters sent him, but his answer to Mr. Berdy, appended herewith, and which accompanied the four-page folder sent out containing the original article, gives the views of this gentleman so clearly and forcefully that they merit the closest consideration of readers:

"Camden, N. J., May 19, 1909.

"W. Berdy, Vice-President, Bronx Airlight Co., Inc., New York:

"Dear Sir—Your letter of May 17 received. In my article in The Talking Machine World I tried to set the talking machine situation clearly before the trade. I do not know that the Victor Co.'s interests have ever been irreparably injured by the attempts of piratical concerns to copy our goods, but we have certainly been greatly annoyed thereby, and in some instances—a rather small proportion, I am glad to say—we have been further annoyed by the encouragement the trade seemed to offer. If we can get the trade to appreciate what you seem to understand by your letter, we will certainly have accomplished much.

"The talking machine business is a very curious one and can only be made a success by controlling a large number of great artists. These great artists can only be controlled by means of a large turn-over. At present I believe that the dealers profits are very good compared to other general lines of business. These profits can only be maintained by holding the business, or a very large proportion of it, in the hands of large concerns, who are interested in maintaining living prices, and who are sufficiently broad-minded to give fair treatment all around.

"Therefore when the trade encourages the efforts of a small piratical competitor to enter the field, they are working entirely against their own interests. Goods which are bought at a low price cannot always be sold at a high price. The profit is, of course, the difference between what it is bought for and what it is sold for. It is the Victor Co.'s policy to maintain this difference to a satisfactory figure, and we should receive the unanimous and unqualified support of our entire trade. I am pleased to say that in a majority of cases we do receive it.

"I am also pleased to reassure you that the future of the talking machine business looks very much greater to me than the past; but, of course, it is very much like gold mine property, we have to dig it out; if we should rest on our oars at present I do not believe the future would be particularly different from the past. Yours very truly, ELDRIDGE R. JOHNSON, President."

The following letter sent out by Louis F. Geissler, general manager of the Victor Talking Machine Co., in connection with the reprint of Mr. Johnson's article, and his letter to Mr. Berdy, above referred to, emphasizes anew the position of the Victor Co. in regard to infringements of their patents at issue and adjudicated. It will be noted they have taken steps in all parts of the country and abroad to maintain their patent rights in the Berliner invention, which have been sustained by the courts of last resort. Mr. Geissler says:

Edison Fireside

The Best Selling Proposition

YET

An Amberol attachment for the Gem. Better order one and make even the Gem add additional profits by selling four minute records.

List price $4.00

Let Us Fill Your Orders Complete

With the advent of the Edison Fireside, a new Amberol attachment for the Gem, you can turn July and August into two of the busiest months of the year, just a little more energy on your part, a little more "ginger" into your selling force, plenty of Firesides in stock and complete lists of records both Victor and Edison and our filling of the orders will do the rest. You had better send us an order for more Firesides. The demand will be greater than you think.

Victrola The XII A Winner

Mr. Dealer.—We call your attention to the many possibilities you have for increased profits with the introduction of this new Victrola. Do not overlook the fact that many people in your territory have been waiting for this NO HORN MACHINE at a popular price. Now that the Victor Company have made it possible, go after the business. Show your confidence in the goods by having one to show and be ready to clinch the sale without having your customer wait and perhaps lose his enthusiasm before it comes. This machine will be the biggest winner that has ever been offered to the public "besides, regular discounts apply."

EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

"It occurred to the writer that it would be perfectly proper to write such parties who are supposed to be financially interested, directly or indirectly, in the talking machine business, a letter which might set before them the legal as well as the other commercial situations as they now exist in the talking machine industry, in a manner in which they would not be apt to receive it from people perhaps interested on the other side.

"Realizing that such a letter would be considered by most people under the circumstances as a bluff, it is with much trepidation that I endeavor, by any means whatever, to bring the situation as it really exists before your personal attention.

"I enclose herewith a copy of a circular embodying a letter written by our president recently at the earnest solicitation of The Talking Machine World, which, if you will take the pains to read, you will find (perhaps by your own experience or observation) carefully and honestly sets forth the present situation in the talking machine business.

"Since our recent favorable decision in the Supreme Court of the United States we have been successful in further suits, a decision having been rendered on May 27, 1909, by Judge Knappen, in the United States Circuit Court for the State of Michigan, southern division.

"The defendant's machine, the Duplex Phonograph Co., which sought to invade the field covered by the Victor talking machine, had an attachment called 'an elastic mechanical feed, operating by so-called yielding machanical pressure.' The court, however, held that this so-called 'mechanical feed construction' clearly infringes claims 5 and 35 of the Berliner patent No. 534,543, and gives to these claims the broad construction to which they are entitled, in view of the prior art, thus following the decisions of the United States Court of Appeals in our other suits against other defendants.

"A decree was entered on June 4 and a writ of injunction has been served permanently enjoining and restraining the Duplex Phonograph Co. from using or making the apparatus in question.

"Furthermore, on June 4, 1909, in an opinion by Judge Archbald from the bench, upon motion for preliminary injunction and after full argument in this case by counsel for both sides, granted the Victor Co.'s motion and entered an order enjoining the Hawthorne & Sheble Mfg. Co. from manufacturing, selling or using its machines, which the court held to be an infringement of this Berliner patent. This machine also contained a so-called 'mechanical feed device.'

"Pursuant to the rights finally placed in our hands by the courts, and by the lack of the exercise of which, in the past, the Victor Co. has suffered untold losses and damages, both real and consequential, the legal department has now gone vigorously to work to enjoin the sale of the various stocks of the infringing dealers throughout the country, thus far successfully proceeding against the stock in the hands of R. H. Macy Co., New York; Siegel-Cooper Co., Chicago; John R. Smyth Co., Chicago; Aretino Co., Chicago; The Fair, Chicago; James I. Lyons, Chicago; Robert Johns, Chicago; Butler Bros., Chicago; Montgomery Ward & Co., Chicago; Hillman's, Inc., Chicago; The Central Camera Co., Chicago; Dillbahner & Robbins Record Co., Chicago; Leon A. Olmstead, trading as 'The Vim,' Chicago; James O'Neill Co., Chicago. Proceedings have also been commenced against many more of the largest concerns across the continent, and will be vigorously pressed for an accounting and damages.

"Aside from the many victories that we have been able to record in the courts by suits brought under our patents thus far infringed, we believe that we are capable, by virtue of hundreds of other patents that we own, of thoroughly controlling the disc record business for many years to come, and we are thoroughly convinced that our patents cannot and will not be circumvented by the employment of any seeming evasions, such as 'mechanical feeds,' 'up and down cut records,' or other ideas which may not have thus far occurred to some imaginary genius.

"We shall regret, especially in view of the wrecks which strew the paths of the talking machine industry in America, as well as Europe, to see others, by the alluring prospectus offered by some promoter or by those probably already in hot water, lured to the rocks.

"Again we commend your very serious thought to Mr. Johnson's letter."

In the motions for preliminary injunctions against the foregoing mentioned firms, and also the Simpson-Crawford Co. and Butler Bros., New York, the orders have been issued. It is more than likely the suits will not go to trial hearing, but consents will follow to make the injunctions permanent.

SUMMER TRADE IN BALTIMORE.

Vacations Now Under Way—Moving Machines to the Country—Good Record Sales.

(Special to The Talking Machine World.)

Baltimore, Md., July 5, 1909.

Local talking machine dealers are just now either enjoying or preparing to enjoy their annual vacations while the slump in sales, due to the hot weather, is at hand. Those who have returned or have not yet taken their holiday are laying plans for an early and heavy fall trade, which they confidently expect is due to make its debut by the first of September. With this idea in view, the talking machine men, like the piano dealers, have their vacations arranged so that the last persons off will be back by August 15.

While there has been some business in the way of sales of the various priced machines, the best showing during June and the first part of July has been in the shipment of the owners' machines to their summer homes, either in the mountains or at the quiet seashore resorts. Many demands in this line have been received by the various dealers, the owners preferring to have experts do the removing rather than take the risk themselves of breaking the instruments. The moving of many of the residents for the summer has had a very good effect upon the demand for records of the latest song hits, a large assortment being taken along to the seashore and mountains for evening entertainments.

All of the local dealers displayed their patriotism to-day by remaining closed and celebrating the Declaration of Independence.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., will leave this week for a vacation in New York and other northern points. He reports the sales of machines to be a bit slack, although the collections have shown up well, which seems to indicate that the currency is fast getting back into circulation in this section. Mr. Lyle reports, too, that the fall prospects are very encouraging, especially on the Eastern Shore.

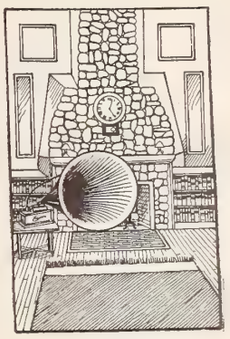
ROBT. BOZON'S GENEROUS OFFER.

Claims to Have Discovered a Material That Gives a Better Result Than Mica.

The following interesting letter has been received by the editor of The Talking Machine World from Robt. Bozon, of 302 Garrett Lane, London, S. W., Eng., in which he says:

"Dear Sir: I am a reader of your valuable journal and have gained much useful information from it. My experiments for some time have been to find a material that gives a better result than mica. As a good many like me, I have tried nearly everything, and at last my labor has been rewarded by my making them of real tortoise shell. The result of the diaphragm being made of this material has a most natural effect with "Amberol" or disc records. I have patented it in England, but as I should not have the means of manufacturing it in the U. S. A. it would be of no use for me patenting in your country. Therefore if anyone would like to make them they are at liberty to do so in the States. Yours faithfully, ROBERT BOZON."

If you are looking for business, put in good displays. If you are not, any old kind of a display will fill the bill.



THE FIRESIDE

SELL A LIN-O-TONE HORN WITH EVERY FIRESIDE

You can do it, Mr. Dealer, if you set out to, and with no great amount of effort either. If you do, you will, accomplish two very important things: you will please your customer and increase his admiration for his machine, and incidentally put an additional profit in your own pocket.

The tonal effects produced by the Lin-o-tone are wonderfully clear and musical; far more natural than can be obtained from horns made of metal or any other material. This is not accidental, but due to the fact that it is made of Linenoid, or pure linen, which has remarkable reproducing properties, and also because it is made in one piece without seam or joint.

These horns are being received with enthusiasm everywhere. Your jobber can probably supply you. If not write us and we will furnish you with the name of one in your vicinity who can.

Specifications:

No. 404—Ivory black with gold stripe.
No. 405—Vermillion with gold stripe.
No. 406—Ultramarine blue with gold stripe.

The colors are rich and brilliant and the entire effect enhances the appearance of the machine in a marked degree.

Length, 21 inches; bell, 17 inches.

RETAIL PRICE, $3.00

The Pardee-Ellenberger Co.
96-104 State Street
NEW HAVEN - CONN.

Reg. U. S. Pat. Off.

¶ When a Jobber carries as large a stock as can be found anywhere and devotes his entire time, energies, talents and attention *exclusively* to the one line, you have the biggest proof in the world of the superior Service and attention that your orders will receive.

¶ Your business demands the best Service possible. You are ever on the alert for some means to increase your sales.

¶ Are you satisfying *all* of your customers and filling all their wants? We are here to help you in this respect. Here's why we can do it:

Perfect Service { COMPLETE STOCK. ORDERS SHIPPED SAME DAY AS RECEIVED. VICTOR EXCLUSIVELY. Orders Filled Complete.

¶ Hitch your wagon to a "live wire" and get acquainted with us TO-DAY.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

TRADE NEWS FROM SAINTLY CITY.

Business Makes Fair Showing During Month —Columbia Co. in New Store—Personal Items of Interest—Dealers as a Rule Satisfied With Present Conditions—High Class Instruments Have the Call—Vacations Now in Order at All the Leading Stores.

(Special to The Talking Machine World.)
St. Louis, Mo., July 6, 1909.

The talking machine trade for the past month has been seasonable, and while not very active it has made a fair showing. The first six months of the year shows quite an improvement over the same period a year ago.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., reports that their trade for the month of June has been fair. Mr. Gressing left Saturday, July 3, for Chicago, and the National Talking Machine Jobbers' convention at Atlantic City, N. J., accompanied by the firm's salesman, L. A. Cummins, who recently returned from a successful trip through northern Missouri and Illinois.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their retail business is holding up better than in 1908. The wholesale trade is good, and prospects favorable for a good summer's trade. This firm are now nicely ensconced in their new store at 1008, and it is very fine in every respect. A feature is their new grand opera sound room, which is fitted up in a most elaborate manner, and it has made a great hit already.

A. W. Roos, chief accountant of the Chicago store of the Columbia Phonograph Co., accompanied by his wife and two children, spent a week here recently visiting Mr. Roos' parents.

Ralph Connor, of the Columbia Co.'s retail sales department here, has gone on a two weeks' vacation, which will be spent at Hot Springs, Ark. Miss L. L. Biest, secretary to E. B. Walthall, manager, is spending two weeks' vacation at Wright City, Mo.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports trade fair. He left on Sunday, July 4, for the National Talking Machine Jobbers' convention at Atlantic City, N. J., and expects to be away ten days.

A. A. Knight, of the Knight Mercantile Co., returned recently from a week's trip to Chicago and other Illinois points. He reports trade moving along pretty fair.

D. K. Myers, the Zonophone jobber, reports trade for June very fair, and that prospects are favorable.

Manager A. J. Robinson, of the talking machine department of the Thiebes-Stierlin Music Co., reports that the demand is good for high-class instruments. He also reports a good trade on instruments for country and summer homes and also for outing parties.

Mr. Victor, of Victor & Wilson, Columbia, Mo., a moving picture concern, was here recently to close a deal with the St. Louis Talking Machine Co. for an auxetophone.

Emile Kaliski, of the Kaliski Music Co., Monroe, La., spent one day here on his way home from the National Piano Dealers' convention at Detroit, Mich.

George Porth, a talking machine dealer of Springfield, Mo., was also a recent visitor here.

VICTOR DEPARTMENTAL CLOSING.

Motor and Pressing Plants Will Have Two Weeks for Cleaning Up—Rush in Cabinet Factory.

The Victor Talking Machine Co., Camden, N. J., will inaugurate its annual two weeks closing down in the motor factory and pressing plant on July 26, and remain closed in these departments, only, the last week in July and the first week in August, enforcing vacations in these factory departments during that time rather than to have their force more or less demoralized by vacations or other lay-offs continuing during the summer months.

These two weeks will be devoted to the general cleaning up, painting and repairing that is always necessary periodically in a large active concern.

None of the other departments are affected, and the cabinet factory cannot close down, as it is working night and day and getting ready for its removal into the mammoth new cabinet factory now in process of construction.

VICTROLA AND PLAYER-PIANO.

Wm. B. White Succeeds in Accompanying Voices of Grand Opera Singers in Difficult Selections With Player-Piano to the Delight of Cultivated Audience—Some of the Problems to be Overcome.

In many of the leading hotels all over the country it is a common sight to see the orchestra accompanying the Victor Auxetophone or Victrola in a very creditable manner and as a rule greatly enhancing the beauty of the local selections by prominent artists.

The player piano demonstrator in one of the large department stores of Greater New York, however, has succeeded in accompanying some very difficult arias and even the famous sextet from "Lucia," that marvel of recording, played by a Victrola, with a player-piano, in a way to bring the audience, consisting of people who were in a position to appreciate true musical quality, to its feet in one great ovation.

The man who accomplished this was William B. White, whose technical discussions on the subjects of piano scale drawing, piano construction, regulating and tuning have appeared in The Music Trade Review for some years, and who is a musician of fine discernment.

In referring to the achievement, Mr. White said: "Whether the idea of accompanying grand selections, rendered by a Victrola or a player-piano has ever been carried out before or not, I am unable to say, but in this instance it was of my own conception. For over a week preceding the recital I practically remained closeted with the Victrola and the player-piano.

"Each record had to be played over innumerable times until the speed of the machine had been so adjusted as to render the pitch exactly that of the player-piano. Then the playing of the music rolls had to be studied until they could be played in exact accordance with the personal delivery of the singer.

"The music rolls could, of course, be so played as to exhibit the individuality of the operator; the records naturally displayed the individuality of the singer or singers. To get these two factors working in complete harmony was far from being an easy task.

"When accompanying a singer in the flesh it is a comparatively simple matter to follow him, for each note can be watched, as it were. Where the tones issued from the depths of the sound-box, from nowhere, so to speak, a most weird impression is forced upon the operator at the player-piano."

COPYRIGHT LAW IN FORCE.

The new copyright law went into effect Thursday. On records using copyright music, etc., the manufacturer is required to "furnish a report under oath" on the 20th of the month. The first royalty payments are therefore due August 20, and not on the first, as has been erroneously stated.

The Talking Machine Co. Film Service, Inc., of Rochester, N. Y., have been incorporated with the Secretary of State at Albany, with a capital of $3,000, for the purpose of manufacturing and dealing in moving picture films, projecting machine apparatus and supplies. The incorporators are Arthur A. Schmidt, Sophie M. Rice and Ethel A. Gardiner, all of Rochester.

Don't become discouraged if your first window displays are not effective; keep trying, but do more thinking; learn to improve by observation and experience.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Business Conditions Show Slight but Encouraging Improvement—Better Times Looked for Soon—Offer Space at Canadian Exhibition—Comment Upon the Latest Victor Co. Move—More Opinions Anent the Copyright Question—J. E. Hough's Letter—J. E. Hough, Ltd., Takes Over Assets of Russell Hunting Co.—New Beka Records—New Edison Machines on August 1—July Gramophone Records—New Company in Manchester—Record Prices for Rubber—Other New Records—Plans of the Colmore Depot—Telegraph Rates Reduced—Gramophone on Polar Expedition—New Rena Co.'s Machines.

(Special to The Talking Machine World.)
London, E. C., July 7, 1909.

Business conditions in general trade circles indicate an improvement which, though slight, is happily the forerunner of a steady and gradual return to the normal. Even in the talking machine trade things have brightened up somewhat, and while there is little prospect of a continuance over the summer, it is morally certain that by the end of September at the latest business will be in full swing again. As yet it is rather too early to arrive at any definite conclusion touching upon trade during the whole of next season, but the country is generally fairly quiet, labor troubles are conspicuous by absence, harvest prospects are good, money is freer, and everything seems therefore to point to considerably better times ahead. General exports are fairly good, while some colonies offer an exceptional field just now for talking machine goods. In South Africa, for instance, mining and prospecting are active, and agricultural industries are also growing. This prosperity very quickly repeats itself in the accounts of those traders handling luxuries, and a strong effort should therefore be made by British and other manufacturers of talking machine goods to obtain a share of the trade.

The Canadian National Exhibition.

The manager of the Canadian National Exhibition of Toronto offers in August free space to British Chambers of Commerce for collective exhibits. It presents a good opportunity to talking machine firms, and it is surely possible to get up a representative exhibit of musical merchandise.

The World Covers the World.

Since the favorable decision of the United States Supreme Court finally upholding the Berliner patent in that country against all comers, the Victor Talking Machine Co., of Camden, N. J., have addressed a letter to the English advertisers in The Talking Machine World, wherein they carefully set out in detail a close analysis of conditions as they now exist in the American talking machine trade. Now, as this letter was sent not by request, obviously it had a very pertinent mission to fulfil, and the only interpretation one can place upon it is a request to "keep off the grass." The American market may be the just and legitimate preserves of the Victor Talking Machine Co., and in soliciting advertisements for this paper we have always recognized it. But apart from the patent situation, there is not much opportunity to trade with the States, since the enormous tariff wall precludes English houses from exporting their goods on a profitable basis. It therefore follows that British traders are only represented in The World to appeal to colonial and foreign markets other than America, and consequently neither the Victor nor any other company need alarm themselves with the idea that The World's English advertisers are seeking to sell their wares in the United States.

More Points for Copyright Committee.

It is very gratifying to note that the propaganda started in these columns against any form of tax upon records is meeting with general satisfaction throughout the trade. Important manufacturers have freely expressed their strong reasons for and against any restriction of this industry which would undoubtedly follow the imposition of the music publishers' unjust demands, and it is only fair that these sincere convictions should meet with very weighty consideration at the hands of the Board of Trade committee, whose secretary, in the course of a recent interview, stated that whatever the conclusions arrived at, they would be based upon the fairest and most impartial findings. Up to the time of writing no further meeting of the committee has been held, and several important trade witnesses have not therefore yet had the opportunity of expressing their views. Let it be distinctly understood that the recent meeting of record and perforated music roll makers resulted in a determination to oppose any levying of a tax, but should the committee take an alternative view, then, and then only, it is suggested that the authors' demands will be justly met by a royalty of one farthing on cylinder records, and a penny on double-sided discs; these amounts to be due only on records actually sold.

Mr. Hough's Views on Copyright.

J. E. Hough, whose large interests in this matter entitle his remarks to very secrons consideration, expresses his views as follows in a letter to The World:

"To the Editor Talking Machine World:

"Dear Sir—In response to your request I comply with the desire for my views on the question of the imposition of royalties on the manufacturers of talking machine records. I dislike personal correspondence in the press, but the importance of this subject to our trade causes me to depart from my usual attitude.

"In the first place, having given every consideration to this matter and tried to look through other people's spectacles as well as my own and those of the trade, I can see no real legitimate ground why any burden should be imposed, and I venture to say that there is no copyright owner who would ingenuously refuse the publication of his work on 'sound' records. Of course I am aware that, actuated by spurious feelings of cupidity and jealousy, some authors and copyright owners have professed to make a great noise of the 'injury' done to them. On the other hand, composers who have not become famous frequently appeal to the trade and in many cases offer manuscript copies of their productions, soliciting that they should be popularized in advance of printing, by publication as sound records. This experience has been mine continuously during the last 16 or 18 years.

"While on the subject of 'injury' to artists, let me mention that in England phonograph records are sold retail for 9d. All persons engaged in the business can realize the expense of distribution and leakages to the manufacturers arising from returns, obsolete and unsalable records, and also breakages, hence the profits are already reduced to a very fine point; indeed, if a duty is imposed it will be necessary to raise the price, and that price will be borne in most cases by a very humble section of the population. The cheap phonograph record brings a gleam of sunshine and pleasure into the homes of those who have no other means of musical recreation, such as a piano, and no skilful education to manipulate it even if they had one. How does the copyright owner suffer in this case? Those persons would never require to buy a copy of his music, but indirectly benefit might come to him or the author by inducing the purchaser of the record to visit some concert or other place where the musical selection was being played in its entirety. The fact must also not be overlooked that talking machine records of necessity only contain an excerpt or selection from an ordinary composition or song, its duration being limited to a very short period of time.

"As to injury is inflicted on the author or copyright owner by persons in a higher station of life in consequence of purchasing talking machine records, I have a deep conviction that such persons, possibly admiring the selection they hear on their talking machines, would be more likely to go and buy a complete copy of the music in order that they might have it to produce the whole in their homes than they would have been had they never purchased the record containing

THE ONLY
5-MINUTE CYLINDER RECORD
"EBONOID,"
COMBINATION ATTACHMENTS
(PATENT 2196-09)
FOR ALL EDISON MACHINES.
ALSO "CLARION"
CYLINDERS and 10-in. PHONO CUT DISCS.
WE CAN INTEREST YOU. WRITE US.
The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

FROM OUR LONDON HEADQUARTERS—(Continued.)

a selection only, and I fail to see that there is any justice whatever in this cry, which I honestly believe to be thoroughly spurious, coming from copyright owners or authors. If, however, the British section of the International Convention should decide to impose a tax, it seems to me the difficulties attending its equitable collection will be enormous, but they present themselves to my mind in such varieties as would more than exhaust the possibility of being included in this letter, and any person who chooses to give close study and who knows anything at all of the incidences of this business can readily enough conceive them for himself.

"One great question will require solution, and that is as to whether a duty shall be retrospective, that is, will be applied to selections which are already in existence, or whether it shall only be applied to products yet to come. The former seems to open a field of great consideration. Copyright owners have purchased these productions, many of them, for a mere bagatelle in the past, without any expectation whatever of remuneration from this source; authors are dead and it would be extremely unfair to impose restrictive duties on this industry for the benefit of making presentations to copyright owners who have neither been authors or composers in the past and who have given no consideration whatever for the privileges now sought to be conferred. It seems only equitable that the past should remain as the past, and if duty is imposed at all it should only apply to the creations of the future.

"The next important consideration is as to whether the copyright owner of the future should be at liberty to enter into the open market to sell his wares; should this be the case it will mean an extinction of the weaker members of the business to the benefit of the stronger. Copyright owners who are already disparaging the cupidity to which I have referred would simply hawk the goods to sell to the highest bidder to the exclusion of others. This appears to contain an element of justice, but it must be remembered that the position is unique, industries have been established under lawful conditions, and the exclusion of a selection which becomes highly popular would inflict a considerable injury to the general trade and to the immense advantage of the longest purse.

"Indeed it would establish a state of competition which is extremely undesirable and would not in the end be beneficial to the holder of the copyright. For example, take an opera—20 to 30 selections may be made from an opera, not in all cases exactly as written by the author, but cut down so as to give the most effective representation of various selections within the compass of a two to three minute reproduction.

"Another important factor which has obtained in the past would be eliminated; the producers of talking machine records have in the past vied with each other in the production of the best parts of the selection and in the mechanical excellence of that production, thus giving an assurance which should be gratifying to the author that his creation is placed before the public in the most excellent manner, mechanically speaking, in which it can be done. This competition leads, and has led in the past, to the improvement in the recording of sound and to the development of this industry. One has only to compare a sound record of a few years ago at a very high price with that which is produced today at less than a quarter of the money to realize the truth of this statement.

Among other matters which also require attention there is one which strikes me very forcibly, though I have not heard it mentioned by any of my confreres; it is as to the duration of the copyright, and as to the ridiculously infinitesimal prices which are paid for it; this matter should receive close attention if it is deemed advisable that fees should be paid as suggested. Compare a patentee with an author—the creations of both are the result of brain effort and may be said of genius; the patentee goes to an enormous expense illustrating and describing his work, necessitating the assistance of a skilful profession, and he has heavy duties to pay which are continuous for 14 years, contributing to the revenue of the country, and at the end of 14 years his invention becomes public. The author or composer pays a paltry registration fee of (I think) 5s., hands in a copy, and without any further trouble whatever on his part his production is protected for over 40 years; this seems absurd, and he ought to be placed more in the position of the patentee. If his composition is worth keeping alive he should pay fees in like manner; if he fails to do so it should become public property, and in any event the duration of that which is now sought to be imposed should be much curtailed, particularly if it be now decided to grant him a royalty without personal responsibility or effort of any kind, simply to fatten on the labor of others, go to sleep (so to speak) periodically, and receive his fees for so long a period. It is a preposterous proposition.

"I am very much afraid copyright owners and authors have not realized the great advantages they have for so many years enjoyed in contradistinction to others equally entitled to protection. This is a many-sided question, but I must ask you to excuse me for discussing it in so lengthy a letter as this, which possibly you may think worthy of taking a part in this controversy."

An Important Move.

As announced in these columns last month, the firm of J. E. Hough, Ltd., have taken over the plant, machinery, matrices and other assets of Russell Hunting & Co. The whole of the Sterling matrices are now in the Peckham works, while most of the machinery was sold by auction, June 28, at the old Russell Hunting Co.'s factory at Cambridge Heath. This is the grand

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climax and final exit of the Russell Hunting Record Co., Ltd., from the ranks of the cylinder record makers, which considerably lightens the burden of competition which characterized this branch of the industry during the last few years. In many quarters much regret is felt at the passing of the old Sterling organization, but it is some satisfaction to know that under the able auspices of J. E. Hough, Ltd., the Sterling record will live again to amuse the countless thousands of its admirers throughout the world.

Current Beka Issues.

The current Beka issues include one of the popular 12-inch double-sided Meister records by the Beka Symphony Orchestra. These selections —"Wotan's Farewell and Fire Music" from "The Valkyrie" (Wagner), and "Prize Song and Dance of Apprentices" from "The Meistersinger" (Wagner), present many difficulties in recording by reason of the diverse instruments employed in the original score which are necessary in obtaining an adequate and successful representation of the work. These Beka isues are up to the mark in every respect, while of the other impressions in this list I would mention the following: "Sullivan Memories," part 1 and 2; "The Chancellor" (march), "La Victoire," "Dance of the Kittens," and "The Donkey Laugh" (march) are all good selections by the Beka London Orchestra. Of songs we have "Only An Old-Fashioned Cottage," by James Hudson; "What Might Have Been," "A Sergeant of the Line," "My Old Shako," the last three being sung in fine style by Harry Thornton.

New Edison Machines.

Formal notice has been conveyed to Edison dealers that about August 1 the National Phonograph Co. will place upon the market several new machines, which should have the effect of helping dealers and factors to largely increase their turnover during next season. Particulars as follows: The Edison Fireside phonograph, price 4 guineas, plays both Standard and Amberol records, is equipped with a new reproducer, model K, which will play either record by simply turning a small lever, bringing into use the particular sapphire required. In addition to the regular types of Standard, Home and Triumph machines, there is now three new models to be known as Edison Standard Combination phonograph, the Home Combination phonograph, and the Triumph Combination phonograph at £5 15s., £8 8s., and £13, respectively. These machines will play either record, and are equipped with models "C" and "H" reproducers. On and after August 20 the price of the "Gem" phonograph will be reduced to £2 6s., and the list price of both models "C" and model "H" reproducers to £14 6s. On August 19 the present existing exchange on reproducers will be discontinued. Traders must exchange such repros as they have on hand prior to this date, and place orders for an equal number of model "C," in order that the transaction may be completed before the new prices become effective.

Many Good Things in Gramophone List.

The July Gramophone list contains many good things, and from a recording point of view the following records are excellent: "Festival Overture" (Tschaikowsky); "Rustic Dance II" and "Graceful Dance III," by the band of H. M. Coldstream Guards; "Suspiros de España," Spanish Royal Band of Halbadiers; "Brune ou Blonde," valse (Waldteufel), La Garde Republicaine; "Yankee Shuffle" (Moreland), Pryor's Band; concert music—"Annie Laurie," John Harrison; "Your Tiny Hand is Frozen" (Rudolph's Narrative) ("La Boheme"), sung by Evan Williams; "I Hear You Calling Me," Hirwen Jones; "Arab Love Song" (Hobart-Hein), H. Macdonough; "At the Mid-Hour of Night" (Cowen), Miss Agnes Nicholls; "Dove Sone" (Mozart), by Fri. Signe von Rappe; "Jerusalem" (Mendelssohn), Miss Perceval Allen; "Time's Roses" (Barry), Miss Pelgrave Turner; "Love Is Means to Make Us Glad" (German) Miss Margaret Cooper; "The Lord Is My Shepherd," Mme. Dews; duet, "Marie Magdaleine" (Massenet), Mme. de Montalant and Mons. Beyle; "Hip, Hip, Hurrah!" and "Many a Lover," from Leo Falls' "Dollar Princess," and sung by the Dollar Princess operatic party; "Humoreske" (Dvorak), instrumental, by the Renard Quartet; " Three Studies" (Chopin), piano, by Herr Wilhelm Backhaus; "Bonnie Lezzie Lindsay," humorous record by Harry Lauder; and "Carmena" (Lane Wilson), whistling record by Charles Capper.

Discharge in Bankruptcy.

Jacob Dyon, lately trading as the Universal Talking Machine Provider, at Bishopgate street, applied for his discharge as a bankrupt, but the court refused the application and suspended his discharge for two years.

A New Microphone.

Two Swedish engineers have invented a wonderful new microphone, so sensitive as to enable telephone communication over double the distance now attainable.

Megaphone for Witnesses.

Owing to the bad acoustic properties of the Old Bailey courts, Justice Darling is asking to be supplied with a megaphone for the use of witnesses.

New Company.

Perfectophone, Ltd., capital £10,000 in £ shares; objects, to acquire certain British, American, Canadian, French and other patents relating to the manufacture of railway signals, lamps, talking machines and records, magazine holders, etc., and to develop and turn to account the same. Private company. Registered office, 62 Royal Exchange, Manchester.

Subject for a New Lauder Song.

Mrs. Harry Lauder, wife of the famous comedian, had an exciting experience while taking home a bulldog which her husband had bought in Blackburn and sent to London by train. At Easton the dog broke loose and tasted the calves of two porters. In company with Mr. Vallance,

ROYAL APPRECIATION

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BY APPOINTMENT To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

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56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

her brother, Mrs. Lauder drove in a motor-brougham to fetch the dog from Willesden station. On the way home the beast attacked Mrs. Lauder, biting her in the leg. Mr. Vallance tried to save her, only in turn to be viciously attacked himself. Mrs. Lauder fainted as man and dog rolled over in the street, Mr. Vallance struggling to keep the animal's teeth from his throat. Three policemen hurried to the spot, and after a fierce fight the dog was killed. Mrs. Lauder and Mr. Vallance were taken to the hospital, and both were able to return home after having their injuries cauterized and dressed. The next time Mr. Lauder buys a bulldog—well, will he ever?

High Prices for Rubber.

The price of India rubber, which has become one of the necessities of industrial life, touched record figures in London this week. Para rubber sold for 6s. 3½d. a pound, and fine plantation rubber, 6s. 10d. A few years ago rubber of any sort was a drug in the market at 3s. a pound, but the uses to which it is put have increased rapidly of recent years, and prices rule accordingly.

Russia to Fall Into Line.

About to become a signatory to the Berne convention, Russia has a new copyright bill before the Duma which has passed both readings. Rights are limited to thirty years only.

New Tetrazzini Records.

Five new gramophone records by Mme. Tetrazzini have been issued, and they are meeting with a ready demand.

"Twin" List for August

The "Twin" list for August is full of good things, while in the September impressions we are promised selections by the band of the First Life Guards; all for 2s. 6d., double-sided!

Simulated Bechstein Name.

A heavy fine and costs was imposed upon Henry Zender & Co., Ltd., of Cazenove Road, Stoke Newington, for causing to be applied to a piano the false trade description, "C. Eckstein, Berlin." The prosecution was at the instance of the well-known piano manufacturers, Messrs. Bechstein, of Wigmore street. There was no such name as C. Eckstein on the German register of pianoforte manufacturers, and the magistrate said the defendants were guilty of an absolutely fraudulent action.

The New Political Campaign.

Twenty-nine political vans start a summer campaign shortly, each equipped with gramophone and records of speeches by some of the leading statesmen of the day. Other records, comprising band and song selections, will also be carried, presumably to start the ball rolling. The suffragettes have not announced their intention of opposing these political meetings, and it is morally certain they won't ask for the vote here, since the gramophone politicians would not argue if they could.

Colmore Depot's Active Program.

The Colmore Depot (Birmingham and Manchester), through Frank S. Whitworth, writes The World as follows: "Dear Sirs—We have pleasure in advising you that our program for the coming season is now very nearly complete, and we shall be shortly placing same before all Midland dealers. Our campaign will be a very progressive one this season. Not only shall we have the new patterns of Edison phonographs and of Zonophones to place before our customers, but we are introducing into the market for the first time a special line of machines, which will be built for ourselves, and which we shall guarantee as being absolutely tip-top quality. These machines will be suitable for retailing at popular prices. In addition to machines, we have every anticipation of a very successful 1909-1910 season for Amberol records, and for the Zonophone and Twin records, those three being our staple lines, together with the evergreen "Standard" Edison records.

"The enormous demand that we have experienced for Gem attachments has given us good hope for what we shall do later on. We placed one of the biggest orders for these Gem attachments that the Edison Co. received in Great Britain, yet so far we have only just been able to keep pace with the orders we have received, besides which we find that where dealers are buying the Gem attachments they are also buying heavily of the Amberol records, so that by pushing the attachment the dealer is reaping double profits by selling Amberol records in the same quarter. We are emphasizing this point very strongly to all our dealers, and consider that those who have taken our advice have benefited very largely during the last few weeks."

Latest Clarion Records.

Clarion records to hand this month include six 100-thread and six of the new "Ebonoid" 200-thread style. The Standard records are: "You Might Shake Hands," Charles Lester; "For Months, and Months, and Months," Harry Fay; "The Wedding o' Sandy MacNab," Jock Walker; "Stars and Stripes" (march) Premier Military Band; "Vision of Salome," Bijou Orchestra; and "Lucinda's Serenade," Premier Concert Orchestra. The "Ebonoid," which are remarkably good, cover the following titles: Grand march, "La Reine de Saba," Premier Concert Orchestra, which also is responsible for "Sunday with the Troops"; "The Dollar Princess," and "Pot Pourri"; Stanley Kirkby sings "The Bandolero" in fine style, while "A Smoking Concert," by Messrs. Kirkby and Godden is a good selection of a humorous character.

Lower Rates for Telegrams.

At a recent meeting the Postmaster General intimated that in a few months time it would no doubt be possible to send telegrams to every part of the Empire at a shilling for 12 words. He had particulars of an invention by which 60,000 words could be transmitted per hour.

The Gramophone in the Antartic!

About the only deviation from the hardships of Lieut. Shackleton's historic expedition in search of the "Pole" was the joyful gramophone concerts which crowned many a strenuous and exciting day's work. And the famous explorers were not the only ones appreciative of the music, for hundreds of penguins joined the company, and seemed to listen with the greatest interest. "Put Me on an Island Where the Girls Are Few" seemed especially to the liking of the older birds, but the younger generation of these queer creatures hung their heads in sadness. Perhaps next time the gramophone is taken South it will record their sentiments. In the meantime we have to acknowledge that the gramophone has fulfilled yet another mission in life, and next time it goes "farthest South" I hope it may reach the Pole.

Rena Co.'s New Line of Machines.

I have had an opportunity of inspecting the Rena Mfg. Co.'s new line of interior horn cabinet machines, which are put up in oak, mahogany, satin walnut, maple, and other woods, and range in price from £10 up to 27 guineas. In point of value it would be impossible to give the palm to any particular model, since without exception each one represents the finest workmanship and finish which it is possible to obtain at the price. All are fitted with the famous planet motor, while a new feature in this class of construction is the patent mouth-shaped sounding board forming the top of the otherwise square-tapered interior horn. Several records were tested, and even with the cheapest model the reproduction was marked by an absence of the usual muffled-like sound so much associated with this class of machine. The cabinet designs are of an original nature, while at the same time being neat and dignified in appearance. Altogether the "Sonola" cabinet machines, as they are designated, form a splendid selling line for home and colonial traders, to whom the Rena Co. offer most generous terms.

Quicker Time With American Mails.

A saving of several hours in the landing of the American mails is now effected by a new plan of making Holyhead a port of call direct from Queenstown. By this arrangement some eighteen hours are saved, as very often the boats are held up at Liverpool bar by a dead low tide.

A Columbia Move.

The Columbia Co., having decided to do a factors' business only, have located their offices, stock room and staff at their factory. Factors' orders are now being sent direct to the new address, Bendon Valley, Garratt Lane, Wandsworth, S. W., and all shipments are being made from

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WHOLESALE, RETAIL and EXPORT TRADER
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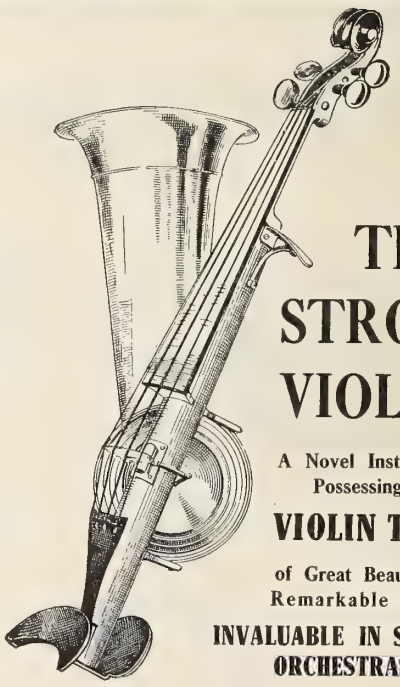

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These instruments are used by all the leading Talking Machine Companies.

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We have a special proposition to make to Musical Instrument Dealers.

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GEO. EVANS, Successor to **CHAS. STROH**
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there. Much time is saved by this arrangement, as must inevitably follow the concentration at one spot of the manufacturing, order and despatching departments of the business. This move is the logical outcome of the change in business policy inaugurated some time ago by the Columbia managers, when they determined to retire from retail trading and conduct a wholesale business only. The trade was fully advised of this decision at the time, but it was impossible to carry through all the various stages of the new plan without some unavoidable delay. However, all obstacles have now been overcome, and the policy of dealing exclusively through factors is in active operation. Dealers' orders will not be filled direct, but will be referred to the factors.

Zonophone July List.

The Zonophone July list is a good one, and from which I would mention the following: "Austrian March," concertina solo by Alexander Prince; "Juliana March," by Mr. Tapiero on his ocarina; operatic selection, "La Traviata," well sung by E. Pike and Miss A. Yarrow; "Yeomen of the Guard," by the Black Diamond Band; "A Jovial Monk Am I," by Peter Dawson; and "Two Eyes of Gray," by Ernest Pike.

Lower Rates for Cablegrams.

Rates for cablegrams in the European system will be reduced by ½d. per word as from July 1. On which date also the new rule that artificial code words must be pronouncable comes into force.

Here's a State of Things!

At a recent London County Council meeting it was mentioned that music licenses in London are granted under the Disorderly Houses Act of 1751.

Columbia Indestructible Records to be Introduced.

The Columbia Indestructible cylinder record will shortly be placed on the English market by J. G. Murdoch & Co., Ltd., who have secured the sole selling rights for the United Kingdom. There should be a good field for this class of record, but hitherto attempts in this direction have not been good enough for the record buyer. And although this new record appears to be scientifically constructed along lines which will withstand the ordinary fluctuating temperatures of our climate, the success of an indestructible record has yet to be demonstrated on this market. If it fails in this consummation it will not be the fault of Messrs. Murdock & Co., whose organization stands second to none among the factors in this country.

Capital Is 1,250,000 Marks.

Messrs. Linastrom, whose capital was placed at 750,000 marks in this column last month, inform us that it is now 1,250,000 marks.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, July 3, 1909.

Liverpool traders generally are going through a quiet time. Holidays are now generally in vogue throughout the trade.

Cramer & Co., who have one of the finest window displays in Liverpool, report good sales, especially with the "Pigmy Grand" machines.

Archer & Co. have found their Gramophone salon a decided success. Closed in, away from the noise and bustle of the street, customers are enabled to listen to the records they propose buying under the best possible conditions, and, as a result, their business is increasing.

Mr. Johnson, the wholesale factor in Whitechapel, is most enthusiastic over the Clarion products; also over the new Clarion attachment for the Edison machines, and anticipates doing a large trade in them.

Messrs. Richardson, of Paradise street, look for large sales of Edison goods during next season. Mr. Abbott, the manager, considers that thousands of Amberol records will be sold as soon as the buying public get to know that with the Gem attachment they can obtain equally as good results as with the larger machines.

The Melograph Disc Record Co. have given up their offices at 22 Sir Thomas street and consolidated their business at one address—namely, 26 Jasmine street, Everton Road, Liverpool, which is the recording department.

MANCHESTER.

Manchester, July 4, 1909.

In Manchester business looks much more promising than for some time past. The Lancashire "wakes" or holidays are just commencing, and from now till the end of September this will be the principal thought of most of the people in the district.

Messrs. Richardson, of both Manchester and Blackburn, expressed themselves as well satisfied with business during the past few months. They have already issued circulars to the trade regarding the future prices of Edison goods, which have been considerably reduced. They are making special efforts to push the new Edison attachment for the Gem machine, as well as the larger machines, and anticipate exceedingly large sales to result therefrom. They will, in addition, handle the new Zonophone machines at £2 2s. and £4 4s., respectively; also Zonophone and Twin records, besides which they will have several special models of their own disc machines. Altogether, Messrs. Richardson appear

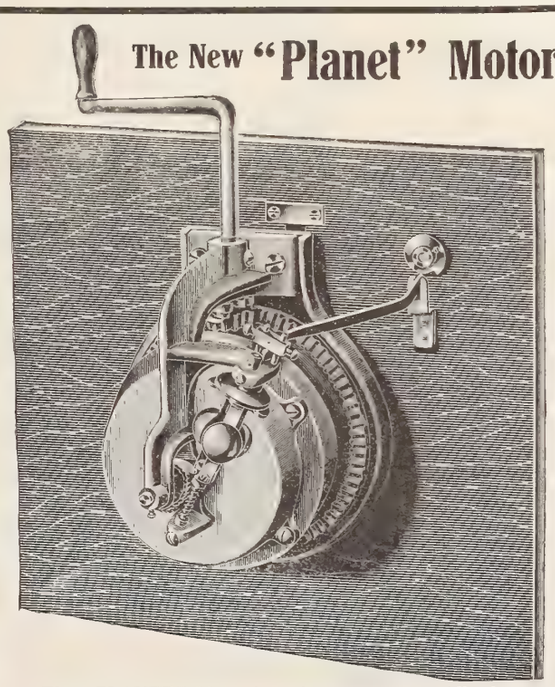
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor —WE'VE GOT THE MOTOR!

"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in by 16 in. by 8½ in. Fitted with "PLANET" 24 minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

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TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

to be well on with preparations for the next season's requirements.

Mr. Duwe, of High street, considers that we have now reached the bottom of the lengthened depression, and, taking all facts into consideration, trade is slightly better than it has been for some time past.

Mr. Davies, of the Colmore Depot, Deansgate, states that they are experiencing a considerable demand for the new Clarion Ebonoid five-minute attachments, which are now made to suit all types of Edison phonographs. Exceedingly simple in construction, they may be attached by a novice to the existing machines. They also supply a special stylus bar with the sapphire fitted with the outfit, and from what we understand the demand is likely to be exceptionally large.

At Robinson's, Deansgate, where they make a special feature of the export business, some very nice orders have been shipped during the past week or two to various parts of the world, West Indies, etc., etc.

LEEDS.

Leeds, July 4, 1909.

In Leeds normal conditions still exist. Stock-taking and balancing up of the previous year are occupying the attention of some of the dealers here. This and the summer holidays are the most important events at the moment. The traders in this district are very optimistic, believing that business is likely to improve as soon as the holiday season is over.

J. Ribbons, of Hilton & Co., states that he anticipates the next season will be a very good one. They will have several novelties for the market.

The Perfectophone Co., in Kirkstall Road, anticipate that the forthcoming season will be a phenomenal one as regards sales in the specialties which they make.

Scott & Co. have given up their establishment in Albion street and will confine themselves to the wholesale business, with premises in King street.

BRADFORD.

Bradford, July 4, 1909.

In Bradford, like other towns in Lancashire and Yorkshire, traders are looking forward to improved conditions.

Business with the Parker Phone Co. is about normal.

Joshua Marshall & Co., Ltd., 19-21 Bank street, have extended their show rooms right through into Queensgate and have decided to make the Gramophone department a separate adjunct on a lower floor. When completed it will be a distinct advantage, and there is no doubt that a separate salon for the Gramophone and record trade is necessary in a high-class piano and musical instrument business.

Messrs. Appleton, the wholesale dealers, report business as quite satisfactory, both here and in Leeds. Mr. Appleton makes a special feature of handling popular goods at popular prices.

At Dyson's, Ltd., the cylinder trade is quiet, but Mr. Tidswell thinks that there is a slight improvement on the summer trade of last year. Roller skates are occupying the bulk of their attention at the moment. Although we cannot say definitely we believe that next year Edison goods and Zonophone and Twin products will be their special lines.

Mr. Moore, of Manchester Road, is placing a new hornless machine upon the market called the Premier.

Regarding the copyright question, although the factors here received communications upon this subject from the chief manufacturers, in nearly each case, however, they recognize that it is a question that concerns the manufacturers far more than the dealers. The general opinion, as far as we can gather, is that if there is to be a tax upon the records it should be only upon those

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The Largest and Most Comprehensive Repertoire in

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15 Elphinstone Circle, FORT, BOMBAY

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actually sold and not upon the records that the dealer stocks, as in many cases a considerable number of records are removed from the lists and returned, and it would obviously be very unfair to have to pay royalties upon records that were not actually sold to the public.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., July 9, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JUNE 15.

Amapala, 5 pkgs., $275; Antofagasta, 8 pkgs., $224; Colon, 4 pkgs., $195; Demerara, 9 pkgs., $313; Guayaquil, 3 pkgs., $104; Havana, 29 pkgs., $798; 11 pkgs., $436; London, 4 pkgs., $693; 128 pkgs., $5.059; 23 pkgs., $2,949; 150 pkgs, $4,207; Manila, 9 pkgs., $613; Maracaibo, 7 pkgs., $122; Paita, 13 pkgs., $340; Rio de Janeiro, 10 pkgs., $1,358.

JUNE 22.

Berlin, 30 pkgs., $260; Cartagena, 11 pkgs., $155; Cape Town, 13 pkgs., $293; Havana, 3 pkgs., $183; 3 pkgs., $150; London, 15 pkgs., $574; 34 pkgs., $923; 96 pkgs., $3,535; Maracaibo, 3 pkgs., $233; Para, 32 pkgs., $1,756; St. Petersburg, 5 pkgs., $174; Sydney, 5 pkgs., $795; Tampico, 7 pkgs., $322; 3 pkgs., $310; Trinidad, 10 pkgs., $293; Valparaiso, 2 pkgs., $249; 3 pkgs., $115; Vera Cruz, 88 pkgs., $2,934.

JUNE 29.

Buenos Ayres, 55 pkgs., $4,179; Callao, 5 pkgs., $124; London, 30 pkgs., $491; Sydney, 13 pkgs., $1,955; 266 pkgs., $7,100; Tampico, 17 pkgs., $793; Vera Cruz, 68 pkgs., $2,908.

JULY 7.

Berlin, 200 pkgs., $1,370; Buenos Ayres, 126 pkgs., $9,005; Capetown, 68 pkgs., $1,925; Guayaquil, 4 pkgs., $209; Hamburg, 1 pkg., $127; Havana, 16 pkgs., $1,126; 7 pkgs., $171; Hong Kong, 30 pkgs., $1,039; London, 476 pkgs., $4,293; 14 pkgs., $569; 9 pkgs., $222; Manila, 10 pkgs., $711; Melbourne, 3 pkgs., $180; 3 pkgs., $306; Milan, 3 pkgs., $100; Para, 10 pkgs., $487; Rio de Janeiro, 7 pkgs., $453; 50 pkgs., $940; Savanilla, 7 pkgs., $198; Singapore, 10 pkgs., $692; Tampico, 29 pkgs., $1,099; Valparaiso, 2 pkgs., $140; Yokohama, 20 pkgs., $1,649.

It pays to advertise when business is good, to let people know what you have, and when business is poor to let them know you are still selling goods.

EDISON'S RECIPE FOR SUCCESS.

Hold on When Others Get Discouraged—Must Toil Unremittingly and Face Many Disagreeable Experiences in Order to Reach the Top—An Inspiring Article.

The question of success and how to attain it is always a familiar topic. It makes good copy, no matter in what calling one may be engaged. Everyone has aspirations and ideals and whatever the station of life may be the American spirit is to look and aim higher up.

Take the career of Thomas A. Edison, the inventor of the phonograph, for instance. Here we have as an example a man who from a newsboy has worked his way up to the very top in the scientific world, and a man, too, who has won a fair share of the world's goods as a reward for his ability and industry. How great men have climbed the ladder of success is always interesting, and it is worth listening to Edison's recipe. He said some time ago: "In scientific work, as in all other work, the chief factor of success is the power of sticking to one thing. I attribute all that I have accomplished to the fact that I hold on where most persons get discouraged."

Stated another way, the reason why most men fall short of success is that they are unwilling to pay the price. They are not willing to toil unremittingly in the face of discouragement. They want the fruits, but are unwilling to plant and tend the tree for years.

One goes to a concert by a famous pianist or violinist or singer. One admires and marvels at the ease with which the artist produces wonderful music. One wonders why the musician should receive a thousand or two thousand dollars for doing such an easy thing.

But one never stops to think that perhaps for twenty years the artist practiced hours every day to learn to do the thing that seems so easy.

No matter what it is in which a man or woman becomes pre-eminent, back of it all lie years of hardest, most discouraging work.

Whether one be a success as a painter, sculptor, toe dancer or an acrobat, there is only one way to reach the top—perseverance, stick-to-it-iveness.

It has been said that when Edison was engaged upon some difficult problem he would lock himself in the laboratory and work day after day without sleep. His meals were handed in to him through a window.

When he was engaged on the problem of making an incandescent electric light he tested and carbonized thousands of fibers brought from all over the world until he found the right one.

EPIGRAMS OF ENERGY.

Utilize every minute.
Systematize your hours.
Don't dodge daily duties.
Change window shows weekly.
Special monthly sale of slow stock.
Endeavor to increase yearly profits.
Be active and accurate always.

Don't put too many signs in your window; one, or possibly two, is plenty. Make them plain and short; the public hasn't time to read a dozen signs; put the goods in; they will take time to look at these.

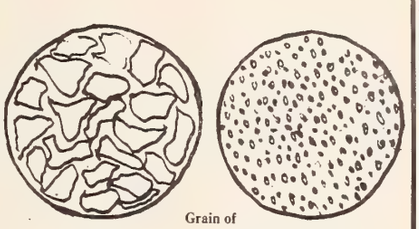
MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

Don't Buy Needles Wasting Records



Grain of

Bad Needles **Condor Needles**

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only ***Condor Needles*** are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

AROUND THE CINCINNATI TRADE.

Conditions Same as Last Month—Interest in Victrola XII.—Wurlitzer Sale to Standard Oil King—Big Sales of Fireside Phonographs—Larger Display Space for Columbia—Other News Worth Recording.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1909.

The conditions in the talking machine trade are practically the same in June as they were in May. Large dealers, who have been forced by their investment and their expenses to continue their efforts, seem to be enjoying a very profitable and satisfactory business.

The sales force of the Rudolph Wurlitzer Co. are awaiting the arrival of the new Victrola No. 12, stock order for which was placed immediately upon receipt of the announcement by the Victor Co. This instrument fills the demand which has always existed for a hornless Victor, more reasonable in price than the Victor-Victrola No. 16. The sample which was received several weeks ago was promptly tested, and its splendid reproducing qualities awakened the greatest enthusiasm among the Victor sales force.

This new style Victor-Victrola will be featured in a number of concerts to be given in representative churches and clubs in Cincinnati, and will undoubtedly be the means of increasing the volume of retail business manyfold.

One of the largest retail sales made in Cincinnati consisted of a Victor-Victrola in white and gold, which was made up especially for Alexander McDonald, the local "Standard Oil King." This instrument was made up by the Rudolph Wurlitzer Co. especially for use in the immense music room of Mr. McDonald's Clifton home. The price of the instrument itself was $500; the large number of records sold to Mr. McDonald will easily make him the largest retail Victor customer in Cincinnati.

The Rudolph Wurlitzer Co. report a heavy demand for their record albums. Practically all of the more enthusiastic Red Seal record buyers are using this system of filing their records, and nothing is more pleasing and satisfactory than to find a collection of records filed away in a bookcase, with other valuable collections of books and pictures.

The new Edison "Fireside" phonograph has had a tremendous sale, which is especially remarkable in view of the fact that trade in cheap instruments has been very light during the season. The sale of this instrument, however, shows the confidence that the dealers have in the phonograph proposition, and that while the little crossroad merchant is temporarily neglecting the talking machine line, there are plenty of up-to-date merchants who are pushing the goods and making sales.

The Columbia Phonograph Co. have changed the front window of their storeroom, giving a larger display space with a better appearance. A fine marble base to the window adds to its attractiveness. A special sale of XP gold mold wax records at 15 cents each is the feature of the month in the record line. The sale of the Indestructible records was larger in June than were the sales of last December, when a record mark was attained. Both local and wholesale the demand for these records has more than pleased Manager Nichols. He said of business with his store: "General business during the past month was away ahead of the same period last year. Cash business is on the pick-up, being much ahead of the instalment trade. The settlement of the tariff question will do much to inspire trade to its old-time vigor. I may add that the work done on the front of our store is but the beginning of improvements that are to be made looking to the handling of a larger trade this fall and next spring. I have every confidence in the future of the business here, and expect improvement right along from now on."

The Milner Musical Co. have stimulated the machine trade this month with an advertisement of the Fireside phonograph, which sells at $22. This brought in the buyers and helped trade to a marked degree since the first of this month. The outlook for this month is, accordingly, encouraging. Cash business is reported good. The workingmen are again getting where they can indulge themselves. This will help trade. This store has a regular trade of well-to-do people of the city in the Red Seal line that is a regular asset each month.

E. D. EASTON SAILS FOR EUROPE.

Many Friends and Business Associates Wish Him Bon Voyage.

On June 22 Edward D. Easton, president of the Columbia Phonograph Co., General, sailed from New York for Europe on the "Noordam," of the Holland-American line. He was accompanied by his wife and two daughters. Mr. Easton will place his family in one of the most picturesque spots in Switzerland, which he will make temporary headquarters, making trips of inspection to the various Columbia offices on the Continent. He will be back about August 1. A large number of personal friends and business associates were at the steamer's side to wish the party bon voyage.

A VISITOR FROM TORONTO.

A. F. Tero, manager of the Columbia Phonograph Co.'s business in Canada, with headquarters in Toronto, who has been visiting the executive offices for several days, left New York June 28, returning home. He is also president of the Toronto Phonograph Co. A. P. Anderson, treasurer of the same company, and at one time private secretary to Edward D. Easton, president of the Columbia Co., General, who came to New York with Mr. Tero, started back next day. The Toronto Phonograph Co. are exclusive Columbia jobbers for the province of Ontario, and are doing a fine business. M. Anderson said the Canadian talking machine outlook was excellent.

SCRATCHLESS NOISELESS

The "B. & H." Fibre Needle

is the only common-sense and logical one for use on a disc record

Scientifically Shaped,
Scientifically Prepared,

just rigid enough for the specific purpose for which it is intended.

The Ideal Needle for the Home.

THE RESULT OF SEVEN YEARS' CAREFUL EXPERIMENTATION.

"B. & H." FIBRE MFG. CO.

208 East Kinzie St. CHICAGO, ILL.

EACH NEEDLE GOOD FOR TEN PLAYINGS

Second Annual Convention

of the

National Association of Talking Machine Jobbers

Atlantic City, N. J., July 6, 7, 8, 1909.

The second annual convention of the National Association of Talking Machine Jobbers was held in Atlantic City, N. J., July 6, 7 and 8, and in point of attendance and results accomplished it was a decided success in every sense of the word. Over half of the entire membership of the association was present. Representatives came from as far as Portland, Ore., and Houston, Tex., and when the meetings were over felt that their trip had been well worth while.

With the convention opening on Tuesday, following a practically three-day holiday due to the Fourth of July, many of the members brought their families to Atlantic City, and including the period of the meetings, made the occasion a very enjoyable week's outing. Of course, the majority did not reach town until the morning of the first session, but that in no wise interfered with the entertainment features.

Shortly after breakfast the jobbers and their ladies could be seen separating in all directions, some to the inlet for a sail far out to sea, others to the beach for a dip in the surf; still others for a jaunt along the boardwalk, while those who cared not for any of these pleasures found entertainment on one of the several piers. With no meeting to bother about in the morning, the pleasure was unalloyed, and the wisdom of the plan was proven by the attendance at the meetings when they opened, for everyone seemed to realize that the afternoon should be devoted strictly to business.

James F. Bowers, president of the association, presided at all the business meetings, and to Mr. Bowers' admirable executive ability may be attributed much of the success of the association gathering.

He has devoted a great deal of time and thought to the affairs of the organization, and it must have been with a keen sense of gratification that he witnessed the success of the united efforts of the talking machine men as illustrated by the Atlantic City convention.

Considerable regret was expressed when it was known that Mr. Bowers would not stand for re-election to the presidency, but he said that his own business affairs rendered it imperative that he should cut somewhere.

Never before at a talking machine gathering have so many leading men of the industry been gathered together.

The presence of Thos. A. Edison, considered by many to be the most distinguished American of the century, lent unusual interest to the affair.

Then the men who are at the head of the business departments, directing forces of great organizations, were there. Louis F. Geissler, general manager of the Victor Co.; Geo. W. Lyle, general manager of the Columbia Phonograph Co.; Frank L. Dyer, president of the National Phonograph Co.; R. G. Royal, president Universal Talking Machine Mfg. Co., with important members of their staffs, were strongly in evidence.

The general arrangements of the convention reflected much credit upon J. Newcomb Blackman and Louis Buehn.

JAMES F. BOWERS,
The Retiring President of the National Association of Talking Machine Jobbers.

They received and deserved the hearty congratulations of their confreres upon the result of their work in arranging the convention affairs.

The plan of holding the business meetings in the afternoon worked admirably. This enabled the members to enjoy the mornings along the beach and in various forms of pleasure.

PERRY B. WHITSIT.
The Newly-elected President of The National Association of Talking Machine Jobbers.

The first meeting was called to order at the Chalfonte on Tuesday, the 13th inst. In making his annual report President Bowers said:

President Bowers' Report.

"To the officers and members of the National Association of Talking Machine Jobbers:

"Gentlemen:—On this occasion, the second of our annual gatherings, we are to be congratulated on having reached this stage of our journey, and it is proper before going further on our pilgrimage to come together for instruction, caution and advice concerning our business and its many details and ramifications. The year just closed, while not entirely to our satisfaction, has been something better than its predecessor, and the year opening holds promise of still better things. We have gone through two gruelling years and a better state of affairs will be welcomed by all of us. The law of compensation runs through all things and our recent adversity is not an entirely unmixed evil. The Association has, to an extent, been tried by fire and much of the dross of the business burned away. There is not now, nor has there ever been, any sound and valid reason for the fear of the future of the trade. Let me say to you that its future is all before it. Read carefully and ponder thoughtfully the ringing utterance of the head of the Victor Co., Mr. Johnson, on this very topic. There are, as there always will be, doubting Thomases, but we are made of sterner stuff. He who dallies is a dastard, he who doubts is damned.

"Our membership is growing satisfactorily, both in number and usefulness. We have brought about better conditions for the trade, largely through the kindly, prompt and encouraging acquiescence of the great manufacturers in our recommendations and suggestions, and to those concerns our thanks are due. I am satisfied that the manufacturers are of a mind with us in realizing that our interests are mutual, and I further believe that just as long as we carry our Association work along careful, reasonable and prudent lines, just so long will we have the support and hearty co-operation of the men who head the splendid concerns from which we draw our supplies and much of our inspiration.

"The reports of your secretary, treasurer and the chairman of your various committees will give the vital statistics of the organization and on these I will not intrude. I congratulate you on the possession of such men as your secretary, Mr. Perry B. Whitsit, your treasurer, Mr. Louis Buehn, and the chairman of your press committee, Mr. J. Newcomb Blackman. To the efforts of these men is largely due the position the Association holds to-day and also the high regard in which it is held. I trust the deliberations will be harmonious and satisfactory and result in the still greater good of all concerned. Matters of serious moment will come up for discussion and settlement and these should receive your best attention and most conscientious consideration."

President Bowers' remarks were heartily applauded by the members.

The next report was that of the secretary, Perry B. Whitsit, and was as follows:

DELEGATES TO THE NATIONAL TALKING MACHINE JOBBERS' CONVENTION AND GUESTS PHOTOGRAPHED IN FRONT OF THE CHALFONTE.

Report of Secretary Whitsit.

When the Convention was called at Atlantic City last year, the association numbered 111 members. Since that time there have been added to the membership 19 distributers.

The following firms have been dropped as members of the association for the reason that they are no longer jobbers of talking machines: Pittsburg Phonograph Co., Conroy Piano Co., A. J. Denninger, Texas Phonograph Co., Powers & Henry, W. C. DeForest & Son, J. A. Fetterly Piano Co., Musical Echo Co., A. J. Rummells Arms Co., Zed Co.

The following questions have been taken up with the Victor and Edison companies: The matter of the companies either directly or indirectly selling to dealers or consumers; the matter of the Victor Co. raising the initial quantity purchased by prospective dealers allowing them a discount; asking the manufacturers to limit their catalogs and issue an even exchange on cut-out records; asking the National Phonograph Co. for a special license on all second-hand machines, allowing them to be disposed of at less than the regular price; making a fixed price for second hand or shop worn machines according to the number and age of the machine; asking the Victor Co. for a larger discount on double disc records; asking the Victor Co. to exclude from their qualifying purchase, Victrolas and Auxetophones; asking the Victor Co. to issue their doubled-faced records in smaller quantities instead of 100 or 200 at a time, thereby allowing smaller dealers to stock them gradually.

After taking a vote of the Victor distributers in the United States, whose opinions were unanimous against consignment of records, I forwarded the opinion of these distributers to the Victor Co., and asked them to make it a part of their contract that no records should be sent out on approval.

The companies have received these suggestions in the kindliest manner, and in most cases have complied with the request made by the association. Some of them they are still considering, and no doubt will act favorably upon them. We have always found both companies willing and anxious to receive suggestions which the association felt would be beneficial to the trade, and in all cases where it would work no extraordinary hardship on the companies, more than willing to comply with these requests. Your committee has been received with the kindest of feelings by both the Edison and Victor companies, and been given all the attention which they could expect. The impression left upon me is that both companies felt that their interests are identical with their jobbers, and for that reason, if no other, the opinion of their jobbers is well worthy of consideration.

The reports of the various committees were then called for, and, summarized, were as follows:

Committee on Resolutions Report.

As chairman of the press committee, J. Newcomb Blackman referred to their functions, and that the work was carried on with a view of interesting the members as well as the manufacturers, and to supply the newspapers with proper information for publication, so as to keep the trade at large in touch. He stated their relations with the factories were most amicable.

Also as chairman of the resolutions committee, Mr. Blackman submitted quite a lengthy report, dealing mainly with the suggestions made to the manufacturers on behalf of the association, the greater number of which were favorably acted upon. He stated they had accomplished a good deal, not because it was requested, but because it was asked for in a proper way, and that everything was first carefully considered before submission. The Victor Co. was especially commended for promptly granting the usual discount in double-disc records.

Mr. Blackman then summarized the results gained by the membership committee, and said that they had worked hard to make additions and secure a large and representative attendance at the convention. The program for the different days was explained.

In his committee of arrangements report the

same gentleman expressed much pleasure over the presence of Thomas A. Edison and W. E. Gilmore, former president of the National Phonograph Co., who had been urged to attend in order to meet a host of stanch friends, even if he had retired from the field, and who recognized in him the "man who created the Edison business." The expected coming of President Johnson, of the Victor Co., was likewise mentioned in a similar pleasing vein. The unavoidable absence of Emil Berliner, the inventor, was referred to with regret.

After the reading of the reports of the various officers and committees, various matters were brought up for general discussion under the heading of new business.

Sales on Instalments.

Burton J. Pierce, of the J. W. Jenkins Sons' Music Co., Kansas City, Mo., read an interesting letter regarding the question of increasing the prices of talking machine outfits sold upon the instalment plan. The question involved created considerable discussion among those present and it was the general decision that interest at least should be charged on goods sold on instalments and the matter will be taken up with the manufacturers by the executive committee at an early date.

Record Lists Discussed.

The size of the record lists now issued was

LOUIS BUEHN, TREASURER.

also a subject of discussion, the feeling being that the lists were too large and responsible to a great extent for the increasing surplus stock of both jobbers and dealers.

Clearing House for Surplus Records.

It was also strongly suggested that some plan be devised for providing a clearing house for surplus records by either the manufacturers or the Association. While the members of the Association agree that the manufacturers have been very liberal in their treatment of the jobbers in the past, nevertheless, surplus stock will accumulate through faulty judgment in the election of records. Very often a certain record is expected to prove an instantaneous "hit." Sometimes, however, it proves only a moderate seller and those jobbers who have stocked up strongly on a prophecy find practically dead records on their hands, which sell, however, in just sufficient numbers to prevent the factories from discontinuing them.

The matter was placed in the hands of the executive committee that they may secure data and opinions as to the best solution of the problem.

Louis Jay Gerson's Remarks at Meeting.

The necessity of some action on the part of this association along the lines of securing legislation in our several States covering the protection of talking machines, when leased or hired, is one of importance, and it should be considered, and, if possible, acted on at this time. I refer to the exemption of talking machines, leased or hired, from levy or sale and execution or distress in rent. In every State there is similar legislation that has been enacted to protect pianos and organs, sewing machines and typewriters are also protected in some States.

In 1895, on the 25th day of June, Governor Hastings, of Pennsylvania, signed the following Act of Assembly, exempting sewing machines and typewriters. It reads as follows:

"No. 194. An Act to exempt sewing machines and typewriting machines, leased or hired, from levy or sale on execution or distress for rent.

"Section 1. Be it enacted, etc., that hereafter all sewing machines and typewriting machines, leased or hired by any person or persons residing in this Commonwealth, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or hiring any such sewing machine or sewing machines, typewriting machine or typewriting machines, in addition to any articles or money now exempt by law. Provided, that the owner or owners of such sewing machine or sewing machines, typewriting or typewriting machines, or his or their agent or the person or persons so leasing or hiring the same, shall give notice to the landlord or his agent that the instrument is leased or hired."

The reasonableness of a like action, protecting talking machines, is obvious; inasmuch as it not only protects those who are engaged in marketing these goods on instalment, but it also affords an opportunity of having the talking machine line placed on a higher level and of having it within legal protection, as well as establishing, through such an act, a ground work for precedent on which court decisions involving ownership and questions of title could better be obtained, and all in the interests of the leasor of the property. In other words, such an act would establish a better relationship between the buyer and seller in an instalment sale of a talking machine, which transaction we generally carefully disguise by legal phraseology, by terming it "a rental proposition."

The business of leasing talking machines has grown so large, and so many business houses have adopted the instalment policy on these goods that the masses are being educated to that method of purchasing, and as this follows so closely in the footsteps of the piano business, in which we all know that the cash business is the exception, it should be readily conceded that the majority of talking machine outfits put out on the regular plan are located in rented homes.

I therefore recommend that this association take up the question of securing a like protection for the talking machine industry with a view of embodying this matter of protection in proper verbiage. Also, that committees be appointed in each State for the purpose of securing the interest and favorable action of legislators, doing it through the co-operation of the members of the local association, or through the dealers resident in that State.

FIVE ASSOCIATION ENTHUSIASTS.

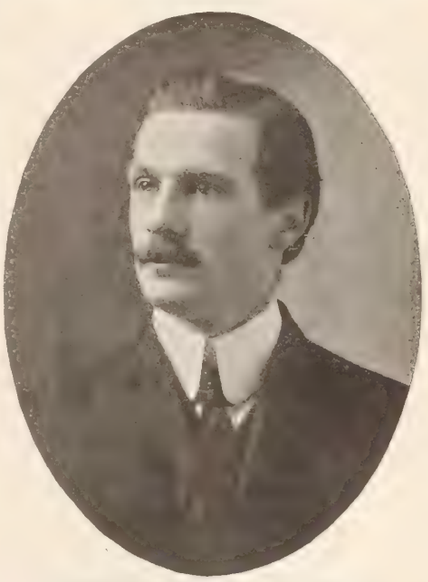
Mr. Gerson Discusses Instalments.

Mr. Gerson then took up the instalment question and proceeded to show where the manufacturer's present policy, as covered by their distributer's and dealer's contracts, work a hardship upon the trade. The injudiciousness of a one-price system is clearly shown in the focus of instalment against spot cash. The option is the customer's. Shall it be $100 cash down, or $1 down and $10 a month, until the $100 is paid?

I call this very important question to the attention of the talking machine trade, and particularly to the thinking members of this Association. The manufacturers have endeavored to quiet our anxieties on this subject by shaking a "bug-a-boo" before our eyes and saying "let it alone, and be satisfied with our iron-clad, nonbreakable contract system of "oneness of price," for if you don't look out, the "price-cutter" will get you."

Tremendous Wane of Profits.

Those in charge of the financial end of talking machine houses doing any instalment business at all cannot help but realize that there is a tremendous wane of profit on this class of business, before you get your money. You figure 83 per cent. or 100 per cent. profit on your investment "on paper." You have not figured



J. NEWCOMB BLACKMAN, VICE-PRESIDENT.

your cost of selling, your expense of collecting and the apportionment of loss derived from repossessions (generally damaged), legal services and "skips."

This loss is directly enhanced by the fact that many "cash sales" are turned into instalment leases, because there is no advantage offered for the immediate money, nor any penalty imposed, nor interest added for accommodation granted. The absence of interest or adequate compensation for the investment of the dealer is contrary to all laws of business or common sense. And, in a like manner, the pendulum swings over to the other side, and the restrictions which forbid discount for cash also seem unreasonable.

The question at issue is one where competition makes it imperative for all active dealers to exploit the instalment game, and advertise "no interest, no bonuses, no extras." "Just one price, and one price only." "Buy from us, and take your time, one day or one year to pay in—now suit yourself." The large department stores of the country render competition very keen through publicity, wherein they offer: "Any talking machine in the house on small weekly payments." Quoting from an advertisement now before me a department store advertisement reads: "This machine and records delivered to your home on free trial; terms—nothing down, and $1 a week." This was a Victor III with one dozen records.

Victrola Proposition Exempt.

While the above illustration may "not" apply

In the chair, Jas. F. Bowers, Retiring President. By his side, Perry B. Whitsit, the man who now heads the organization.

to Victrolas, it may soon come, as it has with pianos. At any rate, Victrolas may be leased almost anywhere at the same price as cash. Terms of $10 down and $10 a month on this $200 machine with records are offered everywhere. What does this year of waiting mean to your investment, and what does the second year of waiting mean to your profits?

What inducement is there to offer a purchaser of a Victrola who understands the advantages of instalment terms, and who "could" pay cash? Any "good" business man who pays spot cash for a several hundred dollar purchase does so for one of two reasons. Either he knows nothing of the instalment terms, or he does not want to be bothered with the custodianship of the money.

There are several reasons that, in my experience, appeal to talking machine purchasers in favor of paying cash, for instance: First, they do not desire to be bothered by collectors. Second, they believe they are getting better goods, new goods, at least. Third, their idea that they are saving money, or their ignorance of the situation. I leave it to any of the gentlemen present, if they would hand out $200 spot cash on receipt of goods, without a discount, in payment of a bill marked "Terms: two years, no discount for cash."

The entire situation is positively wrong, illogical and without precedent in the business world. It makes liars of our salesmen (if they are successful ones), and develops misrepresentation, if not actual dishonesty, which will redound to our discredit, sooner or later. We are all after the cash, and the cash is in sight, but with no inducements to offer, the way is difficult and even impossible. The situation is getting worse and worse, as competition grows more keen.

Development on a Larger Scale.

The instalment end of the talking machine business is now being developed on a larger scale than ever, principally by piano houses and department stores, which extend to the talking machine line the same basis of instalments or easy payments, or so-called "clubs" through which the public is induced to believe it is getting better prices and terms than it individually could control.

If this situation is not soon relieved, the development of the existing conditions will result in great discouragement to the small dealers, if not their entire elimination, for how will they be able to handle the instalment business on small and insufficient capital? There is a remedy!

The manufacturer who will not favor an amendment to the distributer's and dealer's contract, permitting either a discount for cash on talking machines, or the insistence of an interest charge on instalment sales of machines, has not the trade's interest at heart. The whole subject boils down to the reason for "interest and discount." There is a reason! Accommodation must be recompensed. Spot cash must be rewarded. Who is going to pay the bill?

WEDNESDAY'S MEETING.

James F. Bowers has done splendid work for the organization, and that his work was appreciated by the members of the association is evidenced in the fact that had Mr. Bowers desired a re-election his fellow-members would have been delighted.

When the nominations for officers were in order, Mr. Bowers left the chair and in some very eulogistic remarks placed the name of Perry B. Whitsit in nomination, and moved that he be elected by acclamation.

The secretary was instructed to cast one vote for Mr. Whitsit.

New Officers Elected.

At this meeting the following officers were duly elected for the ensuing year:

Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O., president.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, vice-president.

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., secretary.

Louis Buehn, of L. Buehn & Bro., Philadelphia, Pa., treasurer.

Executive Committee.—E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, of Lyon & Healy, Chicago, Ill.; Lawrence McGreal, Milwaukee, Wis.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O.; H. H. Blish, of Harger & Blish, Des Moines, Ia.

THURSDAY'S OPEN MEETING.

The final meeting of the convention was held on Thursday afternoon, and was, as scheduled, an open meeting where those in the trade, not jobbers, might bring up matters for consideration and discussion. And be it said, the idea of an open meeting was a decided success in every sense of the word, and the session was attended by over a hundred association members and their friends. The meeting was called to order by President Bowers, who called upon W. D. Andrews to act as chairman. Mr. Andrews stated that first would be heard a number of papers by association members upon various subjects of trade interest, and suggested that the manufacturers give thought to the various suggestions and endeavor to carry them out if possible.

The first subject discussed was "The Value of Records that Educate" in a paper prepared by E. F. Taft, of Boston.

THE VALUE OF RECORDS THAT EDUCATE

E. F. TAFT

I feel that the subject is a broad one, and one that would lend itself to a lengthy and more

BIG ONES OF THE NATIONAL PHONOGRAPH CO.
Front row, from left to right, Frank K. Dolbeer, Frank L. Dyer, C. H. Wilson. Rear: L. C. McChesney, N. C. Durand, C. E. Goodwin.

learned treatment than I am capable of giving it. However, as the paper requested was upon the subjects of records and not my own capabilities, I will from now on confine myself to "The Value of Records That Educate."

Three Classes of Records.

That good records do educate I believe is universally acknowledged, and such records may, I think, be divided into three classes—instrumental, vocal and those prepared for the purpose of teaching foreign languages. Our association cannot take the credit upon itself of being in any way responsible for these records, but must concede to the factories and the experts employed in their recording laboratories all credit. To my mind the uplift given the talking machine business in the past few years is almost directly traceable to the high quality and educational value of the records produced. This class of record has lifted the talking machine of a few years ago into the musical instrument class of to-day.

Due credit must be given the factories for their progressiveness and the enormous expenditure of money made by them to secure the services of talent capable of producing educational records. Credit must be given to those who through their far-sightedness and experience as purveyors of education in connection with the teaching of foreign languages have expended their money to obtain the services of foreign professors to prepare cylinders by the use of which one can readily master French, German, Spanish and Italian. These records are purely and simply educational.

When such men as John Philip Sousa, Arthur Pryor, Victor Herbert and their like lend their names, reputation and talent to the producing of instrumental records, none but those which educate and elevate one's musical tastes result, and we find ourselves drifting away from our ragtime propensities into the realms of the standard and classic music of the masters.

Uplifting the Business a Mission.

Education is the development of the mind. What better education can one find than in the hearing of the works of the greatest composers the world has produced, interpreted by such recognized artists as Caruso, Bonci, Gogorza, Scotti, Daddi, Melba, Eames and countless others with whose records you are familiar. To those classes of records can be traced, I think, the educational value of the talking machine, or, as we are pleased to now call it, our musical instrument.

The uplift given the business through the medium of these high-class educational records has resulted, not only in a favorable recognition of the talking machine by a critically musical public, but in a demand for a higher-priced and better instrument for the reproduction of the records. While all due respect must be accorded our desires to educate the public, close to our hearts is the thought to increase our business and our profits. So I say let the good work go on, and let us by co-operation with those who have fearlessly invaded the "talent" markets of the world and by their reproduction of this "talent" given us the best that is obtainable, continue the uplift of the business, the education of the public and the swelling of our net profits.

The next paper was one prepared by Wm. F. Davison, of the Perry B. Whitsit Co., on "The Value of State Organization of Dealers."

VALUE OF STATE ORGANIZATION OF DEALERS

WM. F. DAVISON.

The value of State organization of dealers in our line is unlimited. Not only is organization valuable to the dealers, but it makes itself felt through the entire trade, including the dealer, the jobber, and the manufacturer. In every instance organization is calculated to do one of two things, either to bring about better conditions, or to make better men. The very fact that practically all lines of business in this progressive age find it advantageous and profitable to maintain associations would seem to indicate that the talking machine dealer would develop much faster had he the opportunity to meet with his fellow dealers. If we are to have better talking machine dealers, we must have more of them who have confidence in the future of the business. This confidence can best be imbued by State associations. Too many talking machine dealers fail to realize the possibilities of their line, or if they do, then there is something lacking about their way of going after the business. In fact, there are numerous ways in which their methods might be faulty. You no doubt have dealers on your books who are doing an enormous business, while you have others in localities just as good who are not doing the business. Apparently, there is nothing the matter with the dealer or his territory, yet the fact remains that he is not getting the business. Is it not reasonable to suppose that by associating with other dealers he would learn something which would make him a bigger and better dealer. Associations are bound to arouse the dealers' enthusiasm. They are bound to increase his business and in turn increase his jobbers' and the manufacturers' business.

LOUIS F. GEISSLER AS HE CAME OUT OF THE CHALFONTE FOR A STROLL ON THE BOARDWALK.

Dealers Should Aid.

It will be well, gentlemen, for you to lend your aid to the promotion of dealers' associations in your various territories. When you are asked to give assistance or advice, do so. Keep in close touch with them. The dealers are liable to make mistakes. They are prone to jump at conclusions quickly. They sometimes get an idea that existing conditions are unjust to them; yet, when these conditions are carefully gone over and the real facts exposed, the very dealers who were loudest in their denunciation are the first to admit they were mistaken. In order to be successful, these associations must not be radical. They must be reasonable. Each important question which arises should be carefully weighed and discussed at length before action is taken. It is at critical moments your advice is most likely to be sought.

What Has Been Done in Ohio.

In connection with this subject, it might be well to refer to the Ohio Association of Talking Machine Dealers. The officers and members of the Ohio Association of Talking Machine Dealers are justly proud of their association. Organizing at a time when conditions in the talking machine business were never worse speaks well for the character and spunk of their members. Like many other good movements, the first few months of this association's life were filled with trials and tribulations. The first meeting was held November last in Columbus, Ohio. The attendance amounted to a meager handful when the number of contracted dealers in Ohio is taken into consideration. At this meeting officers were elected and an active campaign started for members. The second meeting was held at Cincinnati, Ohio, in February. The attendance at this meeting was somewhat better than the Columbus meeting, but there was still room for much improvement. The third meeting was held at Cleveland in May, and was the banner one of all. The untiring efforts of the officers had begun to show results. There were thirty-five of the leading Ohio dealers present. The feature of this meeting was the presence of two expert repair men, one from the Victor factory and one from the Edison factory. Practical demonstrations were given on all kinds of repair work, which were very beneficial to the dealers present. Dealers who were attending a meeting for the first time were warmest in their praise of the association. They were convinced that an association was a good thing for them. Relating experiences, exchanging ideas, and learning the different forms of advertising used are all valuable to them, because these are the things which will help them build up their business.

A NUMBER OF CONVENTIONISTS SNAPPED BY THE WORLD'S PHOTOGRAPHER JUST AFTER A BUSINESS SESSION.

Has Membership of Twenty-Six.

The secretary of the association tells me that its membership at the present time is twenty-six members. He expects to have at least fifteen more before the next meeting, which will be held the first Wednesday in August at Cedar Point, Sandusky, Ohio. Ohio jobbers have assisted the association in every possible way. From three to six jobbers have been represented at each meeting, and have done much to encourage the dealers. Our company has been represented at each meeting, and we consider ourselves well repaid for the time and expense incurred. It has not only been a good way of advertising ourselves, but it has enabled us to become more intimate with the dealers in our State. Dealers' associations will give the dealer a better knowledge of his business. They will give him the ideas of fifty men instead of one, and they will do much to make him see the future of the business in the right light.

H. H. Blish then read his paper on "The Manufacturer, Jobber and Dealer; Why Their Interests are Identical."

THE MANUFACTURER, JOBBER AND DEALER—WHY THEIR INTERESTS ARE IDENTICAL.

H. H. BLISH.

Are the interests of the manufacturer, jobber and dealer identical? To my mind the success or failure of the industry will measure in the ratio of the completeness of this knowledge to the interests of each being understood to be identical. There is no industry where it can be more truthfully said that the interests of the manufacturer, jobber and dealer are more identical than in the talking machine business. The very nature of the industry makes this so. The business being wholly a contract one makes dealer and jobber a part of one of the most perfect industrial machines the commercial world has ever seen. That this is all the more remarkable, it must be remembered, that its growth has been only during half a score of years. And right here I want to pay my tribute to the most extraordinary business sagacity of the men who have had charge of the business end and who outlined its policy during the trying time of its formation period, for to their foresightedness in establishing the policies governing the business at that time is due the wonderful growth and most marvelous success of to-day.

Policy of Publicity Created Business.

One of these early policies which has remained unchanged from the start embodied the marketing of this product, and the jobber or distributer was created and given a share in the profits of the business. At first these distribution centers were few and at widely separated points, but the manufacturers' policy of publicity soon brought such a flood of business, that nearer centers of distribution were found necessary in order to render more prompt freight service and to make the freight cost less burdensome; and to-day I know of no industry whose business wheels move with less friction and steady stride than do the manufacturers and jobbers of phonographs and talking machines.

Ostensibly, it is the manufacturer's province to create the demand with the public for their wares. The nature of these goods being unusual and easily a luxury it requires rare skill and judgment to so create, by advertising, a demand by the public for them. Yet how well the manufacturers have taken care of their end, along this line, I need only say that since I have been east I have been told that the advertising appropriation of the Edison, Victor, Columbia and Zonophone companies for the coming year exceed half a million dollars, and all this for the immediate and direct benefit of the dealer.

In order that the flood of business which I firmly believe will follow in a golden stream this coming fall and winter may not be lessened by the unpreparedness of the dealer who may be caught napping, hard and conscientious work on the part of the jobber will be required to so till his field that when the harvest time comes manufacturer, jobber and dealer may each share in the generous yield.

If there ever was a case of one's reaping, or at least a chance to, where somebody else has sown, I think we have it most strikingly shown in the talking machine industry. A neglect on the part of the dealer, of the jobber, or of the manufacturer to prepare by sufficient stock on hand when the fall season opens, will render this advertising fortune futile.

Plea for Greater Stability.

To my mind, the full measure of the success of the talking machine business will never be reached either by manufacturer, jobber or dealer until the business has been made more stable than it is at the present time. One of the greatest obstacles that the jobber has to contend with is the difficulty in holding the dealer interested after he has been once established. We establish him to-day through the efforts of the diligent salesmen, and next year we are obliged to try again for a new man.

The dealer's stock has run down to one machine and possibly twenty or thirty records, and he refuses to stock up, simply because of his lack of confidence in the business. The advertising of the manufacturer, the labor of the jobber all going for nothing, or nearly so, in that field, simply for the want of that "something" to give stability to the business. There is no reason why this business should not be made just as stable as that of hats and caps or boots and shoes. All of us must admit that the goods are selling, and selling heavily. There is no lack of confidence in the goods on the part of the public. Why, then, this timidity on the part of the dealer to invest and carry a representative stock?

If I might be permitted to offer this suggestion I should say that in forging the chain of their magnificently planned campaign of publicity for the creation of the demand for the goods by the public the manufacturers have left a link in the chain less welded to the whole than it should have been. Direct the same intelligent campaign toward the dealer, conducted with the same energy and earnestness that has characterized that with the public, and the manufacturer will have an ally of unheard of possibility.

Let the manufacturer instil in the dealer that same confidence and faith in the business that they themselves have shown by their recent enormous expenditures in advertising and new buildings, and they will at a single bound have overcome the greatest obstacle now in the way of permanent success.

Patent Situation Touched Upon.

Competition in manufacture is practically eliminated by reason of the exclusive patents held by the three parent companies, and by means of wise policies governing their retail distribution are gradually making the business non-competitive for the dealer, thereby assuring him the practical control of the business in his field.

Similar policies have not as yet been inaugurated for the benefit of the jobber, and thousands of dollars are wasted monthly by competitive salesmen covering the same field for business. Whether territorial restrictions, as in the case of the piano business, would make the business more profitable for the jobber, I am not prepared to say; but it is self-evident that we have a vast useless outlay of the jobber's funds that in some way might be eliminated.

To sum up in a few words why the interests of the manufacturer, jobber and dealer are identical, I would say that while the jobber possibly is not quite so important a factor as the dealer in this business machine, he is none the less indispensable. While it is manifestly the manufacturer's province to manufacture and to create a demand for the product it would be wholly impracticable for them to undertake the merchandising as well and measure the same success. Situated as they are, so far from the source of demand would render satisfactory service impracticable and almost impossible.

COLUMBIA STALWARTS. POSED SPECIALLY FOR THE WORLD.
From left to right: Paul H. Cromelin, T. H. McDonald, George P. Metzger. Rear: H. A. Yerkes, Geo. W. Lyle.

Twenty-nine Millions Invested.

That the jobbers have taken a most important part in the rapid growth of this business none of us will gainsay. You may be interested in knowing that the combined capital represented by the jobbers who are representing the talking machine companies exceeds $29,000,000, and they have with their capital greatly aided the manufacturers in granting credits to the trade, without which the industry never could have attained its present proportions. The details of the contract system have been most satisfactorily handled by them, and among themselves has grown up a reference credit bureau of the utmost importance, the volume of which is increasing every day, and could not have been acquired by any single manufacturer.

This very lack of confidence on the part of the dealer in this line—to carry a representative stock—has led to the practice of living from "hand to mouth," taking an order to-day for to-morrow's delivery for the machine or records that the dealer hadn't the confidence to carry, the jobber being expected to always have on hand an overstock of confidence as well as machines. It will readily be appreciated that while this condition on the part of the dealer continues it becomes practically impossible for the jobber to foresee what his probable business might be three or four months hence, and thereby place his orders that far in advance, or run the chance of not getting deliveries when he needs them.

Once the line is given that stability with the dealer that it deserves he will invest in it to whatever extent may be necessary to ensure its success; and if he does not engage in it exclusively it will at least be prominently featured in his business and pushed. Any unwise policy or rule enforced by the manufacturer restricting the dealer or causing a wavering of his confidence or loyalty will be instantly reflected through the jobber to the manufacturer, their interests being identical.

Interests of All Interwoven.

The interests of the manufacturer, jobber and dealer are so closely interwoven that it would be hard to separate them without impairing the structure. Adverse interests affecting the industry affect us all. *Until the dealer shall have been educated to the possibilities that are in the business for him* it will be necessary for the manufacturers to still continue their campaign of publicity with the public, for with lessened publicity and no counter effort on the part of the dealer to hold up his sales the business mercury will go down with an ominous thud.

That the manufacturers feel and realize that our interests are identical, and that they must share in our weal or woe, is shown in the closing lines of a letter recently sent the jobbers, the truth of which statement I fully concede, namely: "We have a right to expect and demand that our business be pushed. We do our share and have no other way of personally pushing it than through our distributers and the dealers through them, and we must all be very careful that we do not load ourselves down with narrow-minded rules and red tape that will not make for the best interests of all concerned." Educate the dealer, I repeat with redoubled earnestness. Then, and only then, will the talking machine business for manufacturer, jobber and dealer come into its own.

George E. Mickel prepared a paper on "The Best Work of a Factory Salesman." He was, however, obliged to leave, and he requested Mr. Blackman to read his paper for him.

THE BEST WORK OF A FACTORY SALESMAN

GEO. E. MICKEL

The work of any salesman is to get business for the house he represents. The factory salesman's position differs largely and essentially from the ordinary salesman, in that his value must not be measured by the number of orders he takes, but by the business that is developed in his territory. He must be rather a superintendent of agencies, and not allow his efforts to be circumscribed by the mere selling of a few machines and records.

SOME OF THE LADY "DELEGATES" WHO THINK THAT ATLANTIC CITY IS THE BEST PLACE IN THE WORLD FOR A CONVENTION.

Enthusing and Coaching the Dealer.

His success and value to his factory is not in the securing of orders from the dealers, but should be in his ability to enthuse the dealer and in teaching him how to move more goods. He should be thoroughly familiar with the line he represents. But this is not enough. He must know and be an enthusiastic believer in the policy of his company, so that he can instil into the agent's mind that the life of the business, and the opportunity to make money out of it, is based in the contract and the policy under which our leading companies operate. And yet not enough for him to know this, but he must have backbone enough to stand up and not degenerate into a mere order-taker.

Two years ago I traveled 500 miles west and called on a firm that I knew had the opportunity and ample capital to develop a large phonograph business. Our own salesman had called on these people three times before and got practically no business.

I met the general manager and he introduced to me the department manager, under whose direction the talking machine business was placed. I did not attempt to get an order, but interested myself in his department, showed him how the business could be gotten, the profits to be made out of it and awakened his ambition to make the line a success. Since this time their business has grown continually, and I might add the Nebraska Cycle Co. have sold them the goods.

MR. AND MRS. GERSON OUT FOR A MORNING RIDE.

Overanxious Salesmen Rebuked.

We have had factory men in the West (and this particular type is probably found only in the West), who were so anxious to get an order they would extend privileges to the dealer that were clear violations of the factory agreement, and that would entail a loss to the jobber handling it. You have enjoyed the privilege of having a pessimistic traveler come in and sit at your desk and say: "Well, business is dull, and I am sorry that I have only a few small orders for you. What is going to become of the talking machine business anyway? I have worked hard the last few days, but couldn't sell anything."

I once said to a traveler of this kind: "Do you talk to the dealers that way? Why didn't you say that the dealers who had good stocks were having a nice trade? Why didn't you say that the people who had money were buying more and better phonographs to-day than ever before; that the factories were unable to supply the demand for the higher-priced outfits? Your trouble is that you have been trying to work the dealer instead of getting the dealer to work."

Taking Orders Incidental Only.

The business of the factory salesman should be the coaching of the retail dealer in the successful way to market the product. He must be optimistic and an enthusiastic believer in the future of his line and get the dealer aroused to his opportunities. His taking an order should be an incident and not the object of his work. He cannot hope to succeed unless he gets up out of the ranks on a higher plane and gets a broader view.

Once I knew a man who was called a very successful salesman in another line, but to my surprise he said that he seldom made a sale. How did he do it? Why, he had any number of men to whom he furnished the nerve, the enthusiasm and the *how*, and they did the business. And, mind you, the factory salesman will not succeed, nor begin to do his best work, even though he knows his line of goods and is familiar with the policy of the company he represents and the details of the retail business unless he is enthusiastic and has the ability to enthuse the retailer.

OFFICERS, MEMBERS AND GUESTS OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

Posed specially for The World.

The Chairman—The chairman of our Entertainment Committee, after considerable persuasion and a good many threats, had a paper prepared on "The Future of Our Industry," and he prepared it himself. We will listen to that paper read by the author, J. Newcomb Blackman.

THE FUTURE OF OUR INDUSTRY.

By J. NEWCOMB BLACKMAN.

There is a great future for the talking machine industry and no danger of the demand failing, as long as the buying public appreciate music. The life of the talking machine business will, of course, depend upon a continuous new issue of the latest popular selections, both vocal and instrumental.

While our industry has suffered as all others during the recent business depression, it stands out as a wonderful example, for the reason that those who have handled the standard makes of machines and records have suffered only the loss of business. The value of the goods has not deteriorated, for full prices have been obtained, whereas in almost every other line of business to the loss of business must be added the cutting of profit on account of the necessity of selling the goods at great reductions.

This depression has given the manufacturers, jobbers and dealers ample time to consider very critically the many ways in which their methods could be improved.

Value of Protective System and Character.

The manufacturer realizing the importance of retaining among their jobbers and dealers those of standing and ability introduced a protective system. This system guards those in the trade who are satisfactorily representing the manufacturer, from unreasonable competition and removes those who have been handling the goods in an unsatisfactory manner.

This policy is generally conceded to be a most wise one and the jobber and dealer should support the manufacturer by giving a full measure of return for the protection thus afforded.

The success of the talking machine industry will depend very largely on the character of the firms representing the manufacturer as jobbers and dealers, for the organization should be one capable of constantly uplifting the industry and commanding respect in the eyes of the public.

Policies That Ensure Trade Stability.

In treating the future of our industry it is my desire to advocate certain policies which I think will insure a steady and permanent future success.

The manufacturers deserve great credit for establishing and maintaining a one-price system, and especially in keeping the quality of their goods up to a standard that will cause the public to recognize full value at restricted prices. This policy should be continued by all means, for it gives dignity to the merchandise for sale and creates a feeling of respect from the prospective customer.

The business has reached a point where the manufacturer should be very careful in whose hands he places his goods, and the present system of investigating every application for dealers' and jobbers' privileges should be very thorough.

One good jobber in a given territory, who has ample capital, will carry a sufficient stock and be in a position to grant the necessary credit to dealers, will give much better results than several smaller jobbers who probably conduct the talking machine business as a side line. Encourage the jobbers who handle talking machines exclusively, for it is natural that better results will be obtained, as their entire time and energy are given to the line.

Encourage the "Live" Dealer.

Among dealers much more satisfactory results have been obtained, in my experience, by having one live representative dealer, as compared to two or three who handle the goods in

a half-hearted way and have a very poor stock. The business in the town or city will be handled much better if retail customers can patronize a dealer who carries a complete stock. Such dealers have more capital invested and are bound to give more close attention to business.

The factory salesman can be made a very valuable part of the factory force, if given authority to remove or add competition, as the circumstances warrant.

Work for the Factory Salesman.

I would recommend a special representative to be the head of a certain corps of salesmen in a given territory, to whom the regular salesmen can report cases requiring attention. Where a dealer is not measuring up to the required conditions of carrying a sufficient stock and the salesman, or special representative, thinks he is an undesirable dealer, this opportunity should be taken advantage of by removing him.

If sufficient dealers were left, it would encourage them to carry larger stocks by the removal of this petty competition, or should a new dealer be desirable to take the place of the one removed, one should be selected with great care to insure better representation. It is quite difficult for the jobber to handle these cases without considerable feeling among those in the territory to whom he sells.

Planning to Meet Future Requirements.

The action of the leading companies during the last year in requiring that no other goods of the same class as their own be handled by their jobbers at first met with some opposition, but I believe if the factory will give the jobber and dealer proper protection this plan is a good one.

The factory should realize, however, that when the dealer or jobber handles their goods exclusively it obligates them to always be prepared to meet competition and be up-to-date with improvements.

The most successful corporations to day work years ahead, for while business at the present time may be extremely prosperous, and the demand cannot be filled, part of the earnings should be invested in experiments which will produce improvements for the future to stimulate in dull times.

The public no longer considers the talking machine a wonder because of its ability to reproduce sound. The machines and records of to-day are respected because the ability of reproduction is unlimited and almost perfect.

By recording records by the highest-priced grand opera stars and vaudeville artists, the leading companies command respect for their product from the critical public. I think this policy should be continued, for the purpose of the talking machine of to-day is nothing but a musical instrument to bring vocal and instrumental talent in the home.

Let us therefore employ the greatest artists in their class, catering from vaudeville to grand opera. In years to come such records will constitute a library of great value and will insure the future of the talking machine industry for generations to come.

Wherein High-Priced Goods Benefit.

It is a known fact that the masses follow the classes on luxuries. It therefore seems to me most important that all the leading talking machine companies have as a part of their product high-priced instruments and records. We want everybody to buy talking machines and records, from the millionaire to the most humble wage-earner. To insure the permanency of the business as a large industry, it would probably be unwise to make nothing but high-priced goods, or, on the other hand, those at extremely low prices.

The man of money rode a bicycle when they were too expensive for the ordinary wage-earner, but when they were reduced to a price where practically everybody could ride they were discarded by people of means. It should, therefore, always be the aim of the manufacturer to produce high-priced goods, for by this method will the people of means be kept buying and the masses will follow, as far as their pocketbooks will allow.

LAWRENCE McGREAL, Executive Committee.

Selling for Cash and on Instalments.

The time will come when the manufacturer will realize the necessity of making a difference in the price between the talking machine outfit sold for cash and on the instalment plan. At the present time machines are sold on easy payments at the cash price without even interest charged. Are we not impressing the public by this method that our product will not warrant a cash investment?

I could cite cases where a cash buyer, who found his money was not recognized by a difference in the cash and instalment price, refused to buy and spent the amount for some other article of luxury. The patronage of those who require the easy payment privilege should be encouraged, but this is just as true of the cash buyer, and the small dealer needs some cash business to help him carry his instalment accounts.

System for Handling Goods.

The factories would do well to devise a most thorough system for the handling of their goods. Their salesmen, or special representatives, could show good returns if they were authorized to spend the necessary time with jobbers or dealers who show a lack of system in their method of handling the goods.

I refer to methods for carrying stocks of records to insure the least surplus on a satisfactory stock of records, advertising campaigns to work in harmony with that of the manufacturer and a suitable system for handling instalment business to insure the least loss. Here is a field for the special representative of the factory among both jobbers and dealers. The product should be handled by the high-class merchants, for the buying public often judge the merchandise by the merchant who handles it. A little system injected here and there among some of our live jobbers and dealers will do a world of good.

THE GLORIES OF OLD OCEAN, AND NOT A SEASICK MEMBER.

Looking Forward to Good Times.

There is every indication that this fall will start a revival of good times and the entire trade will then expect to get the reward they deserve for sticking to the ship during a business depression. Many jobbers have struggled under the weight of poor sales, bad debts and large outstanding accounts, not for the present, but for the future in which they had confidence.

The jobbers have used their capital to give weak dealers a helping hand and being lenient in the extension of credit where justified have enabled many good dealers to remain in the business. I hope the factories will bear this in mind and give those jobbers the benefit of the business as it improves. It will be very discouraging and probably cause many jobbers to discontinue the business if the return of prosperity is followed by additional competition in their ranks where unwarranted.

Co-operation Between All Most Essential.

The business has made a remarkable showing, and we want that kind of co-operation between the manufacturer, jobber and dealer that will enable all to share in the prosperity which is slowly but surely returning.

The manufacturer should get the opinions of their jobbers and dealers whenever possible, for hasty moves which appear wise from the factory standpoint might be viewed in a different light if the opinion of those in the real selling field among dealers and jobbers were consulted.

The National Association of Talking Machine Jobbers represents almost all of the successful jobbers in the country, and as its object is to promote anything that appears for the improvement of the industry a consensus of opinion from this body should be given careful consideration. Let the future of our industry, therefore, represent the most harmonious co-operation between the manufacturer, the jobber and the dea'er.

HAYNES OF RICHMOND IS A GOOD CARD PLAYER.

The Chairman Asks for Opinions.

The Chairman—Gentlemen, this completes the papers that were prepared to be read at this session, and the subjects, you will agree with me, have been handled very carefully, very conscientiously and very completely. They have suggested a line of thought, doubtless, in the minds of everyone here, and we would like to hear from the members of the association with any additional views or any additional thought that have occurred to them as these papers have been read. After that, we will call on the manufacturers to follow out the line of thought as it has appealed to them. If there are any members of the association who have any remarks to make, do not feel at all backward.

Mr. Blackman—I feel responsible for asking everybody to be present here, and it may be well for me to explain that in discussing this meeting we decided that what we wanted here was not discussion in any sense of the word. We do not expect competing forces to get up and talk shop, but at the same time it seems to me that one of the great objects of this gathering is to create optimism. In fact, it strikes me that nothing but a lack of it is the basis of our suffering during the recent business depression, and the idea, therefore, was to call on the various companies and have some representative talk from an optimistic standpoint. I think most of us are enthusiastic, but for the benefit of those who

are not we want to give the manufacturer a chance at this time to get up and instill in all of us such confidence and enthusiasm.

The Chairman—I will call on some member representing the National Phonograph Co. to start the ball rolling by following out the line of talk suggested in one or more of the papers, and later I will ask for the other companies to also talk.

Frank L. Dyer's Cheery Talk.

Frank L. Dyer—Mr. President and Gentlemen: I had intended to speak to-night at the banquet, but I will do that, too, on matters of interest, so that I hope you will not expect me to say very much this afternoon. I would like, however, to say purely a personal word. It was one year ago to-day that I became president of the National Phonograph Co., succeeding Mr. Gilmore, who is with us to-day, and whose great work in the phonograph business we all appreciate. At that time I was absolutely ignorant of business matters, and did not know the difference between a bill of lading and a bill of complaint, but through the co-operation of all of you gentlemen, my work has been very pleasant, and I have formed a very large list of new friends whom I treasure very highly. Prior to that time I confess that my view of a jobber was a very narrow one. I had always looked upon him as a price killer, as a man who had violated the agreement and whose particular offense had been brought to my attention. I now find that they are really very decent fellows and that the percentage of delinquents is very small. In fact, out of thirteen thousand dealers on our list, I do not think we have hardly one-tenth of one per cent. who are delinquent.

On the subject of optimism I do not think it is necessary for me to say more than a word or two. I have an absolutely unwavering faith in the success of the phonograph business and I know Mr. Edison has. We are going ahead exactly as we always have. We have spent half a million dollars a year in advertising, and we intend to continue spending half a million dollars a year or more from now on. We intend to increase our sales staff at least fifty per cent. I think the optimism that we feel could not be better shown than in the recent settlement which was made by the National Phonograph Co. in the long pending litigation in New York when we went down into our pockets and paid $450,000 for the protection of the New York jobbers when we might very readily have avoided that payment. I thank you. (Applause.)

The Chairman—Will some representative of the Victor Talking Machine Co. take up the same trend of thought?

L. F. Geissler Full of Optimism.

Louis F. Geissler—Mr. President and Gentlemen: I am full of optimism. Good feeling permeates my whole system on account of the particular trend of friendliness I have observed here between the jobbers and dealers and that includes the factories. There absolutely seems to be a certainty that we are getting closer together and will understand one another better than we ever have in the past.

As far as our future is concerned, we have told you in our various circulars what we are doing. I can only go back from the time of the past two years. About two years ago I happened to be in London with Mr. Johnson, from which viewpoint we could see the clouds gathering a little better than we could when we were in America. At that time we had decided on extensions to our factory to the value of about $400,000. It looked blue there, and we resolved to wire our directors here to consider whether they had better do that or not. We did not say, "Don't do it," because the ones who are at home here run the business. They decided to postpone those improvements. We have undertaken those now, and during the next six or eight months we will expend some $600,000 in extensions. We do not need that at present, as you are all aware, but we are going to need it sure as shooting, as the boys say, next year, and we will probably have use for a part of it this fall, and we can build our factories a little cheaper now than we can a year from now, we think. We find it difficult to get material in some branches. The steel industries cannot fill orders in many lines and our factories are delayed, and I am very glad to see it. I think by next year we will be back to the year of 1906 anyway, if not 1907. Our business so far this year has proven—I predicted thirty-three and a third per cent. increase over last year for the summer months, but it is beating that very much. Our business for June was the

AND E. F. TAFT SAYS THAT HE NEVER SAW DOUBLE.

best June we ever had except 1907. That is, it beat 1906, which was an excellent year, as you all know.

I am quite sure we all of us have every reason to go forward expecting to see a full renewal of our past prosperity by next year, at least. We are certainly getting together. You read us the Riot Act once in a while and we get a good deal of good out of it. Some of your views we cannot deal with at once and some of them perhaps we have discounted and digested and intend to deal with as soon as we are able to do so. It looks to me as though your organization has nothing but good in store for itself and for the factory, and I am certainly very happy to have met you all here to-day.

The Chairman—I had a short talk with Mr. Lyle, of the Columbia Phonograph Co., and he is full of enthusiasm. He reports their business is showing enormous gains and perhaps he can say something that will lead us to believe that the business is coming back to its old form, and I will call on Mr. Lyle.

Lyle Talks of Columbia Progress.

George W. Lyle—Mr. Chairman and gentlemen—I am glad to be here to-day to show our

AND THERE IS BUT ONE CARL DROOP SHOWN HERE.

good feeling toward the Jobbers' Association and also to express our wishes for their continued success. We feel optimistic and know that we are warranted in so feeling. It occurred to me that possibly what this association would be most interested in would be something about the company's plans for the coming season. Having reviewed last year's work we are prepared to say that there will be no changes whatever in our policies for the coming year. Our policy is very simple. We have it divided into three headings: One is exclusive sale of goods. By this we mean not compulsory exclusive sale, but we offer to the jobber that exclusive territory, wherein he can handle all the goods of our manufacture exclusively and reap the benefits of whatever comes from that business. We carry that further with an exclusive arrangement which we are only able to offer because of our exclusive jobbing arrangement to the dealer. We feel that any dealer that opens a store and handles our line is entitled to the exclusive privileges and results of such a store, so that we require of our jobbers and dealers, whereby they in handling our goods exclusively shall have the exclusive results of such work.

The next policy has been the question of the elimination of the amount of capital required for the jobber and dealer to handle the business. To do this, after a great deal of study, we decided on the double disc record. There was a good deal of smoke and talk and confusion last fall when that policy was adopted, and we have followed it through and believe to-day that the smoke has cleared away and there is a general feeling that the double disc record has come to stay, and we propose to push the double disc record further than ever and harder than ever.

The third policy is in advertising. We expect to do 50 per cent. more advertising than last year. We want every resident of the United States to know there is a double disc record which can be purchased at a reasonable price.

Those are the three principal policies which we hope to carry out, and we welcome jobbers and dealers interested in that line of thought.

There is one other thought. We believe that this association should take up seriously the question of the continuous issuing of monthly lists with a large number of records. We believe that is wrong, and we are ready to-day to join with the association and with the other manufacturers in eliminating the unnecessary expense of putting out monthly records which have no particular value. One of our vice-presidents is to address the meeting this evening on the business policies of our company, and I feel I have said about all I should try to say this afternoon.

The Chairman—There are representatives here of trades outside of talking machines. One of the accessories which is quite necessary is the cabinet. While one of the companies is making a machine that does not require a cabinet most of them find a cabinet quite convenient, and we would like to hear from Mr. Carpell, of the Herzog Art Furniture Co.

M. A. Carpell Renews His Faith.

M. A. Carpell—Mr. Chairman and gentlemen—Physically we are all not alike. Some people perspire and some do not. Up to the time of the panic I belonged to the class that perspire quite freely. I was porous and optimism just came out of me. I was full of it. During the panic, gentlemen, I am frank to admit that it got me chilly. I never had any chance to perspire at all. I must say that since I have listened to the different speeches this afternoon the optimism I had before the panic has come back to me doubled. I have to-day more faith in the talking machine business than I ever had before, and I assure you that I am in a position to infuse optimism among the members of our firm. I will also say that we will try to do our very best and give you a class of manufacture in our goods that will protect you from the standpoint of the manufacturer, the jobber and dealer.

The Chairman—We have one gentleman with us who is so full of enthusiasm that I am afraid if we call on him we will not adjourn in time for the banquet—Mr. Durand, representative of the Edison Business Phonograph Co. If he will agree to limit his speech to four hours and a half we will give him the floor.

Nelson C. Durand Brief and to the Point.

Nelson C. Durand—Mr. Dyer will talk on our business to-night, and I represent such a small proportion of the trade to-day that it is not worth while putting me down in the minutes. I firmly believe that next year I will be here and our business will be better represented. I thank you very much for considering the subject at all.

The Chairman—The National Phonograph Co. have recently taken on their force a man who is going to have charge of the traveling salesmen—a man whom you all well know—Mr. Goodwin, and while perhaps he has not been long enough in the harness to outline his policy perhaps he

can make some remarks to show us what they intend to do.

Goodwin a Jobbers' Advocate.

C. E. Goodwin—Mr. Chairman and gentlemen—I have not been in my new position long enough to be able to discuss the policies of our company or of my particular work. I have been on the other side of the fence so long, however, that I can assure the jobbers here that in all of my work in connection with the company I will be a sort of advocate of the jobber and always present the jobber's viewpoint. I will have to turn over what is outlined for me to do and what the prospects are to Mr. Dolbeer, who will be my superior. I thank you.

F. K. Dolbeer Discusses Credits.

F. K. Dolbeer was then called upon and said: Mr. Chairman and gentlemen—Speechmaking is not in my line, and when I accepted the invitation to attend this convention it was with the understanding I was not to say anything; but there were one or two things brought up here this afternoon, particularly in relation to the matter of credits, in which I have been vitally interested, and I believe the main object of your association should be co-operation in the line of credits. It occurs to me that the proper thing for your association to do is to plan some way whereby the dead beats in the business should be entirely eliminated. I mean a man who will obtain a line of credit from a certain jobber, and when he has run to that limit switch his business to some other jobber who is not acquainted with his business methods. That is all wrong, and I believe the association can correct that.

There is one other matter which was brought up by a gentleman here this afternoon, and that is on the question of the monthly list of records. I am not familiar enough with some of the jobbing business to know whether or not they would desire that changed, but it is my personal opinion that the elimination of the monthly list of records would be a step backward. I certainly believe that the major portion of your business during the last few months, or perhaps during the past two years, has come from the sale of the new records, and while this matter was taken up some time ago I believe about two years ago the association officers suggested that if the National Phonograph Co. would maintain their list at about fifteen hundred numbers that would be about the proper figure, and so long as we issue monthly lists and issue cut-out lists correspondingly large, there is no reason why the monthly list should not go out. I believe some of the gentlemen here will agree with me on that.

Mr. Blish in his paper spoke of the amount of money to be expended in advertising, or which was spent in advertising by the manufacturers in the last year. His figure was too conservative. I know that the larger manufacturing concerns, the four larger ones, must have expended three times that amount in the last year in advertising, and there is no reason to doubt that they will materially increase that expenditure in the next twelve months. I do not think of anything else I can cay on these subjects.

The Chairman—I would state for the benefit of Mr. Dolbeer and Mr. Lyle, who have both touched on the issuance of monthly lists, that I think we have never held a meeting but what that subject has been discussed, and while we all have different views and perhaps if each of us were running a factory we would have different sized lists the general opinion seems to be that we do not care so much for the size of the monthly list as for the size of the catalogs. If you will keep the catalogs down within our means to carry them, we will leave it to you to issue such monthly lists as you see fit.

H. C. Brown on Salesmanship.

Henry C. Brown, advertising manager for the Victor Talking Machine Co. was next called upon and addressed the gathering as follows:

Mr. Chairman and Gentlemen: Mr. McChesney was not here last year and I was, and I got mine last year, and I think he ought to get his this year. You have had considerable talk about optimism. That is my strong card. I have been living on it for the last thirty years. Optimism

MRS. J. NEWCOMB BLACKMAN, WHOSE HUSBAND WAS BUSY MAKING THE CONVENTION A SUCCESS.

is a strong factor in hope, and if a fellow keeps on hoping he will probably get there some day. But we have got past that in the development of the talking machine industry. As several of the gentlemen have pointed out to-day, we are past the stage of experiment or toy. We can look into almost every refined home throughout the country and find one of the high grade machines, and it has been put there because it represented full value, and it has been pleasing to everyone and everyone has been satisfied with his purchase.

You have a body of men here capable of doing almost anything they set out to do. While my efforts are confined entirely to advertising, it seems to me advertising is nothing more or less than salesmanship on paper, and every man among you is a salesman or should be. Salesmanship is a serious study. Mr. Blish and I were walking out on the boardwalk to-day and spoke of the necessity of educating the man behind the counter to the importance of the line he carries, to the importance of the goods he is offering to the public, and what these goods represent and what they will bring to the home in which they are installed. I do not think too much work can be put behind the efforts of the jobber to educate the retail man to the full value of the talking machine. It is simply a case of presenting the goods properly in order to sell them. We are doing all we possibly can.

MRS. E. F. TAFT, ONE OF THE MANY POPULAR LADIES PRESENT.

We have surrounded our advertising by about as much dignity as it is possible to do. We have created a universal demand, and we have been supported admirably and wonderfully by the distributer and dealer.

We are going to do even more this year. I do not feel free to say just what that is going to be, but we are going to do things that we think will enthuse the trade more than anything we have ever done before, and we are going to continue to manufacture what we think are the best goods, and going to spare no expense towards giving the people what they want. I thank you, gentlemen, for the privilege of saying these few words to you.

The Chairman: Mr. McChesney, will you enlighten us somewhat on your policy of advertising?

L. C. McChesney on Publicity.

L. C. McChesney: Mr. Dyer and Mr. Dolbeer have said about all I could say about advertising. Next year will be the greatest in our history in advertising, in spite of the fact that we do not believe that for the first six months of that time we will get value for our expenditure. The National Phonograph Co. is fortunate in representing a man who is one of the greatest optimists in the world. There is no man in the United States that believes more in the future of the country than does Mr. Edison. With that belief, he is quite willing to see us spend a large amount in advertising.

George P. Metzger Heard From.

The chairman next asked George P. Metzger, advertising manager for the Columbia Phonograph Co., to address the meeting.

Mr. Metzger said: Mr. Chairman and Gentlemen: I am afraid I speak best with a pencil. I would a great deal rather tell you what we are going to do in advertising this year after it is done. I want to say just one word along that line. Keep your eye peeled. Get your dealers to co-operate with the manufacturer in their own local advertising. That is the one best way to get more orders and better remittances.

The Chairman: I think we will all admit that the people connected with the manufacturing end of the talking machine business are good fellows. It has been my fortune to be connected with several different lines of business, and I have never met a better, jollier lot of people than those connected with the talking machine manufacturing end of it. It has also been our good fortune to meet equally as good fellows connected with the accessory end of it. We have with us a prince of good fellows, Mr. Beecroft, of the Tea Tray Co.

Clement Beecroft's Remarks.

Clement Beecroft: Mr. Chairman and Gentlemen, and I may say friends, because I think I know every one here, I have been connected with the horn end of the business for so many years. I have the honor to be with the company that I believe made the first talking machine horn that was ever made, and I just have a telegram from Mr. Martin, our president, who regrets that he is unable to come to-day on account of illness in the family.

As far as the last two years are concerned, we have sold most of our horns direct to the talking machine manufacturer, and a few to the jobbers as I used to sell them years ago. That, of course, was occasioned because of changes in the outfits. We stand to-day ready when there is a demand with horns, of which I have samples, that we think are ahead of anything we have attempted before. So that should there be any change, and the jobbers want to carry any stock of horns for any type of machine, we have them and I shall be very pleased to hear from you.

I have unlimited faith in the future of the talking machine business, because when you discard it what are you going to put in the place of it? It is as up-to-date as the selections, no matter what they are, as they come out.

The Chairman—Gentlemen, I will now call upon Mr. Ornstein for a few remarks which must have been suggested to him by the paper read

by Mr. Mickel. He is now here, and we would be glad to hear from him.

Mr. Ornstein Discusses Salesmanship.

Mr. Ornstein—I listened very attentively to the paper, and believe that the suggestions given are very good; but the question which must remain is whether the program outlined is going to be followed up by the jobber. There are any number of suggestions offered in reference to the manner in which we should guide our traveling force; but the question is, do they receive the hearty support and co-operation of the jobbers? A mere paper is very good, and if every man went back and worked it along those lines as enthusiastically as he receives the paper, I believe very good results could be secured. I have, however, found that the capable salesman, the man that is able to enthuse the trade, also secures orders. It is something like going to the sick and telling them about a very gracious heaven and letting them starve. What is the use of going to a dealer with two machines and fifty records and trying to enthuse him and not trying to increase his stock? The situation at the present time requires that the dealers enlarge their stock, and until such time it does not pay any manufacturer to send their men around and try to enthuse a dealer into putting $500 worth of advertising back of a $50 stock. There will always be some men employed by the manufacturer who do not pan out well. You must not forget that the very best men the Victor Co. has had have been engaged by the distributers. Probably out of five men engaged there are only two that have the necessary ability and qualifications. That accounts for the numerous changes made. I do not pose as a Balzac or a Charles Dickens in being able to decide upon the various abilities and qualities of men. I do not believe any of us can look at a man and say whether he will succeed as a salesman any more than we have been able to decide which men will succeed as jobbers. That will always be a problem we will have to spend a lot of money to solve.

I notice in part of the paper that Mr. Mickel stated that he himself had gone out to visit a dealer and induced that dealer to order a large amount of goods. I would like to ask Mr. Mickel and the rest of you, How often have you done it? A demonstration of it once is not fulfilling that part of the duties. It is just as reasonable that we should ask that you go out and see these dealers. Our men are out on the road to assist you. Our men do not always receive the co-operation that they should. Our salesmen are apt to make mistakes, are apt to jump over the traces occasionally, but the question is, Do you make the reasonable allowance for them? A man going out from the factory has a very hard row to hoe. Not only has he to be very careful to see that his orders are placed impartially, and also to see that he is satisfying the distributers, but he also runs up against the great wall that the jobbers' man is in better position to offer terms and concessions which he is not in a position to offer. I do not believe, with very few exceptions, that there are any Victor salesmen out on the road offering the dealer concessions which the distributer has not permitted him to give.

I have probably gone away from the beaten track here and taken up a paper, instead of merely stating that we will try to co-operate with it. We are anxious to co-operate with it, but it is unreasonable to expect any results from these papers unless you do something more than merely applaud them when they are read and forget them when you go home. If you will put your own sales force out and advise us of our men's mistakes, they will succeed. But in the past we have received more suggestions than co-operation, and that accounts for this great sales force of the Victor Co. and other companies in not being as productive to you as you expect, and probably justifying and bringing forth certain criticisms. You must not ask for that perfection in our sales organization which up to date has not been demonstrated in their sales organizations among the jobbers.

Other Business Transacted.

Before the meeting was adjourned an attempt was made to settle upon the meeting place for next year.

Jas. F. Bowers proposed Atlantic City as being in close proximity to the factories.

Max Strasburg, of Grinnell Bros., Detroit, strongly recommended that city as being centrally located and convenient for western jobbers, while Fred G. Graves, of Portland, Ore., extended a cordial invitation to make that city next convention headquarters.

An amendment was thereupon made and carried to the effect that the secretary be instructed to secure the opinion of members regarding a suitable meeting place within thirty days.

All business being disposed of, the meeting was adjourned, the members and friends preparing for the banquet at the Hotel Shelburne in the evening, preceded by a general reception from 6.30 to 7.30 p. m., with Thomas A. Edison as the man of the hour.

List of Members and Guests.

Louis Buehn and Ed. Buehn, Louis Buehn & Bro., Philadelphia; W. H. Reynolds, Mobile, Ala.; Charles B. Bayley, of John F. Ellis & Co., Washington, D. C.; Lawrence McGreal, Milwaukee, Wis.; I. Davega, New York; J. G. Corley, Cable Piano Company, Richmond, Va.; F. R. Kisswich; Benjamin E. Neal, of Neal, Clark & Neal Co., Buffalo; Marks Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; O. A. Gressing and L. A. Cummings, St. Louis Talking Machine Co., St. Louis; E. F. Taft, Eastern Talking Machine Co., Boston; J. Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; H. F. Miller, Penn Phonograph Co., Philadelphia; N. D. Griffin, American Phonograph Co., Gloversville; R. H. Morris, American Talking Machine Co., Brooklyn; Wm. A. Eisenbrandt, H. R. Eisenbrandt & Sons, Baltimore; H. W. Weymann, H. A. Weymann & Son, Philadelphia; Rudolph Wurlitzer, the Rudolph Wurlitzer Co., Cincinnati, O., and Chicago; Newton Bachnach, N. Snellenberg & Co., Philadelphia; J. H. Swanson, Houston Phonograph Co., Houston, Tex.; W. F. Davison, Perry B. Whitsit Co.; Morris J. Peters, of G. C. Aschbach, Allentown, Pa.; James F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; H. L. Royer, M. Steinert & Sons Co., Boston; W. O. Pardee and F. H. Silliman, the Pardee-Ellenberger Co.; J. E. Roush and C. M. Roush, Standard Talking Machine Co., Pittsburg, Pa.; H. H. Blish, Harger & Blish, Dubuque, Ia.; C. N. Andrews, W. D. Andrews, Buffalo; W. H. Andrews, Syracuse, N. Y.; Fred A. Siemon, Rudolph Wurlitzer Co., Chicago; H. R. Skelton, J. A. Foster Co., Providence, R. I.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, the Perry B. Whitsit Co.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Louis J. Gerson, John Wanamaker, Philadelphia; Charles E. Dean, John M. Dean, Lowell, Mass.; C. W. Hickok, Whitney & Currier Co., Toledo, O.; H. N. McMenimen, Sheip & Vandergrift, Inc., Philadelphia; Carl A. Droop and Clarence E. Gore, E. F. Droop & Sons Co., Washington, D. C.; W. B. Fulghum, Victor Talking Machine Co., Camden, N. J.; G. T. Williams, New York Talking Machine Co., New York; Clement Beecroft, the Tea Tray Co., Newark, N. J.; W. A. Lawrence, Standard Metal Mfg. Co., Newark, N. J.; Nelson C. Durand, Edison Business Phonograph Co., Orange, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; George D. Ornstein, Victor Talking Machine Co., Camden, N. J.; F. K. Dolbeer, National Phonograph Co., Orange, N. J.; Edward Lyman Bill, The Talking Machine World, New York; B. Feinberg, Columbia Co., New York; L. C. McChesney, National Phonograph Co., Orange, N. J.; William Werner, Easton, Pa.; Oliver Jones, Victor Talking Machine Co., Camden, N. J.; Fred W. Graves, Graves Music Co., Portland, Ore.; Lawrence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. P. Valiquet, Newark, N. J.; Frank L. Dyer, National Phonograph Co.; George G. Blackman, R. B. Caldwell, Blackman Talking Machine Co., New York; Paul H. Cromelin, George W. Lyle, George P. Metzger, Thos. H. McDonald, E. H. Yerkes, Columbia Phonograph Co., New York; A. H. Jacot, Jacot Music Box Co., New York; Victor H. Rapke, New York; L. F. Geissler, Victor Talking Machine Co., Camden, N. J.; Max Landay, Landay Bros., New York; Chas. K. Haddon, Victor Talking Machine Co.; R. G. Royal, Universal Talking Machine Co.; W. E. Gilmore; M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; Benjamin Switky, New York; P. P. O'Neill, H. C. Brown, Victor Talking Machine Co.; Walter L. Eckhardt.

SOME OF THE EXHIBITS.

Sheip & Vandegrift, Inc., Made a Handsome Showing of Their Music Master Horns—Also Introduce a New Needle Box—M. A. Carpell on the Ground With Herzog Cabinets—L. P. Valiquet Introduces New Form of Resonator—New Tea Tray Horns—E. Schloss & Co.'s Record Cabinets.

There were several exhibits of various characters at the Chalfonte. Sheip & Vandegrift, Inc., of Philadelphia, had a handsome exhibit of the Music Master Horns and a new special needle box, H. N. McMenimen, the general sales manager, being in charge. The Music Master horns have been recognized by the trade as possessing unusual qualities, and the majority of the jobbers took advantage of the opportunity to visit the exhibit, just to shake hands, if for nothing else. Various styles of horns were shown, the king of the line being a handsome solid mahogany horn inlaid with mother-of-pearl and ivory. Another was made entirely of spruce, the same material of which piano sounding boards are constructed. Yet another was in quartered oak, bearing six coats of varnish, and being hand rubbed to an exquisite finish.

There was also shown for the first time the Baby Music Master, a small horn with an eighteen-inch bell at the present time being made only in oak and walnut. The baby horns fit either Victor or Edison machines, while the larger Music Master horns may be fitted to any make of machine. The various sections of the horn were also shown in order to give visitors an idea of their construction.

The patent needle box referred to was of a unique form, permitting only one needle to be extracted at a time. The box was made of wood, cone shaped and was designed to protect the needles from rust and the user's fingers from scratches, as is often the case with the ordinary box.

M. A. Carpell, of the Herzog Art Furniture Co., Saginaw, Mich., was also in evidence and told of the valuable points of his cabinets whenever opportunity afforded.

L. P. Valiquet, of the Complex-Aural Co., Newark, N. J., also attended the convention for the sake of introducing to jobbers and manufacturers an entirely new form of resonator, to take the place of the horn. The resonator is constructed on the principle of the piano sounding board. It occupies very small space, being ten inches high and eight inches wide, and may be constructed after very handsome designs. Though it considerably softens the tone of reproduction in a closed room, at a considerable distance it carries as well, if not better, than a good sized horn. Mr. Valiquet expects to have the new attachment on the market by fall.

Clement Beecroft had a special line of new model tea tray horns which were greatly admired by jobbers. Mr. Beecroft took a number of substantial orders.

E. Schloss & Co., New York, had their line of cabinets on exhibition at the Chalfonte and several representatives were on the ground.

Good displays give any house the reputation of being "up to date." Be "up to date."

Alex. Ducat has opened a talking machine store on North Main street, Bowling Green, O.

The Jobbers' Banquet Was a Distinguished Success

Splendid addresses made by leading men of the industry at the Shelburne—Reception held preceding the banquet—Thoughtful summing up of the talking machine situation by men at the head of great institutions—The World's complete report of the banquet should be closely read by every talking machine man in every land on earth

The banquet which marked the close of the convention was held in the Rose Garden of the Hotel Shelburne on Thursday night. At the speakers' table were seated the leading men of the industry and at the right hand of the toastmaster sat Thomas A. Edison, who arrived at Atlantic City by automobile.

From half past six until seven thirty a reception was held in the parlors of the Shelburne, where the jobbers and their friends were presented to Mr. Edison by F. K. Dolbeer of the National Phonograph Co.

One hundred and twenty-five people were gathered around the banquet board and the affair was voted unanimously as being the most interesting from every viewpoint ever held in the talking machine industry.

President Bowers filled the role of toastmaster with dignity and tact and his introductory remarks were heartily applauded.

MENU.

Cocktail Canape Cavier
Relishes
Sauterne Cherrystone Clam Cocktail
Strained Gumbo en Tasse
Filet of Sea Bass Saute, Meuniere
Cucumbers, Shelburne
Clicquat Y. Label
Tenderloin of Beef Larded with Mushrooms
Potatoes Rissole French Peas
Stuffed Tomatoes
Cigarettes Maraschino Punch
Hearts of Lettuce
Aploma Cigars
Roquefort or Brie Cheese
Neapolitan Ice Cream
Cakes Coffee

When cigars were lighted President James F. Bowers assumed the duties of toastmaster, and proceeded to carry out the program of the evening.

Toastmaster Bowers' Introductory Remarks.

Toastmaster Bowers: If the ladies and gentlemen have any difficulty in seeing the speakers' table and the charming array of talent thereat, they may move their chairs to either side of the columns. If the columns are in the way and interfere, the ladies and gentlemen can move to whichever side they please, we cannot move the columns. (Laughter.)

The National Association of Talking Machine Jobbers, ladies and gentlemen and distinguished guests, we bid you a real, genuine, old-fashioned welcome. We have a most excellent authority in which I think Mr. Dyer will bear me out in saying that

"East is East and West is West, and never the two shall meet,
Till Earth and Sky stand presently at God's great Judgment Seat;
But there is neither East nor West, Border, nor Breed, nor Birth,
When two strong men stand face to face, tho' they come from the ends of the earth."

We have many strong men gathered from the East and the West, and the North and the South of our country here to-night to do justice to that which I hope will prove to be an auspicious occasion. The business labors of this Association have been very onerous and exacting. They are over now and we conclude the national session with what may be called the corona of the affair, to wit, our dinner. This is said to be a holy feast, for are we not dwelling in holy unity in feasting together as brethren? There seems to be no objection, however, of having the sisters to dwell with us at the same time. (Laughter.)

Our energetic chairman of arrangements of this Association, J. Newcomb Blackman to whom great honor is due for the success of this occasion, has handed me his bill of particulars, which I am supposed to enforce, with the aid of this bung-starter. (Laughter.) He has succeeded in a remarkable undertaking and instead of having the discourses delivered at the business session of the Association, he has by some specious scheme interested the heads of the important concerns to the extent that he has induced them to present their views and addresses on this occasion in a series of short addresses in a few well chosen remarks. This occasion is graced, ladies and gentlemen, by the presence of the greatest genius of modern times, and I believe of all times, and I am going to ask you to rise in your places to do him honor and drink with me to the health and long life of Thomas A. Edison. (Great applause.) I dare say that you are aware that Mr. Edison makes but few public appearances and no public speeches. You may appreciate his appearance here and appreciate it fully. Note what I say—he makes few or no public appearances. In his place, however, and for him, appears his next friend, the president of the National Phonograph Co., of Orange, N. J., who will address the gathering on the "Relations of the Factory to the Jobber." I have the pleasure, ladies and gentlemen, in presenting to you Mr. Frank L. Dyer:

Frank L. Dyer's Remarks.

Mr. President and Gentlemen—The subject which has been assigned to me this evening is "The Relations Between the Factory and the Jobber." I presume, of course, that this means the relations which *should* exist between them, and I think, in speaking for the National Phonograph Co. on this subject, that I am justified in saying that those relations *do*, in fact, exist between us. Of course, we have had differences in the past. Some of you have done things that we perhaps have not liked, and I have no doubt that we on our part have done things that some of you have not liked. It is absolutely and humanly impossible for two people or two concerns to agree on all things, whatever may be the relations between them, whether manufacturer and jobber, employer and employe, parent and child, or even husband and wife; but when two people are working together for the common benefit of both, whatever may be the honest differences of opinion between them, it is always possible for them to work hand in hand and shoulder to shoulder in a friendly and loyal spirit of co-operation. If I were asked to define as briefly as possible the ideal relations between a factory and its jobbers, I should describe them by the words "co-operation and mutual dependence." If there be a lack of co-operation or distrust or suspicion between the two interests there can be no lasting success on the part of either. The manufacturer must feel that he cannot succeed unless the jobber succeeds, and, on the other hand, the jobber must have for the manufacturer the same intense feeling of loyalty that he has for his own business. In a certain sense all jobbers of the National Phonograph Co. are stockholders in our concern, because they participate in the profits of our product. In another sense they are employes, because they contribute to our success, and in a larger and finer sense they are our friends, with a friend's privilege to commend when commendation is right and to criticize when criticism is needed. A manufacturer dealing with jobbers must realize that the selling of goods is an expensive thing, and that the jobber must be allowed liberal discounts; that he must be protected, so far as may be reasonably possible; that he must be accommodated and assisted in the handling of his accounts; and, more important than all, that he must be supplied with goods of honest manufacture and readily salable value. All of these things we have done. The discounts which we have allowed to the jobber and to the dealer compare favorably with those offered by any manufacturer of a similar or analogous line, and in the case of Amberol records the discounts are exceptionally liberal, as I think all will admit. In the past we have advertised liberally, our expenditures on this item alone exceeding one-half million dollars per year, and we have no

FRANK L. DYER.

thought of reducing this expense in the future. We have sought at all times to protect the jobber, doing absolutely no retail business and having no direct relations with the dealer, except in a few isolated cases where dealers have refused to deal through jobbers and have sacrificed their profits by doing so, and although we have received numerous applications from large concerns who wished to become jobbers we have in every case rejected the application when to accept it would conflict with the business of one or more of our jobbing friends.

We have improved our lines as rapidly as possible, have made new machines, new horns and new records, and the future holds out much in the way of improvement that we intend as rapidly as possible to put before you. So far as our co-operation with you is concerned, you know what it has been in the past, and I can assure you that there will be no change in our attitude in the future. We have tried to meet you more than half way, and a number of you gentlemen can testify to the fact that we have helped you out in the matter of your accounts by accepting notes, when we might well have pressed for other terms of payment. On this point I wish to make a single suggestion, based on the thought that so long as our goods are sold to you on open account we have a common interest with you in your outstanding accounts receivable, and as you may be weakened by failing to collect these accounts we are necessarily affected. One of the objects of this association, I understand, was to protect your membership from dishonest or incompetent dealers, who, buying goods from one jobber and refusing or being unable to pay,

BANQUET WHICH MARKED THE CLOSE OF THE JOBBERS CONVENTION

Flashlight taken in the corridors of the Shelburne just before the feast of reason and flow of soul began. Thos. A. Edison is shown in the picture, holding in his lap little Jack McGreal.

open successive accounts with other jobbers, treating them all in the same fashion. It is obvious that such a dealer as that is no better than a pirate, and you certainly have the power to protect yourselves from his dishonest methods by keeping each other informed of all delinquents and refusing to take on a dealer until you are satisfied that his relations to his former jobber were straight and honorable. Don't be so eager to get new accounts that you cannot take the trouble to look into the matter carefully, and by co-operation among yourselves this very grave menace ought to be completely removed. I urge upon you most strongly to get together on this line.

It seems to me that no better indication of the friendly feeling which we entertain for you can be found than in the recent settlement of the long-pending litigation in New York, by which we paid $450,000 in cash to protect the business of the jobbers in New York and elsewhere from molestation. All that we ask is the same sort of a square deal from you that we on our part have always endeavored to give. Our agreement system is admitted by all to be one of the most successful features of the business, and if imitation is the sincerest form of flattery I think that we have good reason to feel that we have been flattered. Almost without exception our jobbers realize that in the matter of these agreements we are in deadly earnest, and that a deliberate violation of their conditions means a quick and summary punishment. But these agreements should not be, and I do not think they are, regarded as a sword of Damocles held by a hair over your heads, but rather as a means for protecting the honest and legitimate jobber from the depredations of an unscrupulous competitor. I feel assured that if our policy regarding these agreements were relaxed to the slightest extent the results would be deplorable, and I hope all of you gentlemen will feel that our policies in this respect are dictated primarily for the purpose of protecting our jobbers and dealers, although, of course, we are selfish enough to know that the effect of such protection will necessarily be helpful to our own interests.

No one can disguise the fact that we have passed during the past eighteen months through a period of trial and tribulation, and although the clouds are still hovering in the sky the sun is shining through them here and there with every prospect of their being blown away by the winds of returning prosperity. We must realize that the talking machine business has not been alone in its depression, and we must not be discouraged if it returns more slowly than we might hope. Remember that many workingmen are still only partially employed; that many have no employment; that others are still being inadequately paid, and do not forget that there are grocery bills and doctors' bills and bills for the children's clothing to be paid before a surplus of luxuries is obtained. But there can be no doubt that the pendulum has swung to its farthermost point and is now returning, and as the pendulum swings from a state of rest by gradual accelerations business prosperity will return slowly at first and then with increased rapidity. I have an absolutely unfaltering faith that the talking machine business will not only return to the pinnacle of its highest success, but will go on increasing to unknown heights, because as long as men and women love music and entertainment just so long will they continue to invest their money in the goods that are the basis of the relations between the factory and the jobber.

Toastmaster Bowers—We were given to understand, and were under the full expectancy of having with us on this occasion the president of the Victor Talking Machine Co., Eldridge R. Johnson, but he was unable to come, and his place is ably taken by the gentleman who will address you next on the subject, "What is the Future of the Talking Machine Business?" Louis F. Geissler.

Louis F. Geissler—Ladies and gentlemen, I had personally hoped until to-day that Mr. Johnson might be with us, but a few of you who know Mr. Johnson, know of his diffidence, and the impossibility of getting him out at a large gathering; then, too, he is not well. He has, however, promised that he will be with us on our next visit.

Eldridge R. Johnson's Paper.

There is nothing whatever astonishing in the development of the talking machine business; there is nothing abnormal in its growth so far; and it has not yet reached its maturity. Thirty-two strenuous years have passed since Thomas A. Edison first exhibited the new-born infant, destined to become a new industry; and because of the birth of this great art that period will be a landmark for future historians when they write the marvelous account of the social, political and industrial progress of the age in which we are now living—an age that will shine out in the history of a thousand years as the beginning of the balance of human affairs.

The Talking Machine's Great Future.

Heretofore humanity has been too much engrossed with its more serious affairs, and we are now beginning to learn that we must play as well as work. People are asking themselves, "To what purpose do we live?" The trade union cry of "Eight hours' work, eight hours' play, and eight hours' sleep" is no idle dream; nor is it a

ELDRIDGE R. JOHNSON.

privilege for which people who work with their hands are alone contending. The world is going to work less and play more; this is the tendency of the times. The talking machine, therefore, if it can only help us in our play—and it can really do many other things—has a great future.

It has certainly now reached a stage in its development when it can safely be classed as one of the greatest of intellectual amusements; it now appeals to the intelligence. The talking machine is a part of the affairs of the human race—it has a destiny—it has come to stay. No one can expect unqualified success in any enterprise or undertaking; there will always be ups and downs, but I hope that during my life and business experience no depression in the talking machine business less difficult to explain than the present depression will occur.

The panic of 1907 and its effect on the talking machine trade must be taken as a matter of course. It is nothing but an incident, and is really, when viewed from the proper standpoint, most encouraging, indeed. The Victor Co. has suffered only about as have the well-regulated standard industries, such as steel and the electrical business. This is ample proof without further reasoning that the talking machine is now a standard commodity, because the world makes use of panic periods to rid itself of useless incumbrances. That is what panics are for.

The fact that the reliable talking machine companies all over the world have passed through this panic successfully shows that the talking machine business is not marked for elimination. It proves that talking machines are useful; the world is not tired of them.

Edison's Phonographic Fame Imperishable.

In further support of my assertion that the business has not yet grown up, consider the electrical development during the last forty years. Franklin 135 years ago called the world's attention to the possibility of electrical magnetism, but he gave us far less satisfactory material for the creation of the new industry than Mr. Edison handed us with his first instrument.

Both Franklin and Edison did a great thing, such as does not happen often even when computed in proportion to the history of the human race—they initiated each a new industry and art. Mr. Edison has done many other wonderful things, but as the inventor of the talking machine he will be identified in the long ages to come, and the talking machine will, as will his fame, endure so long as men inhabit the earth. The talking machine is great among the great inventions—it will last. Edison and the talking machine are inseparable in fame.

The world waited longer for the infant industry of electricity to find itself than it has waited for the talking machine business. Electrical development passed through the childhood of toy estate just as the talking machine did. It became a half-grown child, most all play but predisposed to serious affairs, as is the talking machine at this very moment; it passed on and has gradually grown into a husky youth with all the vigor and glorious prospects of youth, exactly as the talking machine busines is going to grow and exactly as the ousiness is now growing.

The novelty and wonder of the talking machine, which has heretofore been an important factor in the matter of selling, has been losing force rapidly for the last five years. This perfectly natural and healthy change has given birth to the question, "Will talking machines go out of use?" All the great arts, when new, have gone through exactly the same process and change. P. T. Barnum, about thirty years ago, billed an electric arc light as one of the chief attractions of his "Greatest Show on Earth." Did the business of electric lighting go out when Barnum found it no longer an attractive novelty? Read the answer in the almost incomprehensible figure of total capitalization of electric light and power companies.

Passing Out of the Stage of Novelty.

The talking machine is passing out of the stage of novelty, and, like the electric and other lines, this will prove a step in advance. They have a use; they fill a long-felt want; and in the place of buying for curiosity the public are now buying for a purpose. This is substantial business. This is where we begin to understand that the business is not a joke. This is where the matter of quality assumes its proper proportion. Don't forget the business is young—very young. It took the world nearly one hundred years to find a practical use for electricity after Franklin discovered the elements of its control.

We are now probably very close to the threshold of important developments in our history, and it is to the development of the art that we must look for our future prsperity; we cannot stand still. There should be no toleration of the degrading practices of price cutting, nor will such practices become more than a passing incident in the history of the art for many years to come. The firm that deals in quality will always find a market for its wares, regardless of the matter of price, providing the price is fair; and the firm that prostitutes its business and sacrifices its future to the enterprise of price cutting will find itself left by the wayside, stranded by its own foolish short-sightedness.

Goods should be sold as low as will yield a profit to a progressive, well-paid organization for manufacturing and selling, wholesale and retail, all the way through until they reach the hands of the customer. A successful enterprise must

(*Continued on page 44.*)

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THE NEW "BY" CABINET

Retail Price of Machine and Cabinet, $100

We stand ready to grant you exclusive Columbia selling rights.

You agree to carry a representative stock of our goods and to let the people in your town know you have them on sale. Their real intrinsic merit and our extensive advertising will more than back up your own efforts. We on our part agree to protect you against any possibility of competition.

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BONCI, The World's

In the world of opera one name stands out clean-cut and distinct, above all others in its class, as a synonym for everything that is faultless and exquisite in vocalism—that of Alessandro Bonci.

Bonci's work is the standard in the great operatic tenor roles. Of Bonci, everybody knows. In everything where delicacy of shading, brilliancy of tone and intelligence of interpretation is demanded he is matchless, infallible and supreme.

In the Fonotipia Double-Disc Records of Bonci's voice are shown this great artist's infinite versatility, his never-failing gracefulness of execution and the same charms of expression and technique that have won renown for his stage work.

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Records are made in Milan; each record shows the
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BONCI Sings exclusively for the Fonotipia Company, Milan.—Columbia Phonograph Co. Gen'l, Sole Selling Agent for America.

THE BANQUET AT THE SHELBURNE.

(*Continued from page* 41.)

be a good thing for all who have to do with it. The enterprise that tries to "hog" all the profit is going to be unpopular. Public opinion will turn against them. I believe the improvement in the art will advance too fast for the infamy of price cutting and sweat shop methods to find a lodgment. It is clearly the duty and best policy that the trade turn its face hard against such firms that show the black flag of piracy of patents or the yellow spots of cut prices.

Touching on and Appertaining to Patents.

Patents are a most useful and the most potent means of maintaining prices to a fair and wholesome level. They can never be used to do more unless the holders of the same are short-sighted. The punishment in such cases usually fits the crime, as any attempt to hold prices to an unreasonable level, through the means of a patent, reduces the volume of trade and the enterprise is, therefore, strangled in its infancy.

The world can generally get along without a particular patent; the public are good appraisers; they want the benefit of the new idea, but they must have it at a reasonable price or they will refuse to use it in any great quantity. Necessary commodities can never be controlled by patents, therefore the public are independent of the patent question. While they always welcome an improvement, they are capable of getting along without it as they did before it came, and they certainly will if a "hold-up man" comes around using his patent as a gun.

Fair prices are a necessity to the healthy condition and progress of any line of trade, and the trade should fully co-operate in their maintenance. He who destroys this healthy condition for the sake of temporary gain is an enemy to all who work for the betterment and uplift of mankind, and the time is coming when such selfishness will be recognized as selfishness and when legislation and judicial power will not be in its favor, as it is to some extent at present. It will not always have the sympathy of the courts.

There are merchants who say, "We could make better purchases if there were more manufacturers of talking machine goods; the system of established and maintained prices in the business gives us no chance to reap the benefit of our genius as buyers, it is all cut and dried for us." This is true, but this plan of selling goods is a square deal and the advantages of selling far outweigh the disadvantages of buying. It is certainly true that if there were a larger number of manufacturers there would be a larger number of merchants trying to sell the same kinds of goods. In other words, the goods would be easier to buy but harder to sell and profits much less.

Quality as a Means of Competition.

Patents on talking machines can never be more than a regulator; the talking machine manufacturers should respect each other's patents; there is always more than one way to do the same thing. The manufacturers should try to excel in quality as a means of competition rather than to devote themselves to a war of destructive prices. The man who says, "Give me a license or I will destroy your patent" is a hold-up man just as much as was Jesse James—an enemy to all. When people take this position with the Victor Co. it means a war to the death; there is no other way.

Quite a number of firms have taken this path of commercial suicide within the last four or five years. In the matter of disputes on patents the trade generally know who the infringers are, and if they do not it would pay them to get a good, responsible patent lawyer to point out the truth; it will cost far less than to have their stock of goods enjoined by the courts. The inventor wins out by far the greatest number of times; at least the Victor Co.'s inventors do; and manufacturers who lack the initiative to create and therefore prey upon the works of others are never safe people to tie up to.

The competition between the Edison Co. and the Victor Co. has so far been ideal. It has been a question of quality, commercial organization and fair dealing, and in our efforts to excel each other in this respect I am sure we have done each other much good. We have greatly enlarged the industry; we have improved the quality and demand for the goods and have created a prosperous condition for all interested. Certainly the trade has been more greatly benefited during this period than at any other time, and, to a great extent, does the prosperity of the trade as it is now composed, depend upon the maintenance of this wholesome and commendable relation as between the two companies.

Victor and Edison Companies Genuine Rivals.

There is no vital question of disc versus cylinder. Let the Victor Co. keep to the disc and the Edison keep to the cylinder; one side of the question is enough for one manufacturer; there is an inexhaustible opportunity to improve both, such as will absorb the energy of the respective organizations so long as a single present member shall live, no matter if all of us live to far exceed the records of human longevity. The little ads. in the daily papers, which offer both the Victor and the Edison goods by the same firm, strike me as being potent winners of business. The Victor and Edison companies have no commercial understanding; they have no contract of alliance, but they are natural allies.

The disc and cylinder trade forces can be made to balance each other in the long run by independent and liberal management on both sides. It is not unlikely that the scales of the situation may from time to time show an advantage in favor of one or the other; but so long as the organizations retain their respective independence, ability and fairness, the advantage to either one or the other will be but temporary and only serve as a spur to cause the losing one to make a greater effort to regain its lost ground. I am sure that the Victor Co. will always be satisfied with the portion of the disc; we shall never sell so many, but as they bring more, perhaps it will average up to a satisfactory figure in the end.

I do not consider that either the double-sided disc record or the doubling of the thread of the cylinder record will increase the sale of talking machine goods. No doubt there is a certain economic advantage in some instances secured by the use of the above devices, but the articles will not prove themselves as contributing to the progress of the art, according to my opinion. The improvements, if they can be classed as such, are purely economic, and whatever advantage they hold, if any, will be absorbed by the public eventually, with small thanks, and the talking machine manufacturers will be no better off than they were before their introduction; but there will be a huge bill for the cost of the change to pay.

The Victor's Opinion of Double Discs.

These improvements have, of course, the advantage of giving the public twice as much of the same thing for a very little more money, but I really believe that the public would much prefer to have the same quantity as they had before and pay the same price if they could get it of a higher quality. You cannot increase the attendance at the theater simply by lengthening the time of the play; at least you could not increase the attendance permanently in this way. Generally, however, you can depend upon an increase in attendance by increasing the quality of the play staged.

Therefore, I conclude that while the public may to a certain extent take advantage of the bargain of more goods for their money, they will spend no more money than they did in the first place. Should we, however, offer them better goods for the same money or even for more money, they would be far more likely to increase their investments in talking machines.

The ultimate success and advancement of the talking machine trade depends as much upon maintaining a standard of the personnel of the trade to high ideas as it does upon the power of the manufacturers. Do not snap at the first cheap thing that bobs up and down in your range of vision—there is sure to be a hook in it.

I have often heard the question asked and discussed, "Will the talking machine trade meet the fate of the bicycle?" The bicycle business is to-day, I believe, fairly prosperous; but the bicycle did not come into existence as a new art, as did the electrical business and the talking machine business; it grew up slowly from the velocipede of forty or fifty years ago. When ball bearings and pneumatic tires were introduced the bicycle received such a tremendous impetus that it temporarily outgrew itself. There was, I believe, a short period in which it was considered practically dormant. It was far from a dead one, however; it bobbed up again in the form of the automobile. What really happened was that the bicycle evolutionized itself into the automobile. The panic has not yet even checked this youngster; there is a boom in automobiles; the good ones are hard to get.

Not a Fad, But a New Art.

Is it not, therefore, plain to all that the talking machine is not a fad, but a new art, a new industry, just emerging from its childhood? It will eventually take its place among the standard arts and industries, just the same as did the printing press, the flying shuttle, the steam engine and the electric dynamo. Indeed, the talking machine has closely followed the history of many of the industries from their birth all through the comparative stages of their development so far as the talking machine has gone. From the past and its wealth of infallible experience we must judge the future, and because of this, as well as because of the many encouraging signs of the times, the future looks good to me.

The business must grow for many, many years to come. You can pin your faith to it; it will absorb all the lives and energies of the men who are at present engaged in it, and I have not the slightest doubt but that our children's children will be busy at the many problems which must be unraveled before it can be considered as perfect, before it can be called grown up or standardized. A thing is not likely to stop during its natural growing stage.

Prospects for the coming fall look good; but, while I expect a rapid and healthy development, I do not expect a boom, and hope there will be none. It is very evident, owever, that the enterprising jobber or dealer can prepare for the coming fall and winter with confidence that for whatever energy, effort or capital he may invest in his talking machine business he will receive a substantial return. The time has now arrived when the trade can talk "quality" in the matter of talking machine goods. It is so much more potent and satisfactory that the mere matter of price, especially when there is so little difference between the cost of the highest quality goods and the lowest quality.

Public Beginning to Discriminate.

The public are beginning to discriminate, and when they learn their lessons fully, which will be soon, quality will be of more importance in talking machine goods than in any other line. Many people sell pianos at a difference in price of $200 or $300, based entirely on tone quality. There should, therefore, be very little difficulty in selling talking machines for $10, $50 or $100 more, or talking machine records for a few cents more when the difference is based on a tone quality that is far greater than exists as between the best piano made and the poorest one.

My line of reasoning will stand all the tests of cross-examination, and the business is all right, but we can only reach our goal quickly through the energy and co-operation of our jobbers and dealers. Give talking machines more

attention; they will repay all the time devoted to them. Create the business do not wait for it.

Consider the insurance business, see what they have done. There is an example of energy and an example of the fruits of energy. Some of the companies do so much business that they have to be stopped by law. Yet it is possible to sell a talking machine wherever a life or fire insurance policy is sold. Still statistics show that only a small portion of those who should do so carry insurance. Look at the automobile business. They say they are going to sell 200,000 this coming twelve months How many talking machines would that energy sell, and how much more profitable and continuously profitable are talking machines than automobiles.

Mr. Johnson Regrets Being Absent.

I can safely advise the trade. Realize what is before you and take the great opportunity. It pays to work intelligently. Astonishing things are possible. Even the whole world was conquered once. Alexander was history's greatest example of energy and zeal. He even had some hustle left over when his job was finished. There is nothing to worry about. The future is full of cream. Hustle and the world is yours.

In closing, I would express my sincere regrets that circumstances do not permit of my being with you on this occasion, and I would extend you the hand of good-fellowship with my sincere thanks for the parts that you have all played in the pleasant and rapid advancement of our industry.

Toastmaster Bowers—In presenting the next speaker, I am partially reminded of Tommy Atkins, "whoozy and whizzy." The next speaker is a first-class fighting man. I know that he is a first-class fighting man, for I had the pleasure of crossing swords with this distinguished gentleman on the boards of the Congressional floors. In the absence of Edward D. Easton, of the Columbia Co., we are honored with the presence of this first-class fighting man, in the person of Paul H. Cromelin, the vice-president of the Columbia Phonograph Co., who will address you on "Business Policies."

Paul H. Cromelin's Address.

Mr. Toastmaster, Ladies and Gentlemen—I bring you personal greetings from my distinguished chief, Edward D. Easton, who has asked me to extend to the officers and members of the National Association of Talking Machine Jobbers his felicitations and well wishes for a pleasant and profitable convention and for a coming year of prosperity, to the members individually and to your association. It was with great regret that he found his plans for his annual visit to Europe were all completed when your kindly invitation was received, so he can only be with you in spirit to-night, and has asked me to represent him; and, as I consider the personnel of the men who are gathered here in convention assembled, and contemplate the enormous potentiality and power for good of such an association as you have organized, nursed and successfully launched upon the third year of its career, I begin to realize more fully the wisdom of some of those "business policies" which have made possible and even necessary such an association as yours in the year 1909.

The Trade Beyond Its Infancy.

Those of us who are parents know how difficult it is to realize that our babies, when they are grown up, are really able to shift for themselves and perhaps know better than we do what is best suited for them. No matter how big and how strong a man may become, it is hard for the mother to look upon him as anything else than "her big boy," who still requires her affectionate and tender care and solicitude. And so also it is hard to realize that the time is flying and that our baby industry is really getting past the "kinderkrankheiten" age, and having had successively all of the known children's diseases, is emerging into young manhood, so strong, so virile, so active, so determined, so pugnaciously progressive, so confident of the future, so convinced of its proper sphere and position, and so sure of landing there.

It seems but as yesterday when I was called into a little back room in an unimportant office building in the uncommercial City of Washington, D. C., and shown there for the first time the graphophone. The front office was that of Johns & Easton, court stenographers; the rear, the Columbia Phonograph Co., shortly before organized. I shall never forget that demonstration of the little wax-coated, pasteboard record which I was permitted to hear while Mr. Easton operated the treadle of the machine.

It was merely a bit of Irish humor in the best style of my much-beloved brother, the late R. F. Cromelin. How I would prize that record if I had it to-day; but just as surely as this industry of ours is bound to progress and go forward, making permanent impress upon the life, culture and civilization of the age, just so surely do I believe that the influence of the big, broad, progressive men who were associated with Mr. Easton in the successful commercial exploitation of the talking machine in the early days, building upon solid foundations and shaping the business policies upon which the industry stands to-day, lives and will ever be a perpetual inspiration to those who will carry forward the work in the years to come.

Cromelin Compliments Edison Handsomely.

We have with us to-night a man whose name is a household word in every American family, the record of whose achievements have gone forth to the farthest ends of the earth, and added luster to American citizenship. The name of Thomas A. Edison is associated with many of the most important discoveries of the age; inventions which have given birth to industries, calling for other men of imagination, initiative, far-sightedness and capacity for organization, to shape their course and to plan their "business policies" so that the broadest possible success could be achieved in the quickest time, that mankind could be the beneficiary and those to whom personal remuneration was due rewarded in a befitting manner for their discoveries.

It is truly wonderful when we pause to realize how many new industries have been brought into existence, carved out of nothing, so to speak, during our lifetime; but as we are naturally interested in particular in the business policies which are related to the talking machine industry, it may be profitable for a while to-night to consider what it means to build a new industry on a scientific idea, to create something where nothing tangible existed, to do the missionary and pioneer work, and to overcome the obstacles of ignorance and prejudice. And, as the invitation extended by your worthy chairman indicated clearly that I was expected to consider the subject from the standpoint of the Columbia Co., you will pardon, I am sure, the repeated personal references to our company, our men and the graphophone.

Of all the inventions with which humanity has been blessed, few, if any, have seemed to afford such a multiplicity of uses as the graphophone. I use that word in its broadest sense as embracing all practical modern machines which either record or reproduce sound.

Development of the Graphophone.

There were so many suggested uses that no one could predict with any reasonable degree of certainty just which way the industry would shape itself; and, as is usual in such cases, there was lacking in the "business policies" of those who were destined to develop the industry a continuity or permanency of policy, because from the very nature of things such a course would have been impossible. To illustrate, the existence of the graphophone is directly due to the beneficent use which Alexander Graham Bell made of the funds received from the French government for his work in connection with the telephone.

The policy of the men who exploited the telephone was to lease, not to sell the instrument. Many of you will perhaps learn with surprise that this was the plan on which graphophones were first put out. They were leased for business purposes on payment of monthly rentals. Moreover, they were leased for use within a restricted territory and could not be removed without the consent of the company. Experience has proved that the business policy of renting, not selling outright, was the correct one in the case of the telephone, but it did not take very long to find out that such a policy was far from right with the commercial graphophone.

It soon became evident to Mr. Easton and those associated with him in the Columbia Co. that the field which promised the greatest reward and quickest return and disclosed a vista of world-wide opportunities was the use of the graphophone for home entertainment, and especially for the reproduction of musical sounds; and what more natural than to utilize the instrumentality most convenient and nearest to hand? And thus we find the first band records made by the United States Marine Band, of Washington, D. C., which, under the able leadership of John Philip Sousa, was coming into national prominence.

The First Columbia Record Made.

Many of you well remember the first record with the announcement "Made for the Columbia Phonograph Co. of Washington, D. C." Now, there is an illustration of "business policy" which has perhaps been the subject of as much heated debate and adverse criticism as any one thing ever done since the business began. P. T. Barnum is accredited with saying, "Get the people talking about you, better by far if possible to get them to say something good, but if you can't, get them to talk about you even if they say something bad."

Before passing judgment too quickly as to whether the announcement was good or bad business policy, bear in mind these facts:

First—For the first time in the history of the world there had been brought into existence a device which could actually talk and advertise itself.

Second—The records were being made by a small company with limited means, which was feeling its way, groping, so to speak, with no experience and nothing which had ever gone before to guide the men who were directing its affairs.

Third—From all over the United States, and in course of time from distant foreign countries, orders came in with cash remittances to this little unknown company located, as I say, in the uncommercial city of Washington, which orders were only traceable to the fact that each record out was constantly announcing to all who had ears the name of the company and its geographical location. As the business grew you will remember the announcement was changed to the "Columbia Phonograph Co. of New York," then "Columbia Phonograph Co. of New York and Paris," and then the "Columbia Phonograph Co. of New York and London."

It would have cost hundreds of thousands of dollars expended in ordinary publicity channels to have made the name so generally known, and when the business had so developed that we were sufficiently well established in the great commercial cities, and it had outlived the purpose for which it was intended, the announcement, as you all know, was dropped. Many a time have I heard the company damned for that old announcement. Many a man had told me that he would not buy a record with an advertisement on it; but I speak with sincerity to-night when I tell you that for every individual who would refuse to buy because of the announcement, I believe that we sold to at least twenty-five or fifty who bought only because of having heard the announcement.

Introduction of Coin-Operated Machines.

The coin-operated graphophone brought unique business opportunities in the early days. When it was proposed to plunge and to move from a converted residence on a side street to a building on such a great thoroughfare as Pennsylvania avenue, and pay as much as $300 a month rent, the matter was approached with fear and

hesitancy. The idea was to make a handsome display room, containing coin-operated graphophones where the public could for a nickel hear one of these wonderful machines that could sing and play and talk. When Mr. Easton was asked if he would be satisfied if the slot machines paid the rent, so that he would be rent free to sell goods, he indicated that such a result would be highly pleasing, "for what other business was there that could operate rent free?"

Well, the receipts for the first three days more than paid for the first month's rent and the electric light bill, and the latter was no small item, for the Columbia Co. was one of the very first to recognize the value of electric light for advertising purposes and as a means of attracting attention to its business.

In the course of time the Washington equipment was duplicated in city after city until the great commercial centers of this country and Europe were covered. Everywhere, handsome stores and brilliant electric displays, on the most expensive thoroughfares, the slot machines usually paying the rents and light bills, leaving us free to sell goods without these fixed charges. I am safe in saying that this bold policy did more to encourage others to invest in the goods and go into the talking machine business on a broad scale than anything else that was done.

Naturally, as the number of machines sold increased the interest in the slot machines decreased; but we had by that time established a broad selling organization over the world, and thus you have the story of the reason for and the establishment of the Columbia stores. No one thing has gone so far in giving the impression that the business was a big, growing and permanent one, with large possibilities for profit for all who would go into it, than these same Columbia stores scattered over the country.

Where the Music Dealers Were Dense.

It is a rather strange commentary on the judgment of the heads of the leading music houses that they were so long in realizing the importance of the graphophone and that the normal, natural place for a prospective customer to go to buy graphophones and records was a music store. On one of my visits to a western city in the early days I was almost ordered out of the house for even suggesting to the proprietor of one of the city's big music stores that an attractive line of graphophones and records would be a profitable addition to his business.

It was shortly after this that Lyon & Healy became convinced of the future possibilities of the line in connection with the sale of musical instruments and became our valued and important customers. It took some time to bring them around, but gradually one after another the great concerns engaged in the sale of musical instruments have installed talking machine departments, adding dignity and prestige to the business.

From the very beginning a strong policy of fixing a selling price for all goods sold to jobbers and dealers and requiring a strict maintenance of prices established at which goods were to be sold to users was decided upon, and has been continuously adhered to since. Time after time attempts have been made by price cutters to break up this policy, and though they have at times been temporarily successful, we have never been more sure of our position in this regard than we are as we enter upon the campaign for business in the fall of 1909. If there is ever a change in this policy it will be not because we cannot keep the dealers and jobbers in line, nor because such a policy is wrong or not in their interest, but it will be due to the kind of competition which other manufacturers may indulge in.

Why the Protected Policy Should Continue.

There is every possible argument why it should be continued, and we look to such an association as yours to use the influence you may command to see to it that no change takes place in this regard. The policy of a fixed price for all standard goods has become a feature of the business policy of all talking machine manufacturers. It is frequently referred to and pointed out as a policy to be adopted in other lines. Those who are familiar with the affairs of the Piano Manufacturers and Dealers and of the Music Publishers' Associations know how often this business policy of the talking machine companies is referred to with admiration and how unstinted has been the praise given to it.

It is well for the talking machine industry that the men whose task it has been to shape its "business policies" have all had unfailing confidence in its permanency and future greatness. It would be more difficult to criticize than to praise them. In their own way each of the big manufacturing companies has contributed its full quota to the greatness of the industry. We who compete confess that we have a tender spot in our hearts for the Victor dog, and a great deal of admiration for his various masters, although in time we have fought them and will continue in all honorable ways to do so in the future. In a like manner while we have told the trade and the public to disregard the injunction that "none

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are genuine but those containing the signature of Thomas A. Edison," still we believed in our heart of hearts, and now believe that it is a pretty good name to conjure with.

A Broad View Specifically Applied.

Broadly speaking, the policy of the Columbia Co. is to give to the public what they are looking for to the extent that we are able to do so. If that means that a man wants cylinder machines and records, we have with each advancing year brought to the jobbers and dealers a better product, and the possibility of handling that product as free from unreasonable restraint as was consistent for our mutual good, and with the chance to make such a profit as would make it worth his while to take on the line. And so to-day to cylinder enthusiasts the Columbia slogan is: "Tone-arm cylinder machines, cleverly constructed, compact, convenient, built with care and backed with a Columbia guarantee. Columbia Indestructible cylinder records, the best selling cylinder records ever placed upon the market."

To those who prefer and wish disc goods we stake our faith and reputation on the disc that will eventually supersede all others, the "double-disc record." To those who want grand opera we offer the opportunity to listen to the best that the world affords from such artists as Bonci, Campanari, Zenatello, Sammarco, Constantino, Bispham, and many others, the records of whose voices can only be procured from the Columbia Co.; but because of this we are not unmindful of the fact that the great majority of people prefer vaudeville and rag-time, and we endeavor to give them the best that can be obtained. Our policy is as an open book. We have so often proclaimed it that its repetition here might seem superfluous. We told it to you gentlemen two years ago at Buffalo, and it was repeated to you again here last year. We stand in the same position to-night.

Some things it has never been the policy of the Columbia Co. to do. One of these is to refuse permission to any dealer or jobber who wishes to do so to sell any other goods for which he has a legitimate demand and on the sale of which he can make a profit. If our goods cannot sell in competition on merit they cannot sell at all; and we never seek to tie up the dealers or jobbers so they cannot buy the goods of our competitors if they wish to do so. Nor do we subscribe to such a policy, nor do we believe that it is good for either the manufacturer or the jobber. If a dealer decides that he prefers to handle our line exclusively, well and good, but he is not compelled to do so, nor put to restraint nor punished if he does not do so.

The Columbia Exclusive Contract Defined.

The exclusive contract which the Columbia Co. has to offer is of a different kind. By its terms you can obtain the exclusive sale of Columbia goods in a given territory upon agreeing to purchase goods to an amount commensurate with the importance of that territory. One of the great objects which your association is seeking to accomplish is to prevent losses by your plan for limiting credits to dealers who may be unworthy of same.

As I understand, you are organized in this regard for mutual self-protection. This is fine, but if there was only one jobber for a given line in a given territory he would receive every inquiry that came from that territory, absolutely control the purchases of all the dealers in that territory, and they could not get goods elsewhere; and he would have the matter of extending further credit in his own hands, knowing that if he refused further extensions, no other jobber could offer better terms and thus secure his customers. That is the kind of exclusive contract the Columbia Co. is offering to-day.

The industry has reached that point, and experience has taught us so many lessons regarding it, that the policy determined upon now is destined to remain the permanent fixed policy of our company for many years to come. Many of our stores have been sold to jobbers who have guaranteed to do as much business as we ourselves could expect to do, and we have similar propositions open which we will be glad to consider with persons interested in acquiring exclusive territorial privileges. We have constantly kept before us the desirability of cutting down the amount of stock which a jobber must carry to the very minimum, and we believe that the double-disc record has already accomplished much in this regard.

Indestructible Record Against Wax Cylinder.

In the same manner when we made up our minds that the Indestructible record was to be the cylinder record of the future we cut out the wax record so that the jobbers would not have to carry double stocks. We told you before and we repeat to-night that we believe in the instalment business in connection with the sale of talking machines. We believe in their broadest possible distribution, and that the poor and those in the middle classes, as well as the rich, should be able to enjoy the entertainment which they afford, but the instalment business which we preach and practice and which we have heretofore asked your jobbers' association to indorse, and we ask you again to-night to do so, is a "safe and sane" instalment business with an increased price on all machines and substantial first payment before the outfit is delivered to the customer. That is our policy; that can be your policy. It is up to you.

That such an association as yours exists is the best evidence that the talking machine business is to-day recognized as a permanent, stable industry by men of large mercantile experience, who are in no way related to the manufacturers,

and that the foundation has been completed and the industry well launched upon its destined career.

A Pledge for the Present and Future.

We take pride in the part we have played in the past. We believe in the company, we are convinced of the superiority of the goods, and we have faith in the integrity and the ability of our men. There may be more loyal, more faithful and better men, but we have not found them; and we intend, to the extent that it is in our power, to keep abreast of the times, keenly interested in everything which marks for progress, working always for that which will be for the betterment of the industry in the light that is given us to see it, carrying on in the future, as we have in the past, a vigorous, aggressive advertising campaign which will make Columbia graphophones and records even better known, if possible, all over the country.

With the full knowledge that our policy may not always and perhaps frequently will not be the same as that of our competitors, we want you to believe, realize and understand that we thoroughly approve of the aim of your association, that we rejoice in your successes and want, to the extent that is possible, to co-operate with you in the future in everything where we can meet your wishes and advance your interests. I thank you.

Toastmaster Bowers—Ladies and gentlemen, we have a member of the trade whom we all remember, in the person of Leon F. Douglass, the first vice-president of the Victor Talking Machine Co. Mr. Douglass is not with us this evening in person, but Mr. Blackman has received a communication from him, and we feel that you would like to hear his letter. Mr. Blackman will now read it to us.

Letter from Leon F. Douglass.

Mr. Blackman—Mr. Chairman, ladies and gentlemen, I am very pleased to have the honor of reading this communication from Mr. Douglass: "J. N. Blackman, New York:

"Dear Mr. Blackman—Your kind invitation of June 18 received. While it is true I except to come East in the near future, I do not believe it would be wise for me to come during the hot weather, much as I would love to meet my old friends again. In my twenty-one years' experience as talking machine dealer, jobber and manufacturer I recall the conventions during the early days of the local companies along in 1889 and 1890. At that time I was an officer of the Chicago Central Phonograph Co. The present-day gold mine promoters are no more full of glowing promises than the stockholders of these early companies in the olden days. Their stock phrase was 'As soon as we offer the goods we will be on velvet.' They thought it would be necessary to have policemen to keep their customers in line, but they soon found out that it would be necessary to get a Sherlock Holmes to find their customers. I have been looking for the velvet all these years and, so I believe, we will always find that we will have to work for our trade. As Mr. Johnson says, 'The gold is in the mine, but we will have to dig it out.' The jobbers digging for their customers and the factory for a better product. Each will have all they can attend to in that, so that it is of the greatest importance that in our relations with each other there should be as little friction as possible, so that each can use their energies in their respective work. No doubt each will feel their burdens are the greater; as the old story goes: 'The people in the olden days cried so loud at their heavy burdens that the Lord in His goodness allowed all to lay their own burden down and take up those of others that they believed were so much lighter than their own; they soon found that the new burdens which they were not used to were so much harder than the ones that they knew all about that they cried out more bitterly than before to be allowed to exchange back.' Having been a jobber myself for many years, I can sympathize with their burdens, but I can assure you that those of the factory are many. For this reason there should be perfect confidence and harmony between the jobber and the factory.

"Confidence is the foundation of the talking machine business. In my position at the manufacturing end I have had an opportunity to observe the methods of all jobbers and to note the most successful ones. They are the ones who had perfect confidence in the business, the ones who believed the business would last as long as music hath charms, not the ones who believed it was only a fad to be used as a side line as long as it lasted. There is no doubt that it will last and continue to grow for many, many years. The ones who had confidence have advertised and been successful—the more confidence, the more success.

"With confidence there have been fine displays with complete stocks of machines and records, which have brought success. With enough confidence every talking machine dealer in the United States could now double his business. It has ever been the policy of the Victor Co. to work in perfect harmony with the jobber, and we trust that it always may be so. Of course troubles will come; many of them can only be worked out by time; but, with confidence in each other, we hope to be on velvet some day. With best wishes to all my friends, yours very truly,

"(Signed) LEON F. DOUGLASS,
"Chairman Board of Directors."

Thomas A. Edison Honorary Life Member.

Toastmaster Bowers—For the benefit of the members of this association I want to say that I omitted stating earlier in the proceedings the fact that we to-day made Thomas A. Edison an honorary life member of the Talking Machine Jobbers' Association. (Applause.)

In this flow of intellectual feasting in which we are indulging at the present time, one figure looms high on the horizon. We have always considered it as paradoxical to individually call upon at an occasion of this kind, and introduce men whose names are household words, but I am going to present this gentleman to you as one whom you all know as a man who has blazed away to success, one who for many years was in the talking machine business, a man who is a friend to every man in the business, and who has proven his friendship, a man who is a friend to every right-minded man in the trade, a man who has done much for all of us, a man whose mind and purse have always been open to the needy—that big-bodied, big brained, big hearted man—William E. Gilmore. (Great applause and yells.)

Warm Greeting to Gilmore.

William E. Gilmore—Mr. Toastmaster, ladies and gentlemen, this is somewhat uncalled for I do not know what Mr. Bowers is thinking of throwing all this hot air at me. I some weeks ago was called upon by Mr. Blackman and asked to attend this Convention. I told Mr. Blackman I was about to move to my place for the summer—I have been working very hard—don't I look it? (Laughter.) I did not see how it would be convenient for me to come down here while I was sojourning at my country place in the country, but he insisted that I should come down here, and after making various overtures to me, I concluded I would come down—and I am here. I am rather a has-been of the talking machine business, as I have been out of it so long I hardly know how to go into the subject at this time. I think I will go for people on the outside. I have heard nothing to-night but optimism spelled with a big O. I think that a good deal of optimism wants to be used by the jobbers themselves. When I was in the business, we tried it upon outside people so as to go after the jobber and get him to get after the dealer. I was told some weeks ago by a gentleman that he went into a dealer's place in order to find out how the dealer was running his store. Upon investigation he found an old machine in the back of his place that had not seen oil for a long time. He put on the record of Harlan and he had to reduce the speed as the machine would not operate. What I am leading up to is this: what you want to do is to get your salesmen to go in and demonstrate to the dealer these machines, and not only the dealer himself, but also to his clerk or clerks, for that clerk is the one that is going to sell the machines, and it is policy for that clerk to know how to operate the machine in order to get the best results. Just as the sewing machine needs oiling and cleaning—and every woman here knows that it does need it—so must the talking machine be looked after and oiled. Suppose the salesman does stay a week with a dealer, don't you think that this is going to have a good result? I should think so.

There was a remark made a little while ago about opening up a grand place at 27th street and Broadway, New York. I used to walk up Broadway and look at that place. I was very envious of it. I used to think what a terrible bill they must have for electric light. Well, we got the fever, and Mr. Edison decided that we ought to have a big place, on Broadway, New York, with a lot of electric lights and told me

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so. I said yes. At that time we had another gentleman in the office and he said that he thought it an excellent idea. The St. James Building had just been completed and he went and found out the rent for a store with a basement, and all that went with it, in that particular building. He had figured out how much money we were going to make—that is, he had figured it that by selling a few machines and a few more records, we would get out easy on expense. He came with that proposition to Mr. Edison and myself. We went into it and examined it and it showed an immense profit on paper and with figures that we were going to make. He said we would have to take a lease for five years. We talked it over with Mr. Edison. The first year it was to cost $25,000, the fourth year $24,000 and the fifth year $28,000. Well, Mr. Edison turned to me and said: "What do you think of it?" I said: "I don't like it." Now, gentlemen, we would have to pay that rent by the month. I could not see it coming in that fast. We talked it over again with Mr. Edison and Mr. Edison said, "We are not sure on that proposition—we will leave it for a while."

About two days after I went up to see Mr. Edison about something or other and he said to me, "Say, Gilmore, that is a fine store over there on Broadway—it's a beautiful store." I said, "Where?" He said, "Why at 26th street and Broadway." I said, "How do you know?" He said, "I went over and looked at it." At that time they had it all lighted. He had been over there the previous night, walked on the Broadway side of 27th street and looked in the win-

dows. I said to him, "Did you go in?" He said to me, "No, I was just on the outside." Well, the optimism was there just the same and between the other fellow I talked about and Mr. Edison I was over-ruled. However, I did succeed in convincing the agent that that place was not going to be big enough for us later on. I stipulated, and he agreed to it, that we put a clause in there stating that at the end of nine months of the first year, if we so wish, we could notify them and could cancel the lease and only stay one year. I took advantage of that clause. (Laughter.) I went up to 27th street quite often thereafter—it was only a block away—and I looked at it and then I went back and looked at our store. We had our store all gilded on the inside and we had it ablaze with electric lights, and we kept open nights, too—for the benefit of the public. (Laughter.) I used to wonder how much of a lease the other company had. Well, gentlemen, we got out of it. That shows that we were satisfied and I am sure we got out of it better than the other company, and I want to say that I was perfectly satisfied to get out when I did.

I did not want to say so much and to take up your time, but I know that you are going to appreciate it, and I hope that your association will continue to increase, be prosperous, and that you will all come out in the same open-faced spirit and get a great many more members. I hope to meet you all here next year—that is, pretty nearly all—I mean those who have not gone broke and cannot pay their expenses to get here again. (Applause.)

Toastmaster Bowers—One of the most vital and important factors in the success of the talking machine business is printer's ink, and one of the most potent and valuable mediums is that of the legitimate trade press, and as a fitting exponent of what is meant by high-class journalism in its best sense I have the honor of presenting the editor of The Talking Machine World and The Music Trade Review, Edward Lyman Bill.

Edward Lyman Bill's Address.

Mr. Bill—Mr. Toastmaster, members of the Talking Machine Jobbers' Association, ladies and gentlemen—In speaking for the press, let me say that the press properly conducted should always be an aid to industry. Years ago, when trade papers were first founded, they were started as house organs, backed by one or two concerns, for the purpose of promoting their individual interests. As industries expanded trade journalism expanded with them, and steadily advancing trade papers reached the position that they were enabled to graduate beyond the influence of individual concerns, throw off the shackles and become a powerful and independent force in the development of all industries.

There were among the papers representing the different trades—a type of journals which adopted methods and forms which were not strictly in harmony with good business principles. Happily, however, such journals have been relegated to oblivion, and the trade press of this country—the American trade press—stands out as an educator in the highest and truest sense, and it is with some degree of pride that I may say that years ago I allied myself with that form of journalism with the object in view not only of winning a livelihood, but assisting in the development of industries. Studying the talking machine business, I saw that there was an opportunity for development, and the more I examined that industry the more I became convinced that the time had arrived when an independent paper would be a necessary and a useful force in helping the expansion of the trade.

I commenced in a modest form by conducting a department in my music trade paper, The Music Trade Review, but I found that that was not sufficient to reach the hearts of the talking machine trade and incidentally its pocketbook. I found that to attain the strength and power which I desired in the development of this trade, it was necessary for me to put forth a paper which would be solely devoted to the exploitation of the talking machine interests. With that object in view I launched five years ago The Talking Machine World. When the paper was first put forth I had the warm support of the manufacturers, jobbers and the dealers, and together we have worked hand in hand for five years in the development of industry, and Mr. Toastmaster, I wish to congratulate you upon the development of the talking machine business and upon the success of your association.

I recollect when the association infant was born in Buffalo that some predictions were made as to its early demise. Those predictions were ill-founded, for this organization has grown and expanded to such an extent that it exercises a strength and power for the promotion of the talking machine business from the Atlantic to the placid Pacific—from the plains of Texas—to the wheat fields of Dakota. Long live the talking machine industry! United you stand together as a symbol of strength and as a power to eliminate evils which unchecked may creep into any industry, and I may say that interested as I am in this trade and bound to it by the closest business and professional ties, it is with much joy that I have witnessed the fairness of your deliberations while here at Atlantic City. It is evident that the true feeling exists between the manufacturers and the jobbers. If you will continue to work together conscientiously and honestly to develop the trade along consistent and logical lines, with that desire to get together and do right, as you see right, it will make the talking machine not merely a greater power, but one that will command a greater respect from each department of trade life. The interests of manufacturers, jobbers and dealers are closely locked; one is dependent upon the other. If goods are manufactured and not sold they stagnate in factories and in warehouses. There should be no stagnation; business policies must be adopted which will cause these special products to move along the easiest lines of resistance until they reach the consumer. Then in order to have every department harmonious there must be good feeling, because good feeling is the basis of good business, and I believe that your association has been an incubator of good feeling, in that it has brought men together who have felt that when they looked into each other's eyes they should be friends and not enemies; that they were good men and true. By friendly intercourse competition has been blunted somewhat. Men may be just as keen in their desire to win, to develop trade, but the sometimes reckless rules have been tempered somewhat by friendly contact with each other. And it is only through such organizations as this, and kindred ones, that men are brought together for trade weal, and they have realized through unity they can obtain far better results. The fundamentals of our life are education. Business education is necessary. Education is the barometer by which we measure the intellectual temperature of our people. If your business education is complete you can cope with competition in a much better way, and it will redound to your benefit in cold dollars and cents. The strength and energy in fighting a keen competitor may better be spent along the line of business development.

This is a business age; we are all struggling for business. It took the inventive genius of an Edison, of a Berliner and of a Jones, to lay the foundation of this industry, but an Edison, a Berliner or a Jones could not have accomplished the results without an Easton, a Gilmore, or a Johnson, whose marvelous business ability turned the inventive genius of others into the coin of the realm. (Great applause.) It is well, therefore, that we should recognize the business spirit in the development of this industry; it is right, too, that we should pay all honor to the glorious inventors, all honor to the men who have added luster to the pages of American history, whose achievements will be remembered as long as time lasts. But, again, let us remember it is the men behind the trade guns who win the battles of commercial life. Let us remember, too, that it is the man who through long days of labor and nights, devoid of ease, plans the campaigns which mean the employment of labor and the distribution of vast sums to the masses. Such men are striving to accomplish certain ideals. We must ever have ideals—business ideals—for idealism will lift us up, and it is business ideals which will bring out the best in us. It is useless to pass resolutions or to write papers advocating certain measures unless behind these resolutions, behind these papers there is a spirit which makes for their adoption. You must have that or your association cannot reach the highest attainment There must be fixed purpose. You must do things; it is the spirit of doing which has made this talking machine industry—young in years, though it is—one of the best known in this country and abroad. To my mind you are working along right lines. In what other industry can an association three years old produce such a gathering of the clans as we have here to-night? We have here men who have traveled long distances to come here to work for the upbuilding of higher and truer business ideals. It is this serious planning, this mingling together, the adjustment of differences of opinions, the discussion of ways and means and methods—which will help your talking machine enterprises on and on and to ever ascend to the highest points.

I am an optimist on the future of the talking machine industry. I believe its future will be brighter than its past. I believe it has the most progressive types of business men who are working for its development. But we cannot sit supinely by and expect to win golden honors. It requires concentrated effort to produce the best results which the honest efforts of men justly entitle them to receive. The full results of the million and a half in money which the manufacturers will expend during the next twelve months will not reach the highest points unless there be supplementary work on the part of jobbers and dealers. I believe that this coming here amounts to a school of harmony, the bringing together of diverse influences, so that one man can see what the other man is doing; it is helpful; it shows that which is right. I believe it will help business, and the effect of this meeting will last long, Mr. Toastmaster; it will permeate this entire trade, and I feel that when these men shall have departed from this city by the sounding sea they will carry with them sweet recollections of this gathering here to-night, as well as of your business sessions. I wish to say that I stand with you, with all the machinery at my disposal, with all the energy I possess for the honest promotion of this industry, and I believe that a journal which disseminates useful information—a journal which is educational in its influence—should act harmoniously with the talking machine industry, and in every way possible aid in its development. Let the influence of this gathering remain with us and let us go to our homes with one thought in view—to work harmoniously together, to confidently face the future, full of generous promise—to look up and not look down. (Much applause.)

Toastmaster Bowers—Mr. Blackman, the chairman of the Committee of Arrangements, has in his possession a number of letters of record from distinguished gentlemen connected with the trade. I will ask Mr. Blackman to rise in his place and read these letters.

Mr. Blackman's Letter to Emile Berliner.

Mr. Blackman—Mr. Toastmaster, ladies and gentlemen—I have the pleasure of reading to you a letter which I wrote to Emile Berliner:

"My dear Mr. Berliner:—I had the pleasure of meeting you at the convention of Talking Machine Jobbers in Atlantic City last year and in the absence of your correct address I am taking the liberty of sending this letter in care of your friend, Mr. Bayly. The members of our Association and those attending the banquet last year greatly appreciated your presence and especially your address of acceptance in response to your election as an honorary member of our body.

"This address is indelibly stamped upon the memory of those present at that time, not only

because of its sincere rendition, but through the kindness of the Victor Talking Machine Co., who presented their Victor distributers with a record, being the true reproduction from your own lips. As the Association has seen fit to honor me with the chairmanship of the committee of arrangements for this year's convention, which will again be held at Atlantic City, it is natural I should like to duplicate, as far as possible, the pleasant features of last year's convention, as well as improving where possible. It therefore gives me great pleasure to invite you to again be our guest at the second annual banquet, which will be held at one of the leading hotels and be a memorable occasion.

"It is with great satisfaction and approval that Victor distributers and dealers received the decision of the highest court sustaining the validity of your patent, for with it comes protection against invasion on the part of those who would seek to tear down the great foundation on which the talking machine industry is built, *i e.*, quality and one price to all. I hope I will have the pleasure of your acceptance of this invitation and that you will not only attend the banquet, but be with us during the convention."

Mr. Berliner's Letter to Mr. Blackman.

(Mr. Blackman continues.) In response to this letter we have the following reply from Mr. Berliner:

"My Dear Mr. Blackman:—Your esteemed letter of the 17th inst. inviting me to again be the guest of the association at their annual banquet in Atlantic City was handed to me by our friend, Mr. Bayly. Needless to say that nothing would prevent me from embracing an opportunity for renewing and extending my acquaintance with the jobbers except for the fact that I shall be in Europe when the association meets. The more than pleasant recollections from last year's convention and banquet are indelibly impressed on my mind and this renewed favor and honor as expressed by your invitation calls for my highest appreciation.

"I rejoice with the association that one of my fundamental patents, sufficient for the protection of the Victor business was sustained by the highest court of the land. It is also a great satisfaction to me personally that I was fortunate in having an early conception of the value which now attaches to the adjudicated claims. With an unchallenged field for commercial exploiting and expansion presented to the trade it seems evident that business should readily respond to efforts unhampered by litigation and to a policy both aggressive and confident of success.

"And I believe that the public will continue to actively appreciate the aim of the manufacturers of furnishing only high grade vocal and instrumental effects based on the untiring endeavors of the various laboratories toward still greater perfection in recording and reproducing the same. Will you kindly present my cordial compliments and good wishes to the president, the officers and the members of the association and I shall be with them in spirit when good fellowship is gathered at the feast and when the reigning sentiment will be: 'Drink to me only with thine eyes!'"

Toastmaster Bowers: We will be pleased to have a few remarks from R. G. Royal, president of the Universal Talking Machine Mfg. Co.:

Mr. Royal's Brief Remarks.

Mr. Royal: Mr. Toastmaster, Ladies and Gentlemen.—The subject I had decided to speak on has been so ably taken care of by the smaller manufacturers (laughter) it will be useless for me to detain you any longer, so that at your next annual meeting I hope to select a subject which your other members will not hit on and will then give you a longer discourse. (Applause.)

Toastmaster Bowers: I have been asked to call upon T. H. Macdonald and ask him the possibilities of the future from an inventor's standpoint.

T. H. Macdonald's Address.

Talking machines have been the aim of numerous inventors at least since, if not before, the year 1779, when the Imperial Academy of St. Petersburg, Russia, offered a prize for the construction of a machine which should be capable of producing the vowel sounds as expressed by the human voice. The prize was awarded to Professor Kratzenstein for his devices and investigations, which resulted in considerably widening the horizon of acoustic science, and presently thereafter the Abbe Mical, in Paris (1783), and Von Krempelen, in Vienna (1788), were working in the same field.

Many ingenious mechanisms were constructed by these workers and improved upon by various successors, of whom Faber, of Vienna, about 1850, produced a very remarkable speech-articulating machine. In 1857, however, the attention of inventors was directed to a more promising field of effort, through the labors of Leon Scott, who patented the sound-recording machine known as the phonautograph, in which the principles of acoustic physics were employed to produce an autographic record of the human voice and of other compound sound vibrations.

First Reproduction of Vocal Sounds.

The optical demonstration of rhythmic sound waves dates back as far as 1787, when Ernst Chladni published at Leipzig his epoch-making discoveries in this field; but, although these developments were amplified by the researches of Strehlke in 1825; of Young and Wheatstone in the following decade and by those of Tyndall, Helmholz, Melde and Lissajoux at subsequent periods, the graphic reproduction of vocal sounds appears to have been first effected by Scott's appliance. In that instrument the sonorous impulses produced by speech and other non-rhythmic tones were graphically recorded through the vibrations of a tympanum consisting of a flexible diaphragm, acting by means of a stylus on a revolving cylinder, and it is this sensitive tympanum and its attached stylus, developed and improved by successive inventors, that form the essential elements in the talking machines of to-day.

The phenomena demonstrated by Scott were analyzed in relation to vocal sounds, and especially with regard to the separate functions of the vocal organs, by the French Linguistic Society in 1875, and these studies, together with Bell's invention of the telephone, in 1876, gave a new impetus to research in the direction of talking machines.

In the spring of 1877 the Paris Academy of Science appears to have received from M. Charles Cros a communication proposing the production of Scott's sound records in the form of tracings on a transparent surface, and the reproduction of these tracings by a photo-chemical etching process in the form of sunken lines on the record plate. In a retracing of the record these lines were to serve as guides to the stylus, and thus the vibrations of the diaphragm, and, coincidently, the corresponding sound waves, were proposed to be reproduced.

A method analogous to this, but avoiding the intervention of photography, and producing the record directly on a plain metallic surface, was subsequently developed in this country (infra), but Cros appears to have gone no further than to make the communication referred to, which was not published in the Comptes Rendus until some six months later, in September, 1877.

Edison's Invention of the Phonograph.

In the same year, however, the actual reproduction of sound tracings back into perceptible sounds was acomplished by Thomas A. Edison, through his invention of the "phonograph." The outcome of this idea was the tin-foil phonograph, with which everyone is familiar, and which in the year 1878 attracted much attention and gave rise to great expectations.

The very property, however, of the tin-foil, or of any similar material that afforded the possibility of its being sufficiently indented through the impulses of sound waves, proved an insurmountable obstacle to its practical application for the purpose in view.

A very few passages of the line of minute indentations in contact with the reproducing stylus sufficed to so far level down the spaces between the indentations as to practically obliterate the record, and though various means of giving permanence to the record were devised and put into

MR. EDISON GRACIOUSLY CONSENTED TO POSE FOR THE WORLD BEFORE THE BANQUET, AND HE IS SHOWN AT THE RIGHT OF THE PICTURE. BY HIS SIDE, FRANK L. DYER, NEXT F. K. DOLBEER AND C. H. WILSON.

practice, such as filling in with wax on the back, to stiffen it, or a reproduction of the surface by electrotyping, the technical difficulties encountered in these processes left the instrument unavailable for practical use.

The failure of the phonograph was so pronounced as to discourage effort in the same direction for a long period of time. From 1879 to 1886 the literature of the art reveals no serious attempt to accomplish the reproductions of sounds, and no advance whatever was made during that period. Those were the seven years of famine in the art. In 1886, however, the efforts of Chichester A. Bell and Sumner Tainter, of Washington D. C., afforded a solution of the problem.

Bell & Tainter Patent Solves the Problem.

These associates had labored earnestly from 1881 to 1885, and as the result of their labors made many valuable contributions to science. Foremost among these was the method of recording and reproducing sounds, now in universal use, by engraving a solid material of amorphous character, such as wax or wax-like compositions. This system as a whole embodied many discoveries and inventions which contributed to the desired end and which cannot be referred to in detail within the limits of our available time.

It will suffice to notice that the engraving method resulted not only in accurate and recognizable records, but in records that could be removed from the machine, handled and transported without detriment, and which could be used scores, indeed hundreds of times. This last-mentioned characteristic of the new graphophonic sound record is of the very first importance from the industrial point of view. Such was the graphophone as patented by Dr. Chichester Bell and Mr. Tainter in 1886.

This historical review of the progress of sound recording and reproducing mechanisms brings us, at this point in chronological order, to the consideration of another device for the same purpose, already alluded to, and which also may be regarded as starting from the phonautograph of 1857, but which, continuing on the lines of that instrument to obtain the record on a plane surface, diverged at this point and wrought this flat record into depressions by chemical means. These depressions, however, recorded the vibrations of the sound-receiving diaphragm in sinuosities of the side walls instead of sinuosities of the huttom of the lines. This was the so-called "gramophone,' invented in 1887 by Emile Berliner, also a resident of Washington, D. C., and which was brought out before the Franklin Institute of Philadelphia, Pa., in May, 1888.

Berliner's Method a New Discovery.

The principle of Berliner's procedure differs radically from those of his predecessors, inasmuch as his record, being effected by a stylus vibrating in a plane parallel with the receiving surface, is free from the disturbances resulting from a varying resistance to its movements. This latter factor enters inevitably into the result when a depression of any surface is effected by indentation or by cutting, the resistance naturally increasing with the depth of the depression to be produced, while the latter is directly related to the amplitude of the vibration which the depression is to record.

Berliner's record was traced in the form of a spiral line on the surface of a disc of polished zinc, through a film of extreme tenuity, composed of a fatty acid obtained from a solution of wax. This film serves as a resistant to an etching mordant, which effects a depression of the traced line by erosion of the bared metallic surface, the etching then being ready for reproduction into sound waves by reversing the procedure.

It may be of interest here to note that these three methods of recording speech or other sounds constitute the basic inventions of the three types of talking machines in common use to-day. They are, in the order of their invention, the phonograph, the graphophone and the gramophone.

The phonograph method consisted in indenting tin-foil, the graphophone method in engraving or cutting in wax or wax-like material, and the gramophone method in tracing a spiral zigzag through a film of wax to the surface of a polished zinc plate and of afterward etching, by means of acid, this spiral into the metal plate.

As is perhaps well known to all of you, the phonograph and gramophone methods of original record making have long since been abandoned, and to-day the entire industry rests upon the basic discovery of Bell and Tainter that the true way to make a record of sound was to cut or engrave it in wax or a wax-like substance.

Spring Motor Marks a New Era.

I think it will be conceded by all that the next most important step in the industry was the invention and adaptation of the spring motor to the talking machine. For this your speaker humbly claims credit. I began work on such a motor in December of 1893, and finished a model in May, 1894. This model was first shown to Mr. Easton and Mr. Cromelin in the Traymore Hotel in this city in the latter part of May, 1894, and to Mr. Hawthorne in Philadelphia the next day.

This model is essentially that in use to-day. The importance, of course, is the method of governing the speed. In 1898 I discovered that there is a critical speed for the surface of a record which must be attained to obtain the best results. This discovery we embodied in the well-known graphophone grand. It was during this same year that I found that a wax record could be molded from hot wax in an electrotype mold. This seemingly simple "find" has become most important in the cylinder development.

The next step was the invention of J. W. Jones, which consisted in adapting the Bell and Tainter cutting or engraving method to the making of a zig-zag record. This discovery, as many of you well know, revolutionized the disc end of the industry. But I must hasten. It is said that the old man always talks of the past, the young man of the future. I have been asked to try my hand at prophecy, to say from an inventive standpoint what the future holds for our business To my mind it is an ever-unfolding, ever-increasing, ever-expanding field that lies before.

Mr. Macdonald Indulges in Prophecy.

The possibilities of the talking machine in its adaptation to human uses has hardly yet been dreamed of. The great struggle of man, through all the ages, has been to devise a means of recording his thoughts and the records of his deeds, that his posterity might know of them. From the wide hieroglyphics of the prehistoric past to the finished literature of the present, through these almost unthinkable ages, the whole struggle of man was to build up a written language that he might learn of the deeds of his fathers and pass on a record of his own to the future. What then shall we say of an invention that at one stroke gives every living human being, from the lowest beggar to the proudest light on the throne an absolutely equal opportunity, and gives to him at one stroke a method of recording his own and of learning the thoughts of others unequaled by anything that man has ever done.

Mr. Bower's Closing Remarks.

Toastmaster Bowers: I find, ladies and gentlemen, since coming to Atlantic City, and upon consulting my watch, that we have now reached that distinct hour of the evening when things begin to be doing, when the ladies and gentlemen would like to go out and spend the evening and enjoy themselves. I will therefore take this opportunity, on behalf of the officers of this Association, to thank this distinguished body for the pleasure you have given us in being our guests this evening and for the honor you have conferred upon us by coming here and giving us the privilege of listening to your brilliant and instructive remarks, and I wish to you, and each of you, a safe journey to your homes, a hearty good-bye and a fervent God bless you.

The meeting stands adjourned.

PRESIDENT WHITSIT'S VIEWS.

The New Executive of the National Association of Talking Machine Jobbers Chats in Optimistic Vein With World Man—Trade in Healthy Shape and Outlook Good.

When Perry B. Whitsit, the newly-elected president of the National Association of Talking Machine Jobbers was seen by The World shortly after his election to the office he stated that his belief in the future of the industry was unfaltering, and that the trade was about to experience wonderful developments.

"In the past," said Mr. Whitsit, "the talking machine business has been conducted by a great many dealers in a sort of hit or miss manner. Very little attention was paid to credits, and all a customer had to do was to come in, put down a dollar or two, take the machine, and the transaction was closed, while generally the dealer got the future instalments; in many cases he didn't.

"The recent depression, however, has had the effect of placing the talking machine business on a more stable basis, and the dealers are making a study of business systems. It would be well for talking machine dealers to emulate the example of the piano man. He watches his credits carefully, puts much effort into making a sale, and considers one piano well sold better than two placed in the hands of doubtful customers.

"The talking machine trade has been one of rapid development, and up to a year or so ago the dealer did not bother a great deal about details. He had the machines and the public wanted them. It was almost a case of simply sitting down and waiting for trade to come in. For some time this plan proved fairly satisfactory, but now to get business salesmanship methods have to be used. One reason is that a high grade of patronage has been secured by the talking machine. People who, while they are in a position to buy the best demand that the value of their purchase be demonstrated. When it comes to dealing with people like this a man has to be a true salesman. He has n many instances to overcome the bad impression created by cheap machines in the neighborhood of the prospect. He has to show that there are talking machines that possess real musical qualities, and the sooner the trade at large learn to give proper and undivided attention to quality rather than to the volume of sales, so soon will marked advance be noted in the business. Already in Columbus talking machines hold a prominent position in educational institutions. They teach languages as no written work can possibly do, and are proving of inestimable value to the vocal teacher, who thus has had under the voices of the world's greatest singers, whose expression can be studied at close range.

"Regarding my policies and my administration, I have nothing to say at the present time. In fact, I have had no opportunity to think about them to any extent. Succeeding, as I do, such an able president, James F. Bowers, I will consider myself fortunate indeed if I succeed in keeping the association to its high standard. However, I shall devote every effort to make my administration a satisfactory one to the association, and know that I will have the hearty cooperation of every member in any work I undertake."

SWANSON OPTIMISTIC.

In a recent letter from J. N. Swanson, of the Houston Phonograph Co., Houston, Tex., he writes: "We are now three months building up this business and can speak with some encouragement that we look for a good fall trade—both from natural business confidence and also from the fact that we are going to reach out for new business."

On page 25 of last month's World the address in the advertisement of J. E. Hough, Ltd., Edisonia Works, "Peckham," S. E., London, through an error read "Peck Lane."

CONVENTION NOTES

A feature of the convention which added much to the social enjoyment was the presence of the wives of many of the jobbers, making the meeting take the form of a real holiday. The majority of the women folk had met at the previous convention and were consequently well acquainted, so the fun started immediately, and it was like a large family reunion instead of a severe business convention, though business was attended to strictly in the afternoon by the men. Of course the sea was the chief attraction, and between surf bathing and yachting the day was pretty well taken up, though the parties still had the energy left for a dance on the "Million Dollar Pier" in the evening. The ladies also graced the banquet board, and their bright presence did much to enhance the pleasure of the occasion. Here's to the ladies; may they all meet again next year.

As a banquet hall the rose garden of the Shelburne was ideal. While being under cover in order to defy the elements, yet the decorations of roses and vines and the handsome fountain in the center gave it a really "old world" appearance that was unique and pleasing. The arrangement of tables also tended to promote sociability.

Jack McGreal, who was elected mascot of the Association last year, was present with his

On the right, Mrs. Lawrence McGreal; the center, Jack McGreal; right hand, Miss Gertrude Gannon.

father and mother, winning friends as usual. No convention is complete without the presence of young Jack McGreal.

M. A. Carpell was in Atlantic City exchanging greetings with his old friends in the talking machine trade. Mr. Carpell took occasion to tell The World that he viewed the future of the talking machine business in an optimistic manner, and that the Herzog specialties would be unusually attractive to the trade. Mr. Carpell enjoyed the outing and was pleased to meet his old friends.

At the request of several of the talking machine men, the Helf & Hager Co., the New York music publishers sent down the orchestration of "Wedding Bells," which has not been officially published as yet. When the piece was played everyone joined in the chorus, having been supplied with the words beforehand.

Remick's "I Wish I Had a Girl" should be given the palm as the official convention song for the season of 1909. Everybody sang it, though the men, especially the bachelors, endeavored to make "I Love, I Love, I Love My Wife, But Oh You Kid!" a very close second.

What cared the talking machine jobbers if the Chalfonte was run under Quaker management and was "dry," was not the Old Vienna, that resort of true Bohemians, within easy walking distance? Every evening the crowd gathered around the tables and there remained joining in song and story until the wee sma' hours.

Saturday last, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., sailed for Europe via the Cunard line. His family preceded him a couple of days, Mr. Dyer deferring his departure so as to be present at the banquet of the National Association of Talking Machine Jobbers and the reception to the visiting jobbers at Orange, N. J.

J. Newcomb Blackman, chairman of the committee of arrangements, was showered with congratulations upon the success of the convention. Mr. Blackman worked hard and what is more, he won out.

Louis F. Geissler, general manager of the Victor Talking Machine Co., accompanied by members of his staff, Messrs. Jones, Brown and Ornstein were busy exchanging greetings with old friends during the convention week.

During the past three years, at least, the name of Berliner has become a "household word," as it were, in the trade. The patent bearing this name is one to conjure with these days, though Emil Berliner, the inventor, no longer concerns himself in sound reproduction devices, excepting incidentally. As one of the three great inventors of the industry he will always be remembered. To be sure, Bell and Tainter were never actively identified with the industry, but Thomas A. Edison, Emil Berliner and Thos. H. Macdonald have kept in close touch with present-day developments, as has Eldridge R. Johnson. The presence of Messrs. Edison and Macdonald added distinction to the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., last week, and the unavoidable absence of the other two distinguished gentlemen was greatly regretted. Mr. Berliner sailed for Europe while the convention—the largest, most representative and successful in the history of this practical organization—was in session, and the good wishes of the members and his eminent contemporaries accompanied him on the voyage.

EDWARD N. BURNS' PLANS.

Over the national holiday, Edward N. Burns, vice-president of the American Graphophone Co. and manager of the export department of the Columbia Phonograph Co., General, was at his picturesque home in the Thousand Islands, N. Y., with his family. The house, one of the many pretty cottages at that favored resort, was built by the late Andrew Devine, father-in-law of Mr. Burns, on Madawaska Island, at the top of a rocky point fifty feet sheer to the water, and a small fleet of launches and rowboats are attached to the premises. This has been the summer retreat of Mr. Burns for a number of years.

On July 24 Mr. and Mrs. Burns and their children sail for Europe on the "Minneapolis," the Atlantic Transport Co. liner, going direct to London, England, and thence to Carlsbad, Austria, where Mr. Burns will take the waters. Later he will call upon the talking machine trade in Germany. The party will be absent three months, being scheduled to arrive in New York October 15.

BRIEFLETS.

Landay Bros.' branch store at 27 West 34th street has been completely remodeled and newly furnished and decorated. The store is occupied by eight booths with a private telephone in each, for the use of the occupant.

The new talking machine department of Rothenberg & Co., New York, Columbia jobbers, was formally opened on June 22.

Max Landay, of the Talking Machine Supply Co., New York, expects to leave on an extended road trip about August 5.

The travelers of the National Phonograph Co., who are to meet and confer with the officers and selling department managers at Orange, N. J., are coming in on the instalment plan, and the entire force is expected to reach Orange within the next two weeks.

1866 1909

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NEW BEDFORD, MASS.

"CANNED" SALESMANSHIP.

Vice-President of United Cigar Stores Co. Sends Out Selling Talks to Clerks on Talking Machine Records.

H. S. Collins, vice-president of the United Cigar Stores Co., who have over six hundred retail cigar stores in all sections of the country, has perfected a wonderful selling organization, and in order to improve the efficiency of clerks in the smaller stores, has prepared a series of short lectures on "Merchandise" and "Service," which have been recorded on talking machine records and will be distributed among the clerks. As the Saturday Evening Post says, "Like music and the drama, salesmanship has at last been "canned."

T. M. Becker, the enterprising, energetic and effervescent representative of the Chicago house of the Rudolph Wurlitzer Company, has left for a trade round-up of Wisconsin and Michigan. John Otto of the retail department takes his vacation next week. He will spend most of the time around his handsome home in the suburbs.

TRAVELING SALESMAN WANTED

WANTED—A traveling salesman who can sell goods. Must be experienced in the talking machine line. Give qualifications and experience. Manufacturer, care The Talking Machine World, 1 Madison Ave., New York.

FOR SALE

A large stock of Victor and Edison machines and records, kept up in fine shape. For particulars write E. F. Wood, Bloomington, Ill.

3,500 RECORDS

Columbia X.P., Edison Gold-Molded and Amberol; large Revolving Rack for 1,000 records; 3 Edison Machines, 6 Columbia Machines, extra horns, stands, etc. I wish to close out my phonograph department and will sell for $400. F. T. Evans, Delaware, Ohio.

PARTNER WANTED

WANTED.—A PARTNER FOR PHONOGRAPH, Piano and Sheet Music Business.—High-grade machine and record trade; fine location; all factories working; 35,000 population; only two dealers; richest city in Virginia; partner must be a hustler and give his entire time as my only reason for a partner is that I am compelled to be away on account of large territorial agency; great chance for the right man; small capital necessary. Address "BUSINESS," care The Talking Machine World, 1 Madison Avenue, New York.

BUSINESS FOR SALE

MUSIC STORE.—Pianos and Talking Machines—established three years in one of the most lively cities of the West. Good chance for a piano tuner—no other in town. Reason for selling: Owner's ill-health compels change of climate. Address "XX." care The Talking Machine World, 1 Madison Avenue, New York.

C O L U

Columbia Double-Disc Records, 65 cents.

Columbia Disc Graphophones, $25 to $200.

DOUBLE-DISC RECORDS

The Columbia Double-Disc has come to stay. You may as well face that. Why shouldn't it? You buy a Columbia Double-Disc for less money than the single disc would cost you and you sell it for more money than the single disc would bring you. And it's not only better profit for you, it's double value for the man you sell to.

Columbia Double-Discs are far and away the biggest thing in the disc situation, have been ever since their introduction, and shall continue so. The public have taken to them more quickly and completely than to anything else ever introduced in the talking machine industry.

OUR DOUBLE-DISC GUARANTY

We guarantee to every purchaser of Columbia Double-Disc Records that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of disc records of any other make, regardless of their cost. We further guarantee that their reproducing qualities are superior to those of any other disc record on the market and that their life is longer than that of any other disc record, under any name, at any price.

Everything above included in

SEND POSTCARD

COLUMBIA PHONOGRAPH

M B I A

INDESTRUCTIBLE RECORDS

Played with the new Columbia Indestructible Reproducer, the Columbia Indestructible Cylinder Record has a clearer, fuller, more brilliant tone than can be obtained from any other cylinder. The Columbia Indestructible Record supplies the one great need for a cylinder that combines the best attainable tone qualities with indestructibility. The people have found out that the Columbia Indestructible is the one ideal cylinder record.

Here's how the dealer's end of the Indestructible proposition sums up; you buy a record you know will be eventually sold to a customer—no loss from breakage, your investment is always secure. It is not only safer and better business for you but it is extra value for the man who buys from you.

Columbia Indestructible Records, 35 cents.

OUR INDESTRUCTIBLE CYLINDER GUARANTY

We positively guarantee that the playing of Columbia Indestructible Cylinder Records with any of the regular sapphire reproducers will under no circumstances injure those reproducers in any manner or to any extent whatsoever, and that Columbia Indestructible Cylinder Records may be played with any cylinder reproducer of any make, on any machine, indefinitely, without the slightest impairment of the record or any part of the mechanism.

The above guaranty is issued upon the strength of experiments recently concluded in our factory whereby it was proven by test that an ordinary sapphire reproducer point, playing Columbia Indestructible Cylinder Records uninterruptedly from 8 A. M. to 6 P. M. for TWO AND A HALF YEARS, showed at the end of that time not the slightest sign of wear, under the most powerful microscope. Tests of a slightly different character prove that Columbia Indestructible Records may be played indefinitely without showing the least impairment of tone or other appreciable sign of wear.

Columbia Cylinder Graphophones, $20 to $100.

our Exclusive Territory Program

FOR PARTICULARS

COMPANY, Gen'l, New York

THE RETURNING CONVENTIONISTS ENJOY DELIGHTFUL LUNCHEON PLANNED BY F. K. DOLBEER AND FOUND A VISIT TO THE EDISON WORKS AN ENTERTAINING ONE

A very pleasing finale to the convention was planned by F. K. Dolbeer, general sales manager of the National Phonograph Co. A large number of delegates and their wives left Atlantic City on the 9.20 train on Friday morning.

Upon reaching Newark a string of automobiles met the party at the Pennsylvania depot and conveyed them to the Essex County Country Club at Orange. Here a sumptuous luncheon had been prepared through telegraphic orders from Mr. Dolbeer.

The Essex County Country Club is known all over the country and a beautiful repast was arranged. The tables were prettily decorated. After the luncheon the party was taken to the Edison works, where a couple of hours were passed in inspecting the plant.

There were a number in the party who had not previously visited the Edison works, and they expressed much astonishment at their size and equipment.

After a most enjoyable and instructive tour of the factories the guests of Mr. Dolbeer left for home.

Among those who assisted Mr. Dolbeer in entertaining were Frank L. Dyer, president of the National Phonograph Co.; Alfonso Westee, auditor; Carl H. Wilson, general manager of the companies, and others.

The guests were Mr. and Mrs. L. C. Wiswell and Mr. and Mrs. F. A. Siemon, Chicago, Ill.; Mr. and Mrs. E. F. Taft, Boston, Mass.; C. B. Haynes, Richmond, Va.; J. C. Roush and C. M. Roush, Pittsburg, Pa.; William Pardee, New Haven; E. H. Silverman, New Haven; H. R. Skeldon, Providence, R. I.; J. B. Ogden, Lynchburg, Va.; T. H. Towell, Cleveland, O.; B. J. Pierce, Kansas City, Mo.; C. H. Droop and C. E. Gore, Washington, D. C.; James Fletcher, Pittsburg, Pa.; Mr. and Mrs. C. N. Andrews, Buffalo, N. Y.; Mr. and Mrs. J. Gerson, Philadelphia, Pa.; P. B. Whitsit and W. F. Davison, Columbus, O.; Mr. and Mrs. J. Newcomb Blackman, East Orange; Isaac Davega, Jr., New York City; Benjamin Neal, Buffalo, N. Y.; Mr. and Mrs. Lawrence McGreal, Master Jack McGreal and Miss Gertrude Gannon, Milwaukee, Wis.; Mr. and Mrs. Edwin Buehn, Philadelphia, Pa.; Mark Silverstone, St. Louis, Mo.; C. W. Hickok, Toledo, O.; J. N. Swanson, Houston, Tex.; Victor H. Rapke, New York City; N. D. Griffin, Gloversville, N. Y.

TALKING MACHINE JOBBERS ENTERTAINED AT BANQUET.

SNAPPED IN FRONT OF ESSEX COUNTRY CLUB.

The guests were much pleased with the entertainment planned by Mr. Dolbeer and the admirable manner in which the program was carried out.

The export department of the Columbia Phonograph Co., General, has signed two new jobbers in the City of Mexico this week.

HAWTHORNE & SHEBLE COLLAPSE.

Talking Machine Concern Unable to Meet Its Obligations—Receivers Appointed—Creditors' Meeting Called.

Just as the June issue of The World went to press it was announced that the Hawthorne & Sheble Mfg. Co., Philadelphia, were in financial difficulties, and shortly after James M. Rhoades and E. A. Hawthorne were appointed receivers in the United States District Court. Security was fixed at $50,000. The concern operates plants at Howard and Jefferson streets, Philadelphia, and Bridgeport, Conn. The liabilities are estimated at $140,000. The assets consist of machinery valued at $70,000; talking machines, $22,000, and supplies, $20,000. The company admitted its inability to pay its debts. The Hawthorne & Sheble Co. were large manufacturers of talking machines and accessories, and when the change came in the horn situation their business was seriously crippled, and with the later court decisions the collapse became inevitable.

The latest development in the situation is that Joseph Mellors, referee in bankruptcy, 528 Walnut street, Philadelphia, Pa., has sent out the following communication, under date of July 9, to the creditors of the Hawthorne & Sheble Co.:

"You are further notified that the meeting to be held at my office on July 20, 1909, at 10.30 a. m., is called to consider the acceptance of a proposition for the purchase of the plant of the bankrupt at Bridgeport, Conn.; to consider also the advisability of authorizing an appeal from the decree of the United States Circuit Court for the Western District of Michigan in the case of the Victor Talking Machine Co. et al., against the Duplex Phonograph Co., and to consider also a petition for leave to continue the operation of the Philadelphia plant by the trustee."

ATHLETIC ARTHUR GEISSLER.

How This Gentleman Saved a Life at Critical Juncture—The Close Resemblance Between Father and Son.

The big athletic figure of Arthur D. Geissler, manager of the Talking Machine Co., Chicago, loomed up prominently on the boardwalk and in the Chalfonte lobby during the convention at Atlantic City.

Mr. Geissler, now that he has permitted his mustache to grow greatly resembles his distinguished father, and the two might pass for brothers rather than pere and fils.

Mr. Geissler is a trained athlete and his splendid physical powers came in good need, for he rescued a lady from the sea who would have been drowned before the arrival of the life savers had it not been for Mr. Geissler's presence at the critical time.

THE "MUSIC MASTER" HORN

And Its Clever Exploitation by the Manufacturers.

The "Music Master" Horn announcement, appearing in another section of this paper, is deserving of more than passing comment.

The form of advertising put forth by the manufacturers of this horn, Messrs. Sheip & Vandergrift, has been beneficial in promoting interest in horns, particularly the "Music Master" Horn.

The illustration appearing in this month's announcement showing David Warfield, "The Music Master," in a characteristic pose, will be followed up by changes of position and expression, which will accentuate interest in the advertising put forth by Sheip & Vandergrift.

It is this form of original advertising which counts, and in this case counts well, for the interests of horn manufacturers.

The dealer who doesn't contemplate making every new customer a regular one might as well keep his books in good shape so that the receiver will have little trouble in adjusting affairs.

LEEDS & CATLIN IN TROUBLE.

Petitioned Into Bankruptcy on June 21—Liabilities Estimated at Over $1,000,000—Berliner Patent Litigation Which Was Decided Against Them Cause of Trouble, It Is Said.

What has been expected for some time by those having a knowledge of the predicament in which the Leeds & Catlin Co., New York, have been since the decision of the Supreme Court of the United States in the Victor Co. litigation, occurred on June 21, when a petition in bankruptcy was filed in the United States District Court, New York, against the company by Leonard Bronner, attorney for these creditors: Charles Goldstein, $1,033, on an assigned claim of the Sackett & Wilhelm Co., and Leo Wise, $12, on an assigned claim of L. J. Murray. It was alleged that the company is insolvent, made preferential payments of $10,000, and transferred assets of $5,000.

The company is one of the largest and best known in the talking machine business, and is capitalized at $1,000,000. The business was started in 1892 by Leeds & Walcott, who were succeeded by the present company in July, 1899. The capital stock originally was $10,000, and has been increased at various times up to August, 1907, when it was put at $1,000,000. Besides a recording laboratory and general offices at 53 E. Eleventh street, they have a factory and pressing plant at Middletown, Conn.

The officers are Frank P. Byrne, president; I. Allen Sankey and Louis P. Wilson, secretaries; Henry Leeds, treasurer. The company's statement of August 21, 1908, showed liabilities of $661,120 and assets of $2,003,000, the principal items of which were real estate, $375,000; machinery plant at Middletown, Conn., $779,169; cash, $26,466, and patents and special processes, $710,000.

Leonard Bronner said after the petition was filed that the bankruptcy petition was occasioned by an adverse decision of the United States Supreme Court for an infringement of patents given April 19, when the Supreme Court of the United States declared the company infringed on the Victor talking machine patents. The result was that numerous records had been previously sold and the purchasers would not pay for them now for fear of being involved in litigation. The stock on hand was largely of the same kind, and is practically valueless, as it cannot be disposed of. Liabilities are estimated at over $1,000,000. The value of the assets is hard to estimate, as a large part of the property at Middletown is incumbered by mortgages to secure bond issues.

The Leeds & Catlin Co. were among the first to manufacture the old wax cylinder records in a commercial way, having contracts with the Edison interests when the old North American Phonograph Co., of litigious memory, was in existence. The company has stood the brunt of the court fights inaugurated and aggressively waged and successfully terminated, to sustain the Berliner patent, owned by the Victor Talking Machine Co., Camden, N. J. When the various suits in which they were involved were decided adversely and their largest buyers were being proceeded against for contributory infringement, the collapse came.

Next day Judge Hand adjudicated the Leeds & Catlin Co. bankrupts and appointed Theodore M. Taft, of Taft & Sherman (no relatives of the national administration), 15 William street, temporary receivers, under a bond of $15,000.

On motion of the Hamilton Trust Co., New York, trustee of bonds issued by the Leeds & Catlin Co., and secured by the factory at Middletown, Conn., Judge Case, Superior Court, Hartford, on June 22, appointed Thomas F. Brown temporary receiver of the property at the former place. This proceeding was upset by Judge Platt, District Court of the United States, who named Theo. M. Taft and Mr. Brown temporary receivers, as it was in direct conflict with the bankruptcy case pending in the Federal courts. They were placed under a joint bond of $100,000.

Up to going to press no schedules of the company had been filed, and Receiver Taft stated to The World a composition of settlement and a reorganization was being considered by the heaviest creditors.

THE VOICE AND BRAIN POWER.

One Reflects the Other, According to the Conservatory of Ghent.

At the Conservatoire of Ghent, in Belgium, a suggestion was made a short time ago by the professors in council urging the arts and science faculties of the university to give more study to the subject of the voice, inasmuch, they declared, as that organ, being the last to attain to complete development, usually afforded the best criterion of the physical and mental state of progress of any given student.

As everyone knows, the voice cultivator is almost always a person who possesses a very full knowledge of the anatomy of the body, and it was advanced in support of the said suggestion that complete and full use of the voice was never attained until the vertebral column structure, and consequently the structure of the brain, had reached its full development.

It was found, for example, among the pupils attending the conservatoire that backwardness in the tones generally corresponded with an incomplete development of the mental faculties and a weakness in the condition of the spinal column. There was also noted a disposition of anemia or bloodlessness, and it was definitely agreed upon that experience showed that those suffering from spinal infirmities and mental troubles were incapable of good singing. This, indeed, would appear in any case to be a somewhat obvious conclusion, since it is a well known fact that music is conceived on a principle of natural mathematics. The simple deduction from this would be that only a comparatively high kind of intelligence is capable of the musical faculty, a deduction which may be said, on the whole, to possess considerable truth.

Accordingly it was suggested that the condition of the voice at a certain age after it had "cracked"—with the advent of that change known as puberty—afforded an adequate test of both mental and physical development. We have all met the man and woman of the uncertain voice—that is to say, of a voice the tones of which alternate between the shrill, the baritone and the basso. Such persons are invariably of the erratic and whimsical order. In the course of time, however, the voice tones acquire their due consistency, and at the same time a change is noted in the character of such persons, the whole tenor of disposition and mind becoming duly consistent and reasonable.

The moral of the whole is, therefore, that the voice in the youthful should be cultivated without being forced. The forcing of a voice has been shown in the case of many a promising singer, male and female, to upset the mental balance, and to have the same effect upon the brain as the "cramming" of children's brains with knowledge—that is to say, of forcing the brain to take more than it can possibly assimilate, as in the case of the boy in "The Mighty Atom." The voice, on the suggestions put forward above, as one of the most delicate of the organs and one which attains its fulness comparatively late in life, may afford teachers and parents one of the safest guides as to the mentality and physical condition of children and young adults. In the case of throat doctors of long experience it frequently indicates the likely length of life in any given individual.

A live wire carries current; current, properly connected, produces power and light. Be a "live wire"; do a little advertising in your local paper; if you make proper connections, it will produce results.

The most convincing sales-talk is the one which possesses the clearest logic. The customer likes to be told facts.

We've earned the medal for promptness

That's what we have! There isn't another Victor Distributor with anywhere near as good a record as ours. No, sir! We've never kept a customer waiting, and what's more, we never will.

We have hundreds of Victor Dealers who buy all their stock from us—Victors, Victor Records, record cabinets, fibre cases, horns, Victor needles, English needles—everything in the Victor line. And they're the most satisfied lot of customers you ever saw.

You never find *them* "hollering" because their goods don't arrive on time. *They* never have to make excuses to their customers on account of unfilled promises. *They* don't lose sales because some jobber had to "order from the factory."

Why? Because we guarantee that

We ship all goods the same day we get the order

And we don't mix up our orders, either! We are Victor Distributors exclusively, carry an enormous stock of all Victor goods, and know our business from A to Izzard. Therefore, we make far less mistakes than firms that handle both disc and cylinder machines, and we get up our orders quicker, too!

We offer you this unequalled service

It won't cost you a cent extra, you'll save a big amount of money, and you'll be able to hold your trade. Try us on your next "rush" order, and we know you'll be our regular customer from that time on.

By the way, write us to-day for our handsome booklet of Victor cabinets, called "The Cabinet That Matches." We have a cabinet to exactly match each style Victor, both in design and finish. Ask for our other catalogues, too.

New York Talking Machine Co.
Successors to
Victor Distributing and Export Company
83 Chambers St., New York

TRADE NOTES FROM CLEVELAND.

American Sero-Phonograph Co. Organize to do Business—Will Have Instruments on the Market by Fall—W. J. Roberts Incorporate—Bailey Co.'s New Addition—What a Run Around the Trade Reveals—Regarding Business Conditions Generally.

(Special to The Talking Machine World.)

Cleveland, O., July 8, 1909.

While business has been rather quiet with the talking machine dealers during June, the volume of trade in the aggregate was large and the undercurrent of feeling is hopeful. Sales of the cheaper machines are increasing as the labor conditions improve, but improvement in the high-grade class of goods is most distinctive. Improvement is noted in the wholesale situation from month to month, and jobbers are busier filling the orders of the small dealers.

It is anticipated business will settle down to a more satisfactory basis by the first of September, and a large fall trade counted on with some degree of certainty.

There is a lively demand for the new June records, both of the Columbia and Victor lists, and sales of the Edison Amberol records are growing to large proportions.

The American Sero-Phonograph Co., incorporated under the laws of Ohio, have taken over the patent (No. 925,430) recently granted J. I. Gemmill, of this city, and are beginning active operations. A subsidiary company is being organized for the manufacture and sale of the machines.

The feature of the new machine consists of an automatic multiple record system by which the records are automatically placed in playing position and displaced in consecutive order in an endless chain manner. The present machine is equipped with sixteen records, run by an electric motor and operates continuously without attention. It has been running for six months, producing perfect results, and has been examined by mechanical and talking machine experts, who pronounce it an ingenious, remarkable piece of mechanism. Its marked simplicity is the automatic attachment, the parts being few and of the most simple nature.

Arrangements, it is stated, have practically been completed, and the company expect to have the machine on the market by fall, a number of machines having already been spoken for by dealers, moving picture show operators, penny arcades, advertisers and others. Any standard cylinder record can be used and it has a selective system, placing any desired record in position or duplicating the same. There is also a slot attachment which can be utilized when desired.

The application for this automatic multiple record phonograph was filed by James I. Gemmill, of this city, in June, 1905. It was contested on various interference claims, resulting in the case being finally appealed to the Court of Appeals at Washington, where Gemmill won by default of the other claimants. The case was in the Patent Office for four years. The patent covers 41 claims and is exceptionally broad and comprehensive. Patents have also been granted in Great Britain and France, and applications are pending in other foreign countries.

F. Woodward, representative of the Victor Co., was in the city for a few days the last of June, and gathered in a good bunch of orders.

J. Herbert Roach, general manager of the Specialty Sales Co., having the management of the Edison business phonograph, said the past month's business had been excellent. Besides installing several outfits he stated he had many good prospects.

Joseph F. McCoy, of the National Phonograph Co., on his way East, stopped over for a day, July 1.

W. J. Roberts, Jr., has incorporated under the laws of Ohio, with a capital of $15,000, under the name of the W. J. Roberts, Jr., Co. He stated his object in incorporating was to largely extend the business. It is the intention of the company to carry a large and complete stock of everything in the talking machine line.

The May Co. report good sales of the higher-grade machines and records. They have many prospects for the new Victrola XII and the new Fireside, both of which they have on exhibition.

The new addition to the Bailey Co.'s store is nearing completion, and the large space on the second floor apportioned to the music department is being fitted up with elegant fixtures. Mr. Friedlander, manager of the talking machine department, said trade was excellent and the business constantly extending, and he expects it to very greatly increase when they get into their new and greatly enlarged quarters.

Mr. Robbins, of the B. L. Robbins Co., says they are having good sales of Amberol records, that they are proving popular and giving entire satisfaction. Their sales of Red Seals are also fine, with an excellent demand for machines.

John Reiling says he is doing a fairly good business in Columbia graphophones on the West Side.

Collister & Sayle report good sales of high-priced machines and records. Visitors are highly pleased with the Victrola XII, which is now on exhibition.

The Goodman Piano Co. also make a cheery report of business improvement. Mr. Goodman stated: "June was a splendid month in sales of the high-priced machines and records, and I am pleased with the general outlook."

G. J. Probeck & Co. also make an excellent report anent sales of Columbia double disc and indestructible records.

The Gottdiner & Wicht Co., who cater to a large foreign clientele, have had a busy month, as also have the Hucter Jewelry Co., who report big sales of Edison and Victor machines and records.

The Talking Machine Store is to be remodeled and enlarged.

Recent visitors to the city were W. H. Hug, the Edison representative, who stated that business in the territory visited on his way West from New York was improving, and Harry Rood, of the Rood Co., talking machine dealers in Warren, O.

ZONOPHONE WOOD HORN.

Zonophone Machines to be Equipped With Handsome Wood Horn Hereafter—Description of This Device.

Following the equipment of their machines with a wood horn by the Universal Talking Machine Mfg. Co., Newark, N. J., the subjoined circular letter of July 1 was mailed the trade:

"The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. This horn will not fall to pieces as some wood horns now on the market are doing. The manufacturer guarantees the horns to our company, so we can guarantee the horns to the dealers. These horns are equipped with a nickel-plated screw elbow. There will be no exchange of wood horns for metal horns under any circumstances. These wood horns will list at $14.

"We also wish to call your attention to the parlor $30 machine which in the future will be shipped with a new highly-polished cabinet much larger and of a different design."

General Manager Macnabb stated business was picking up in all parts of the country both in records and machines.

The responsible head of any company should see to it that there are placed at the heads of the various departments under him men who will realize the necessity of tactful treatment of those with whom they come in contact. The methods of the various employes will in most cases be found to be in line with the methods of the head of the department, and for this reason *suaviter in modo, fortiter in re*, mildness in method, force in execution, should be the governing principle for all heads of departments.

GOODWIN WITH NATIONAL CO.

Becomes Manager of Sales Force, Succeeding E. H. Philips, Who Will Give Entire Attention to Credit Department.

C. E. Goodwin, for many years in charge of the talking machine department of Lyon & Healy, has joined the Edison forces. He has accepted a position as manager of salesmen, succeeding E. H. Philips, who will hereafter devote his entire time to the position of manager of credit department. Since F. K. Dolbeer was made manager of sales, Mr. Philips has filled the two offices of credit manager and manager of salesmen.

Mr. Goodwin is one of the best known men in the talking machine trade. He is not only prominent because of his former connection

C. E. GOODWIN.

with Lyon & Healy, but because of the active part he took in forming the National Talking Machine Jobbers' Association, a work in which he has ever since been greatly interested. Mr. Goodwin assumed charge on July 1. All of the salesmen now on the road are to be brought to the factory this month and will there become acquainted with their new chief.

The National Phonograph Co. are planning to make a large addition to their corps of salesmen this fall, and Mr. Goodwin will be kept busy breaking in new men, to say nothing of the work incident to getting acquainted and laying out work for the present force. While the salesmen of the National Co. rank second to none in faithfulness and efficiency, Mr. Goodwin's practical connection with the talking machine industry cannot fail to increase the value of their work.

LIFE.

Vociferation.
Liquefaction.
Mastication.
Education.
Spoliation.
Osculation.
Domestication.
Ossification.
Plantation.
Transportation.

The Fort Wayne Machine Co., of Fort Wayne, Ind., was incorporated recently with a capital of $10,000, to buy and sell talking machines, musical instruments, automobiles, bicycles, etc. The incorporators are S. Z. Davis, M. M. Davis and F. L. Young.

Fred E. Brown, Waverly, N. Y., is carrying a very fine stock of Edison machines and records.

WURLITZER EMPLOYES' PICNIC.

An Enjoyable Outing Participated in by Wurlitzer Forces—Loving Cup Presented to Rudolph Wurlitzer, Sr., by Wurlitzer Employes—Over Two Hundred Present.

(Special to The Talking Machine World.)

Cincinnati, O., July 7, 1909.

On Saturday, July 3, the Rudolph Wurlitzer Co. tendered their employes and families their annual picnic excursion at picturesque Gravel Beach Park. Special cars were chartered to take the party, numbering over 200, from Fountain Square, over the Cincinnati & Columbus Traction Line tracks to the park. The cars were gaily decorated in banners and bunting and a stop was made long enough to secure a photograph of the first division of the happy picnickers.

The Wurlitzer orchestra dispensed sweet music during the trip down, which occupied an hour and a half. Everything in connection with the outing had been most carefully arranged by a committee, consisting of Messrs. Zinzle, Metzel, Wells and Mahret, and a neatly printed program contained a list of the day's events. These began promptly upon arriving at the park, and consisted of match games of baseball between teams representing the different departments of the Wurlitzer store, all kinds of races, boating and bathing in the Miami river, and dancing on the spacious pavilion. Every person present was the recipient of an appetizing picnic dinner box prepared by Peebles. There was a superabundance of refreshments—ice cream, mineral waters, fruits, etc.

SNAPSHOT OF WURLITZER EMPLOYES AT GRAVEL BEACH PARK.

Late in the day 50 prize balloons were sent up. These had tickets attached, each of which is good for a prize if the finder presents it at the Wurlitzer store.

By far the most interesting event of the day was the presentation of a loving cup to Rudolph Wurlitzer, Sr., by all of his employes. The cup, which stands 13 inches high, is a beautiful three-handled Tiffany design in sterling silver, and is inscribed with the words "Presented to Rudolph Wurlitzer by his employes, as a token of affectionate esteem. Cincinnati, Ohio July, 1909."

The days' festivities were brought to a happy close by the distribution of prizes to the winners of the day's athletic contests, and this was followed by a delightful twilight ride to Cincinnati.

DUPLEX HORN LITIGATION.

(Special to The Talking Machine World.)

Grand Rapids, Mich., June 28, 1909.

The Conn patent on a double or duplex horn for talking machines, involved in a suit brought by the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich., was heard Friday in the Circuit Court of the United States, western district of Michigan, before Judge Knappen. The motion argued was for a preliminary injunction pendente lite, and decision was reserved. The duplex horn invention at issue was patented by C. C. Conn, the widely-known musical instrument manufacturer of Elkhart, Ind., and subsequently acquired by the Victor Co.

"TALKER" STIMULATES WORKERS.

Considers the Talking Machine a Most Valuable Asset in Getting Quick and Good Work Out of Operators of Typewriters—Some Good Logic.

Two days after the fireproofing agent rented deskroom in the office of the patent medicine concern, he complained that he couldn't stand the noise.

"It isn't the noise from the street that bothers me so much," he said. "It's that confounded talking machine at the other end of the room."

The manufacturer of patent medicines looked grave.

"When you malign that machine," he said, "you are slandering one of my most valuable assets. Without that my expenses would be increased at least $10 a week. I'd have to hire another typewriter. As an incentive to speed, music has no equal. It puts lightning into a girl's fingers. Of course, I am speaking of the right kind of music. I don't want any dead marches in Saul played around this establishment. I'd have to hire two extra clerks then instead of one, for slow music is sure to produce soporific effect on the girls at the machine. It is the quick and devilish tunes that make them knock stars out of a typewriter. Usually they keep time with the music and accomplish half as much again.

"I found out about the potency of music when I had an office next door to a talking machine exhibition room. Under the influence of the lively pieces played there my girls did stunts that were astonishing. When we moved away they slumped terribly. It took me some time to figure out that the music had been the source of their inspiration. As soon as I learned that, I bought this talking machine. It has been a profitable investment. Of course, if you are willing to pay a big enough rent to enable me to hire extra help—"

But the agent closed the conversation.

DO IT! DO IT!!

Do it! Keep on and leap on—get through it!
Don't stop in the road or hop like a toad
From this side to that, or fly like a bat
With your head upside down till your brains rattle 'round.
Of course—there are boulders!
But you have strong shoulders—
A tug and a stride, though, will move them aside, so!
Deep ruts? To be sure.
Toward the end, though, they're fewer.
The path over there may appear far more fair.
But you haven't the time to find out if it's prime,
And the road to the right winds too far out of sight.
It may prove much slicker and smoother and quicker,
But you know your way's right, for the goal is in sight.
So what if it's rough—isn't sureness enough?
Jot this down where 'twill stay, for you need it all day.
What's got without effort is worth what it cost,
The easily gained things are easily lost.
When a road is worn flat you can bet your best hat
That it leads to a place where too many are at.
When a way is all roughness and gruffness and toughness,
And brambled and scrambled and wildly o'ergrown—
You can make up your mind
There are new things to find,
That you're getting at something that hasn't been known.
If you don't go on through it you'll live on to rue it.
Somebody who isn't a quitter will do it!
He'll laugh as he rambles his way through the brambles;
He'll know that the big things of life must be won.
He won't mind a stumble (it takes time to grumble);
He won't care a hang if he does bark his shin.
He won't be defeated because he's o'erheated,
He'll leap on and keep on until he gets in.

—Herbert Kaufman.

INVITED TO SUBMIT BIDS.

(Special to The Review.)

Philadelphia, Pa., July 1, 1909.

Ballinger & Perot have invited bids on a large addition to the plant of the Victor Talking Machine Co., Camden, N. J. The improvements comprise a six-story fireproof building on the southwest corner of Second and Cooper streets, opposite Cooper Park, connected with the present buildings on Cooper street. The length on Second street will be 135 feet and depth 174 feet. All the latest improvements as to toilet and dressing-room facilities, including individual lockers, will be installed to make the plant of the best as to conveniences for employes.

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed. For the four-minute records they are a revelation.

PRICE REDUCED TO 50 CENTS EACH (including cross head and link).

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue

NEW YORK CITY

TRADE NEWS FROM THE "HUB."

J. L. Gately Returns to Talking Machine Business—E. F. Taft Home from Convention—Eastern T. M. Co.'s Good Report—New Columbia B. N. W. Machine a Favorite—C. E. Osgood Co.'s Department to be Enlarged—Victrola as Prize at Fair.

(Special to The Talking Machine World.)

Boston, Mass., July 12, 1909.

Nobody killed the fatted calf, but there was general rejoicing just the same when the prodigal son of the local talking machine trade, J. L. Gately, returned to the fold—this time as the New England representative of the Victor Co. Gately is very popular here with the dealers and he knows the business thoroughly. He can tell you all about the scientific course in salesmanship, and he can put the theory into practice. He is very happy at being stationed on his home district.

At the Eastern Talking Machine Co., this week, Manager E. F. Taft had just returned from the convention, filled to the brim with new ideas. J. W. Scott, representative of the National Phonograph Co. also came to town from the convention.

The Eastern Co. are very agreeably surprised at the growth of the business during June and so far into July. Trade is holding up remarkably well. An enormous sale is predicted for the new Victrola No. 12. As one salesman says: "It is just big enough to put into an automobile and carry to the summer home." Quite a number of orders have been booked in advance for it.

At the Columbia offices this week the new BNW $35 machine was reported as being a strong favorite and bringing in unusual results. Manager Erisman has shown himself to be a great hustler for outside business. The window displays are a noticeable factor at this store.

Manager Sylvester at the C. E. Osgood Co. store is planning to make some necessary enlargements to the talking machine department next fall. More space is needed badly. This company used to do a jobbing business as well as retail, but has abandoned everything now but the retail trade and the results are most encouraging to everybody concerned. Manager Sylvester is a young hustler, and he has developed a big business through "getting out after it." He is building new racks now, in order to be ready for the enlargement the coming fall.

Harry Lauder's jolly Scotch songs are still selling in good numbers at the Houghton & Dutton department. The Edison line is a strong puller there says Manager Howes.

In the window at the Eastern Talking Machine Co. is a Victor Victrola, which has been bought by the Bristol Patent Leather Co., and is to be given away as a prize at the Shoe and Leather Fair, now open here. The winner may select $50 worth of records.

E. P. Ashton, of the American Phonograph Co, who just removed from 106 to 252 Woodward avenue, Detroit, was the subject of some complimentary words in a recent issue of the Detroit Saturday Night.

In the September list of Edison Amberol records will appear the first made by Victor Herbert and his orchestra, a selection of several airs from "Mlle. Modiste," his own opera.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

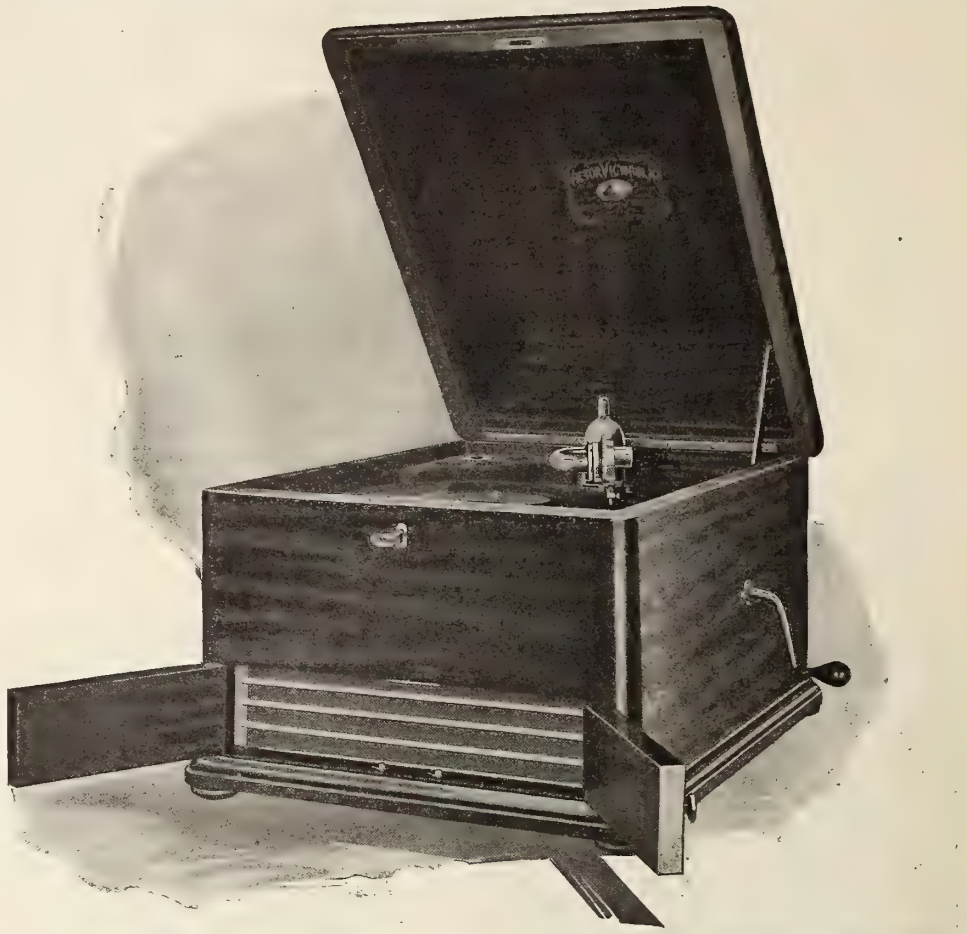
Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT.

CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr, Tribune Building, New York City

THE NEW VICTROLA XII WHICH IS GREATLY IN FAVOR.



The new Victrola XII., which, as announced in The World recently, has just been placed on the market by the Victor Talking Machine Co., has already proven a favorite with the trade, judging from the many orders which are reaching the manufacturers. Its compactness, its tone volume, due to the amplifying sounding-board principle, and the absence of the horn which insures convenient handling, as well as the finish of the mechanism and cabinet throughout, marks it as one of the season's big sellers. The cabinet is mahogany, while the motor is nickel-plated, with extra heavy triple springs, spiral drive. It plays eight 10-inch records with one winding, and can be wound while playing. The turntable is yielding, of 12-inch dimensions and accommodates all size records. It has a gold-plated sound-box of the exhibition type, and if preferred, the concert style can be had.

The Victrola XII. contains an improved speed regulator and indicator, which gives the revolutions per minute of the turntable. The machine measures 15⅞ inches high; 17⅝ inches wide, with a depth of 21 15-16 inches. The total weight is 50 pounds unboxed. When closed, the Victrola XII. has the appearance of a small square cabinet. Shown in the illustration herewith, the Victrola is open. The lower doors modify the sounds, loud to soft, by opening or closed. It retails at $125.

The Victor Co. also announce an early production of Victrola record cabinet, No. 50, which is intended to take care of the demand that will be instantly created by the Victrola XII. This cabinet will retail at $75, and the dealer's discount will be 33⅓ per cent. Shipments of these cabinets will not be made before the middle or latter part of July. The Victor record cabinet 50 is in mahogany, Colonial in design. It contains seven albums for 10-inch records, holding fifteen records each; seven albums for 12-inch records, holding fifteen records each—a total capacity of 210 records. There is a drawer for accessories, and a sliding shelf on which to conveniently handle album or record. Within a week or ten days the Victor Co. will issue a pamphlet describing another record cabinet, made in both oak and mahogany, which will be in keeping with and readily sold in connection with any of the regular line of Victrolas.

SUIT FOR PATENT INFRINGEMENT.

Brought by Victor Co. Against Isidor Straus and Others—Injunction Is Granted and Judge's Ruling Contains Novel Points of Interest.

Of the many actions brought recently by the Victor Talking Machine Co., Camden, N. J., against alleged infringers of the Berliner patent—adjudicated by the Supreme Court of the United States in April—the one with Isidor Straus and others (R. H. Macy & Co.), New York, is the most interesting. While the defense submitted, when the motion for a preliminary injunction was argued before Judge Lacombe, Circuit Court of the United States, southern district of New York, June 19, was weak, and the issuance of a restraining order anticipated, the question of the legal disposition of the "Nassau" records, manufactured by the Leeds & Catlin Co., of which they had in stock 20,000, was awaited by the entire trade with interest. The court's decision, handed down June 30, though somewhat hypothetical, is as follows:

"Manifestly complainant is entitled to the ordinary injunction against infringement of claims 5 and 35 of the Berliner patent. What defendants may do with the infringing discs they now own is a question to be dealt with when it arises. If they ship them abroad and sell them *after they get there* it would be difficult to see how they would infringe. If they find someone who owns and uses a mechanical feed device, they would run the risk, upon selling to him, of his putting them to an infringing use to which they would have contributed.

"If they wish to test their right to sell to a licensee of the complainant, they might do so by selling a single disc to him, notifying complainant promptly of such sale. Then the test of the license would be before the court and the question could be disposed of understandingly. In the event of an adverse decision under such circumstances, the court would surely not impose more than a nominal fine."

Don't change your windows too often; there are extremes both ways. Give the public time to see your display, but don't let them get tired of looking at it.

MILWAUKEE'S BUDGET OF NEWS.

Summer Resort Business Redeeming Feature of Trade—Wisconsin Attracts Vacationists from All Middle West—New Machines Boost Business—Dealers Disappointed at Killing of Bulder Ordinance—Victrola at Bankers' Convention—Columbia Machine in Tuberculosis War—Other Items of Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1909.

The summer resort business seems to be the redeeming feature in the Milwaukee talking machine business just at the present time. Dealers in all of the larger cities about the State report that trade has been showing considerable improvement of late, largely because of the demand from summer resorts. Wisconsin is a State of many lakes and people all through the Middle West flock here during the summer months. It would seem that the talking machine plays a most important part in the vacation days all over the State. General retail business is somewhat better in the cities and larger towns, but trade is still quiet in the smaller places and in the country where the farmers are experiencing their busy season. A big fall business all over the State is expected this fall.

LAWRENCE McGREAL'S HEADQUARTERS.

The wholesale trade is showing more life, although it is conceded that the next two months will be rather quiet, as is usual during the summer. The appearance of several new machines in the field has done much to boost business in a wholesale way.

The Victrola 12th is proving itself a winner and some big sales in both a retail and wholesale way are reported by Mr. McGreal. The new Edison Fireside machine seems to be a big success and dealers are already reordering after trying their sample machines. A new Columbia model is expected in Milwaukee soon, and advance information would indicate that the machine will be popular from the start.

Milwaukee talking machine dealers are disappointed that the Bulder moving ordinance, requiring expressmen to make reports on all removals of household and other goods, was killed by the Judiciary Committee of the Milwaukee Common Council. Dealers were heartily in favor of the ordinance, as it was the belief that it would have been a great protection to the entire instalment business. Lawrence McGreal, well-known jobber and retailer in the talking machine field, appeared before the committee in defense of the measure and said that he believed that at least 95 per cent. of the business men of Milwaukee were in favor of its passage, on the ground that the measure would assist in stamping out fraud. Expressmen and movers, on the other hand, were opposed to the measure, on the ground that it would work extreme hardship upon them. Attorneys for the expressmen were of the opinion that the bill would make a collection agency of the city and a police department out of the expressmen. Chief of Police John T. Janssen said that the measure was honest and fair, and that it would greatly assist the police in tracing dishonest persons, and he believed that the expressmen should have the interests of the city enough at heart to lend their assistance, especially as the ordinance required them to report but once a week.

The Victrola played a most important part in the recent convention of the Wisconsin State Bankers' Association. The sessions of the bankers were held aboard a steamer on Lake Michigan, and the talker, furnished as usual by Lawrence McGreal, supplied most of the music for three days. The bankers are now swearing by Mr. McGreal and the Victrola.

The Columbia is proving to be a valuable factor in fighting tuberculosis in Wisconsin. A. D. Herriman, manager of the local Columbia branch, has recently sold a Twentieth Century machine to the Wisconsin Anti-Tuberculosis Association, and it is now being carried all over the State aiding in the widespread movement against the great white plague. Manager A. D. Herriman aided in making half a dozen records for the association, which tell of the work that the organization is doing and also inform the people as to what should be done to fight and to prevent the dread disease. Harry D. Brown is the lecturer in charge of the work, and he is most enthusiastic over the Columbia as a valuable accessory.

Alfred Hille, manager of the talker department of the Joseph Flanner Music House, report good sales in both the record and machine line.

A. D. Herriman, the local Columbia manager, has just returned from Waterford, Wis., where he spent his vacation in catching all the fish in the surrounding lakes, judging from the way he remembered his friends.

Henry Saak, who recently opened a new Columbia store at 1602 Vliet street, is making good use of his automobile to push the talker business. Mr. Saak's auto bears a big sign telling of the merits of the Columbia, and it never fails to attract notice.

Lawrence McGreal, accompanied by Mrs. McGreal and Jack McGreal, their son, and Miss Gertrude F. Gannon, have left for the East, to be in attendance at the convention at Atlantic City of the National Association of Talking Machine Jobbers. Before proceeding to Atlantic City the party arranged to visit New York and several other points. Jack McGreal, well known to the talking machine trade of the West, is the young son of Mr. McGreal, who was made mascot at the jobbers' convention last year.

E. C. Plume, western wholesale manager of the Columbia, with headquarters at Chicago, was in Milwaukee recently while on a combined pleasure and business trip.

A big and attractive fiber needle exhibit is on display in the windows of the Hoeffler Manufacturing Co.

The Boston store, of this city, is preparing to remodel its talking machine department, and plans are under way for pushing this phase of the business to its full limit. Both Victor and Edison machines and records will be handled. The store is in the heart of the retail district and a big trade is looked for.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was a recent visitor. He will soon leave for Orange, N. J., to spend three or four weeks at the main plant of the company.

W. J. Boss, talking machine dealer at Appleton, Wis., and C. H. Viebranz, dealer at Hillsboro, Wis., were recent Milwaukee visitors.

William Schmidt, Wisconsin representative of the Victor Co., was here for a few days, after a successful trip about the State.

LITIGATION STILL UNDER WAY.

In the pending litigation against the International Record Co., Auburn, N. Y., in which the American Graphophone Co. (Columbia Phonograph Co.) have argued a motion for permanent injunction and a decree to enforce the final decision of the United States courts on the Jones patent, the complainants desire to inform the trade that the defendants suspended business operations months ago. In fact, a temporary restraining order was issued November 23, 1908. Since that time the International Co. ceased operations. About a month ago they were given further time, now about expired, to examine experts. July 7 Waldo G. Morse, the defendants' attorney, posing as an expert, testified. The court has the matter once again under advisement. There is litle doubt about the outcome.

MARIETTA PHONOGRAPH CO.'S DISPLAY.

The Marietta Phonograph Co., Marietta, O., are displaying a very fine line of Columbia machines and disc records, also a complete line of Zonophone machines and records, in their establishment in that city, in addition to the Edison and Victor lines. J. V. McCollum is manager.

C. L. Mason, who conducts a phonograph store on Main street, Enosburgh Falls, Vt., reports increasing business.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

THE TALKING MACHINE COMPANY'S CREED

HIS MASTER'S VOICE
REG. U.S. PAT. OFF.

TO realize that upon our dealer's success depends ours.

TO remember that success lies in establishing mutual interest between distributors and dealers. Then, to tell you not what you would like to hear, but what you ought to hear. Aid you to aid ourselves.

TO respect our business, our customers, ourselves. To play the game like men. To fight against nothing so hard as our own weakness. To build for our future a solid asset in good will.

TO fill our orders the same day received and fill them as completely as the factory will permit. To personally inspect each item of merchandise shipped. To guarantee that it is in the same condition it left the factory. To refer all retail inquiries to you.

TO be considered as your warehouse. To agree to keep for your use, the largest and most complete stock of Victor talking machines, records and supplies in these United States.

FINALLY, To have and to hold talking machine business; to achieve success by service rendered. ***This is our creed.***

SEVENTY-TWO TO SEVENTY-FOUR WABASH AVENUE
CHICAGO ILLINOIS

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Working for Uniform Classification of Trade—Impressions Made by the Recent Music Trade Conventions in Detroit—The Trade Situation Discussed—Valuable Victor Adherent—Some Columbia Items—An Interesting Photograph—How the Jobbers Convention at Atlantic City Was Referred to in the Daily Press—A Victor for Governor Dineen.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

A very important work is now in progress in Chicago. It is the result of the experience and agitation of the years and has for its purpose the securing of a uniform classification of freight rates. As every one knows the same articles at present pay different rates according to the classification territory in which they move. There often is confusion when they move from one territory to another.

The difficulty in reconciling the rates lies in the fact that the three classifications are governed by local conditions and that manufacturing industries and trade centers have developed and become interwoven with the existing basis of schedule.

At a meeting in 1907 it was agreed to make a beginning by standardizing the various articles, a few at a time. A general executive committee has been appointed to work in connection with the three territorial committees and the various rate organizations will shape the action of all these bodies toward the common end.

Under the jurisdiction of this executive committee a working committee with a representation from each of the classifications has been appointed to continue the work of unifying the rules, minimum car-load weights and description of articles.

The Piano Men's Conventions.

The Chicago representative of The World had the pleasure of attending the conventions of the National Piano Dealers', Manufacturers' and Travelers' Associations, held in Detroit last month. Many of the conventioners were, of course, talking machine as well as piano men, and the writer had many interesting conversations and received many valuable pointers, some of which will be found in letters in this and succeeding issues. Talking machines were mentioned, however, several times in addresses and papers during the sessions; for instance, retiring President C. A. Grinnell, of the Dealers' Association, and himself a prominent factor in both the retail and wholesale talking machine business, in his annual report suggested that a committee be appointed "whose business it should be to write articles at least once a week, which should pass through the hands of the press committee and be printed in our trade journals, and therefrom the dealers should take their clippings, and take them with their paid copy to the newspaper, and insist on its publishing this musical information, and interesting descriptions of new musical inventions, giving them such publicity as they rightly deserve." Continuing, Mr. Grinnell said: "A great deal will depend upon the local dealer who attends to this work. The newspaper isn't going to chase you up to get copy, but will be glad to insert these items if you furnish them.

"Take, for instance, the improvements that are coming out from time to time, such as the change from the 65 to the 88-note player-piano. Often articles could be written along the lines of such improvements and what these improvements signify to the musical world in an educational way.

"The same is true of the talking machine, and excellent articles could be written along this line. Another feature that would make most interesting reading to the general public is the fact that certain inventors are endeavoring to combine the player-piano and the talking machine into one instrument, so that we may hear the voice of a Caruso, accompanied by the piano, all played at the same time by the one instrument. The imagination might draw a still broader picture by showing how the vocalist, the piano and stereopticon views of performances can also be operated by one instrument.

"Publicity on these new inventions, and on the improvements of the instruments we have, combined with spicy musical matters of the day, will all tend to divert the minds of the public from automobiles and other extravagances, and get them more interested in the study of music and the ultimate purchase of musical instruments."

Several of the papers read at the dealers' convention held up the fixed price system prevalent in the talking machine trade as a model for the piano men to pattern after. J. A. Krumme, Jr., of New York, gave it prominent mention and expressed the hope that the time is not far off when the price of every piano will be as firmly fixed. "This will be advantageous both to the dealer and customer," he said. "To the dealer, enabling him to get a proper price for his piano, and to the customer that he will know that he is getting an instrument of the grade desired at the lowest possible price."

Regarding Trade Conditions.

There is little to be said regarding trade. It is in just about the usual July condition. Possibly in a wholesale way business is a little better than it would otherwise be, on account of

"WATCH IT GROW"

The Sectional Compartment Cabinet

FOR DISC RECORDS

A prime novelty but a genuinely useful one. Talking points galore and every "point" is backed up by facts.

"IT GROWS"

And as it grows the dealers' profits increase. The machine owner has to have more sections as his stock of records is augmented. He also has a natural desire to fill every section as quickly as possible. This makes him buy records rapidly. Each section is equipped with 40 separate compartments, either alphabetically or numerically arranged, each compartment holding three records, making a total capacity of 120 records. The compartments are made of the toughest chipped fibre, bound in leatherette, so as to resemble a handsome sectional bookcase.

These sections are made in two sizes; one for 10-inch records and one for 12-inch records and are made in either golden oak, weathered oak or sycamore mahogany. This is an ideal system for carrying your stock of red seal records.

YOU WILL BE SURPRISED AT THE REASONABLE PRICE. Write at once for full particulars regarding the business boomer of the century.

COMPARTMENT FILING CABINET COMPANY

Factory and Office, 426-428-430 Twenty-Ninth Street, Chicago, Ill.

Our Talking Machine Department is at YOUR Service

The facilities of our Talking Machine Department for the prompt and efficient handling of all orders are unsurpassed. Combined with a faultless system of modern shipping and storage methods, we have a trained and capable corps of employees to give minute attention to every detail of your order. This is a combination that prevents mistakes and insures satisfaction to our customers.

Any order—great or small—with which you may favor us, will receive the very best attention of our Talking Machine Department. This department will also be very glad to advise you in regard to your selling plans—to help you increase your sales.

A view in our Edison Phonograph Record Section, fifth floor, showing a portion of the thousands of late records constantly on hand. In the foreground is "Lightning Tom," famous for his skill and agility in filling orders.

A section of our Wholesale Victor Record Department showing the records in paper covers packed flat in the most approved dust proof manner. Immense numbers of factory records are handled here every day.

Let These Efficient Departments Handle Your Phonograph Business

ARE YOU A LYON & HEALY EDISON DEALER?

Lyon & Healy

CHICAGO

ARE YOU A LYON & HEALY VICTOR DEALER?

the various exchange propositions. In a retail way the efforts of local dealers to stimulate business by urging the value of talking machines for the purpose of entertainment in summer homes and resorts is helping things out to some extent.

An Important Victor Adherent.

An important news item is found in the fact that the Wulschner-Stewart Music Co., of Indianapolis, have just been signed up as distributers for the Victor Talking Machine Co. This makes a very notable addition to the list of Victor jobbers. The Wulschner-Stewart Co. are known as one of the strong concerns in the music trade, and the fact that they are going into the talking machine business extensively and aggressively is a marked illustration of the fact that the business is gaining in power and prestige. Dealers in Indiana and adjoining territory are certain to receive prompt service and intelligent service at the hands of this concern. This is further assured by the fact that they have secured as manager of their Victor department Edwin R. Sues, a talking machine man of experience and ability, and who has traveled for some time past for the Victor Talking Machine Co., his territory having been the State of Michigan. With such an equipment and such a manager the Wulschner-Stewart Music Co. will certainly become a strong factor in the western trade in the very near future.

M. B. Henry Joins Columbia Forces.

Malcolm B. Henry, Chicago representative of the Hawthorne-Sheble Mfg. Co., and a "moighty" good talking machine man, by the way, has become associated with the Chicago office of the Columbia Phonograph Co., and by way of introductory, is making a special trip for them in Indiana.

Guttenberger Succeeds Cook.

F. E. Cook has resigned as retail floor manager of the Columbia Phonograph Co., in order to go to Tulsa, Okla., where he will engage in the real estate business. He is a retail talker man of the A1 class, and Chicago will miss him. He is succeeded by E. W. Guttenberger, who made an enviable record as manager of the Columbia branch at Memphis, Tenn., which he has conducted successfully for the past fifteen months. Prior to that he was credit man for the Kansas City house for three years, and received his start in the graphophone business with present District Manager W. C. Fuhri, at St. Louis. Mr. Fuhri, by the way, is now on a trip, the western limit of which is Salt Lake City, Utah.

Big Department Store Deal.

Negotiations, started some time since by E. C. Plume, western wholesale manager of the Columbia Co., have culminated in one of the biggest department store deals of recent years. It involves the handling of Columbia goods by the Siegel-Cooper Co. store in Chicago and also the exclusive handling of these goods by the Henry Siegel store in Boston, and the "Fourteenth Street Store" in New York.

No Longer a Joke.

Notable evidence of the fact that the talking machine is recognized as a musical instrument and an artistic interpreter of lyrical and instrumental compositions is found in the chastened attitude of the jokesmith, as shown in their effusions in the daily papers and humorous "weeklies." Seldom, indeed, nowadays do you see any squibs reflecting on the talking machine. The coffee-grinding prelude is no longer the subject of facetiously worded lampoons, for the simple reason that it no longer exists, except in the case of a badly scratched record, and that's up to the owner and not the machine. The efforts of the funny man nowadays are confined largely to faking up stories where the talking machine is made, unwillingly as far as the machine is concerned, particeps criminis in a diabolical plot, or to likening a supposititious member of the unquiet sex to the festive "talker."

An Atlantic City Quip.

A special correspondent of the Chicago Record-Herald, wiring under date of June 26 from Atlantic City, prefaces his or her round-up of the Chicagoans recreating in the eastern resort with the following: "The next conventions, which will strike this city in July, will be those of the fertilizer association and the talking machine men. Surely that is a lively combination! Things ought to grow here during that convention, and, for the talking machine men, who can talk faster than the beach chair girl, who sits nestled in a cunning bathing suit of blue and scarlet!"

H. H. Myers, representing the Chicago office of the Columbia Phonograph Co. in Michigan and Indiana, is a loyal Elk and left on Thursday of this week for the national convention of the B. P. O. E. at Los Angeles.

An Interesting Photograph.

A very interesting photograph, showing the Tinggians, natives of the sub-province of Abra, in the northern part of Luzon, Philippine Islands, listening to records of their own voices on a Columbia cylinder graphophone, adorns the window of the Columbia Co. here. It was taken last year by Fay Cooper Cole, of the Field Museum of Natural Science of this city. A reproduction of the photograph, together with some account of Mr. Cole's experiences among the head hunting tribes of the Philippines, and a brief study of the music of the Tinggians will appear in the next issue of The Talking Machine World.

Walter S. Gray, Pacific Coast manager of the Columbia Phonograph Co., and J. H. Wheeler, manager of the Minneapolis branch, were both recent Chicago visitors.

Victrola for Governor Dineen.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy's, went to Springfield, Ill., a couple of weeks ago and sold a Victrola to Governor C. F. Deneen, turning the sale through L. & H.'s Springfield dealer, R. L. Berry. Here is the documentary evidence in the case:

State of Illinois, Executive Department,
Springfield, Ill., June 29, 1909.

Dear Sir—Referring to our conversation of Friday last, you may send to the executive mansion your Victor Victrola No. 16, at $200. Yours very truly, C. F. Deneen.

L. C. Wiswell, care Lyon & Healy, Chicago, Ill.

C. E. Goodwin With National Phonograph Co.

The announcement received from the National Phonograph Co. by local jobbers this week that C. E. Goodwin, formerly with Lyon & Healy, Chicago, has been appointed manager of salesmen carried joy to the hearts of many who longed to see Mr. Goodwin back in the harness again, although they knew, of course, that such an occurrence was inevitable. This is the way in which Mr. Goodwin takes that European vacation he was talking about, but it is doubtful whether Goodwin could take a prolonged vacation. He would be unhappy unless he was planning and working along the lines that he has given so many fruitful years of energetic and distinguished service. The National Co. was not the only one, it is understood, that was after Mr. Goodwin, and they are certainly to be congratulated on their acquisition.

Lyon & Healy Equipped for Service.

Lyon & Healy have a very interesting page in this month's World. It shows both their wholesale Edison and Victor departments, and even Lightning Tom is depicted in full blast. No question about it, Lyon & Healy are equipped for service. Harry B. Hopkins is at the helm in the absence of Manager L. C. Wiswell, who is East attending the Jobbers' convention. He was accompanied by his wife and will visit the Victor and Edison factories before his return. J. F. Bowers, secretary of Lyon & Healy, and president of the Talking Machine Jobbers' Association, is, of course, also at Atlantic City.

F. H. Siemon Attends Convention.

F. H. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co., is at the Jobbers' convention. He has his wife with him, and they will see a few of the glories of the East and Canada before their return.

Talking Machine Co.'s Creed.

In last month's World there was a reference to the Talking Machine Co.'s creed "to be found in their advertisement elsewhere." True, there was a story about Dan Creed, but that was not an advertisement. The other creed referred to did not appear, but that was not the fault of the Talking Machine Co. It's there this trip, however, and is well worth the reading. Furthermore, anyone who is acquainted with Arthur D. Geissler and his methods knows that it expresses correctly the practice and ideals of the company.

Edison Jobber
Zonophone Distributor

New Design Wooden Disc Record Racks

Wire Record Racks

RECORD CABINETS

THE SCHUBERT EXTENSIBLE CYLINDER RECORD RACK

SPRINGS
for all makes and size machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

LYON & HEALY'S CLEVER WINDOW.

Special Display Made for the Holidays Has Come in for Much Favorable Comment—The Modus Operandi of Its Dressing Will Interest Readers.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1909.

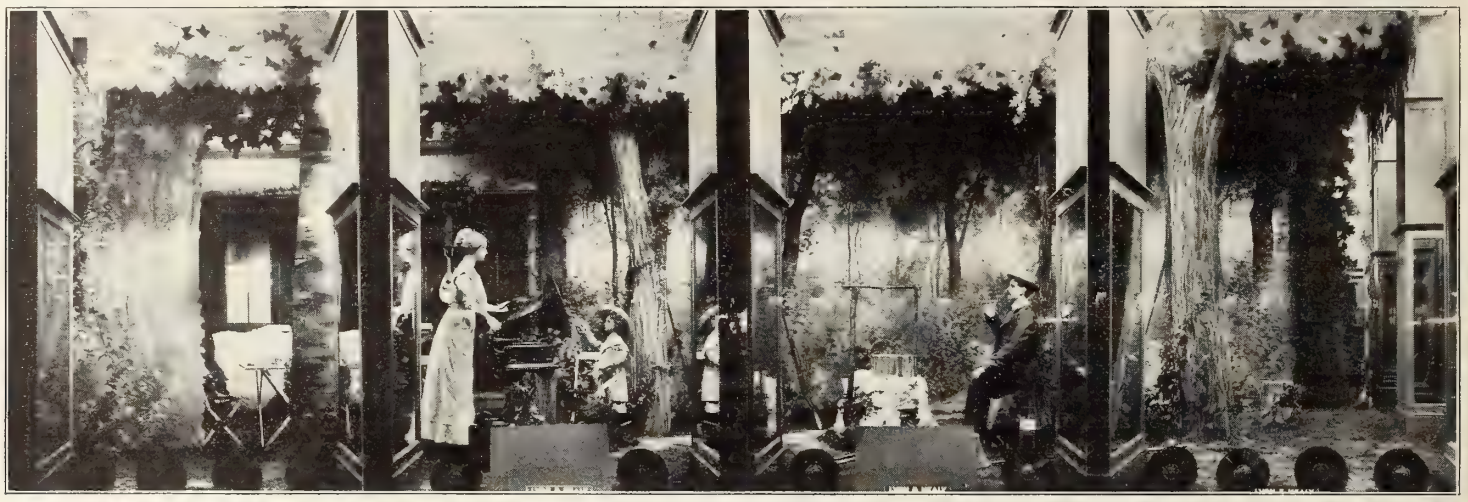
The multitude that pass Lyon & Healy's large show windows on the corner of Wabash avenue and Adams street are attracted by the rural scene there depicted. As they gaze upon the miniature forest with its vine-covered stumps and verdant foliage, they become possessed of an irrepressible longing for a trip to that shady nook in the woods so faithfully represented. Overhanging foliage and tall oak trees so nearly resemble nature as to make one expect to hear the chirp-chirp of the bob-white and whippoorwill as they flutter from branch to branch.

There is green grass in abundance, with here and there a winding path among the trees and moss-grown stumps. Fish rods and landing nets breathe a suggestion of piscatorial pleasures, while cameras, tennis rackets and golf sticks silently appeal to the athletic onlookers' imagination. Within a fireplace created from rough-hewn rocks and crudely cemented together, vivid artificial flames may be seen to leap venomously upward, licking the sides of a bright tin broiler and coffee pot. So real is it all, one can almost inhale the appetizing odors which surely must emanate from those apparently steaming utensils.

In the background is a wood-colored cabin, its comfortable piazza being softly illuminated by the light reflected from the window. At the foot of the cabin porch is a table upon which is an array of shining tinware, evidently in readiness for the al fresco repast that is under preparation.

Seated upon a stump before the fireplace, with a double-barreled shotgun thrown carelessly across his knee, is a man in hunting costume. He is listening intently to the wonderful melody of the Sextette from "Lucia," as played by a Victor talking machine. Operating the Victor is a young woman attired in a gown of hunting khaki. In her hand she holds a Victor record, ready to replace the Sextette as soon as the final strains of that beautiful piece have reverberated through the forest. A little flaxen-haired child in the act of loading a small wheelbarrow with cool, fresh moss has been distracted from his play by the Victor talking machine and stands in rapt attention. A fact that strikes the observer with peculiar significance is that fish rod, shotgun, camera, golf sticks and baby's wheelbarrow have all been temporarily abandoned for the Victor.

So much for a description of the window. Just a few pointers as to the manner to which the effects are secured may interest the readers of The World. Although comparatively few dealers have either the amount of window space or the means at their command to reproduce such a display as this in its entirety, many valuable suggestions can be obtained from it. The "green grass" is simply real tree moss, which can be secured at most florists in rolls. Even in small towns wax figures can be borrowed from the local clothing or dry goods merchants. Lyon & Healy's window trimmer was so anxious to secure natural effects that he clothed the female figure completely, that is, from the waist up, with underwear, corset, corset cover and all, in order to make the gown "hang right." The fireplace was constructed of real rocks cemented together. The fire effect was produced by means of strips of red woolen cloth attached to a screen at the top of the orifice in the rock structure. These sticks were made to flare up in imitation of flames by an ordinary ventilating fan, and the effect was heightened by a red glass incandescent bulb, situated, of course, below the woolen strips.



LYON & HEALY'S SEASONABLE WINDOW DISPLAY.

The background and much of the forest effect were, of course, the work of the scenic artist, but very fair substitutes can be devised by any window trimmer of ordinary ingenuity. The forest paths were made by the use of yellow ochre spread on the moss-covered floor. The display was designed and executed by the Lyon & Healy's regular window trimmer, and he is certainly an artist. He shows this in his "genre" effects. The figures are posed with absolute naturalness. A half-burned cigar is held by the man. An empty needle envelope rests on one of the rocks composing the fireplace. These and many other little natural touches betray thought on the part of the trimmer and add immensely to the realism and attractiveness of the window.

THE FURNITURE EXHIBITION.

Many Manufacturers of Cabinets for Talking Machines in Evidence at This Display.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1909.

The semi-annual furniture exhibition, which occurs during the months of January and July, is now in full swing at the three large buildings, 1319 and 1411 Michigan avenue, and at 14th and Wabash avenue, respectively, while a number of exhibitors are located in handsome quarters at 187 Michigan avenue. These quarters are used extensively by furniture concerns throughout the year, the majority of them keeping a line of samples, while a few concentrate during the exhibition months. The attendance so far this month, while rather light, is by no means discouraging, as dealers are arriving in large numbers daily. As a general rule the buying holds off until the latter part of the month.

Among the large number of furniture manufacturers who make a line of sheet music, phonographs, player cabinets and other goods of interest to the trade are the Herzog Co., of Saginaw, Mich. They are using large space in the building at 1319 Michigan avenue and have a very efficient force of salesmen showing the good points of the Herzog goods. Among them are F. W. Riedel, who covers nine States throughout the Middle West for the company; J. A. Rummel, whose face is familiar to dealers in Michigan, Indiana and Ohio; W. Gallacher, who takes care of Dixie, and Walter Langley, who looks after the East in conjunction with Mr. Carpell, who is at present in Atlantic City with the jobbers.

Schram Bros., of Chicago, who make a specialty of music cabinets, have a large and handsome display of these goods at 1319 Michigan avenue. The line consists of 137 styles of cabinets, and is in charge of J. Schram, who is having his hands full taking care of the prospects. The display is decidedly an attractive one.

An attractive feature of the phonograph cabinets and sheet music cases of the Mechanics' Furniture Co.'s exhibit on the third floor is the modus operandi therein used. The patent involves the bringing forward of the shelves as the door is thrown open, while the disc record cabinets contain a slot feature in the shelves, wherein the record rests that ensures a scratchless, dustless and thoroughly efficient method of handling the records. The line is in charge of J. E. Hanvey and S. J. Le Roy.

The Cadillac Co., of Detroit, have on display in their extensive space a line of handsomely veneered music cabinets and piano benches in connection with their regular furniture line.

The Rockford Desk Co. are represented by an attractive line of goods, including music cabinets, in the building at 1411 Michigan avenue on the third floor. The Hohenstein-Hartmetz Co., of Evansville, Ind., with a line of phonographic record cabinets and sheet music cabinets, are also on this floor.

Concerns other than those mentioned exhibiting music, talking machines and music roll cabinets are as follows: Allen Manufacturing Co., W. A. Berkey Furniture Co., Booth Furniture Co., Cadillac Cabinet Co., D. L. Conroy Furniture Co., Forest City Furniture Co., Jamestown Cabinet Co., Northern Furniture o., Rockford Frame and Fixture Co., the Rockford Palace Furniture Co., E. Schloss & Co. and Ballman Cabinet Co.

FILING SYSTEM FOR DISCS.

The Compartment Disc Record Cabinets Are Destined to Win a Great Vogue.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1909.

The Compartment Filing Cabinet Co., of this city, with factory and office at 426-28-30 East 29th street, are placing on the market what they characterize as "The only complete filing system for the care of disc records ever offered the public, and which keeps them in such a systematic way that you can instantly lay your hands on any selection you wish to hear."

Its most valuable feature lies in its elasticity. Each section is equipped with 40 separate compartments, either alphabetically or numerically arranged, each compartment holding three rec-

ords, having a total capacity of 120 records. The compartments are made of the toughest chipped fiber, bound in leatherette, so as to resemble a handsome bookcase, and will add to the appearance of either the music room in the home or the dealer's record room.

The compartment disc record cabinets are made in unit sections only. These cases are made in highly polished quarter-sawed oak either in the golden or weathered finish, and also in sycamore mahogany. They are made in two standard sizes, one for 12-inch records and one for 10-inch records. These sectional cabinets are sold at a decidedly reasonable price.

The cabinet is the invention of R. S. Pribyl, the president of the company, and a practical talking machine man of years of experience. Vice-President C. E. Schneider is the son of the president of the Chicago Board of Education, and both he and Max G. J. Hoffman, secretary and treasurer, are young men of long and successful experience in the cabinet making line.

FIBRE NEEDLE POPULARITY.

Orders Are Certainly Increasing Not Only from This Country But From Everywhere.

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1909.

There is no question but that the now famous B. & H. fibre needles mark a new era in the high-grade interpretation of disc records. They have been undergoing a steady evolution and are now a thoroughly commercial proposition in the sense that they can be sold wherever disc talking machines are sold, and the best results obtained by a little educational work on the part of the dealer. To particularize, the "treatment" of the needle is entirely different from the original method. The purpose of this "treatment" is to toughen, rather than to harden, the fiber. This enables the needle to "stand up" for its work, but makes it no more detrimental to the record than the native untreated fibre, and has the effect, Mr. Hall claims, of improving, rather than hurting, the record in any way. The grade of bamboo used is specially selected for the purpose by a man sent to Japan by the company. The grade selected is the very finest that can be procured and is very large in diameter of "tube," while the bamboo itself is of the thinnest, as it has been found by experience in experimentation that the thin bamboo is the best adapted for needle use. The company have just received a large shipment of probably the finest bamboo ever brought to Chicago. The poles average 16½ feet in length, measure 3 to 3½ inches in diameter and weigh 9 to 14 pounds to the pole.

A visit to the factory of the company at 208 East Kinzie street, Chicago, is a revelation. Its size, the large amount of special machinery used and the productive capacity all speak eloquently of the demand for the product. There has just been installed a machine that has taken six months to perfect. It is almost human and does the work of planing the two pith sides of the fibre needle.

HOW POPULARITY PAYS.

Employers Can Get More Out of Their Men by Friendliness Than Antipathy.

The dealer who is a good fellow with his clerks is the dealer who can get the most work out of them of the cheerfully rendered sort in the least possible time. By that is meant to say that he must keep in touch with them in more ways than simply discussing goods. While that may be largely possible in big stores, there is always the possibility of some mixing with the store force. In the store where the employes never see the boss, and have no idea what he looks like or how his voice sounds, there is an indifference in work which is in sharp contrast to the other stores where the employes know that the boss takes some kind of genuine interest in what interests them outside of sales of goods and coin by the dollar's worth.

The influence of the general manner and attitude of the boss is something rather indefinite, but in the stores where the employes feel they are noticed to some extent and that the door of "the office" is always unlatched to them when they have anything to say, there is more doing every day in the week than in the places where the air is always frigid about the place where the boss moves or where the clerks never think of mentioning anything but business. A "pleasant man" goes a long way toward helping out the work of the clerk who may have thought his labor unappreciated at some other store, and it will go a long way in the vocabulary of satisfaction expressed by the other clerk who doesn't like to leave his present place of employment.

No body of clerks can or does expect anything extraordinary in treatment, but every body of clerks has the right to expect treatment which ought to be accorded to business associates, inasmuch as such associates are intimately a part of the man's own business. It can cost no dealer anything to be considerate of and reasonably interested in his clerks.

R. H. Jones, manufacturer of the Economy record racks and the Tusko talking machine needles, has opened handsome quarters containing a complete line of Victor and Columbia disc goods in connection with his factory at 5513 Monroe ave., Chicago. The concert feature for evenings is being specialized by Mr. Jones and almost every evening in the week, a large sized audience listen to the records upon which the Tusko needle is used exclusively.

It is reported that 90 per cent. of the jobbers at Atlantic City handle the Tiz'-it, all-metal, ball-joint, horn connection for cylinder made by Kreiling & Co., Chicago, and that the remaining 10 per cent. are preparing to stock the meritorious appliance for the fall trade.

F. K. Babson, of Babson Bros., is on a western pleasure jaunt which will terminate at the Alaska-Pacific-Yukon exposition at Seattle. He is accompanied by Mrs. Babson.

"The Way to Succeed is the Will to Succeed and the Manner of Going About It."

Next in importance to a well assorted stock of Talking Machines and Records is your choice of Needles and Record Cabinets.

THE TUSKO NEEDLE

realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the "scratch" and preserves the record forever.

ECONOMY AND PERFECTION RECORD RACKS

THE ONLY PERFECT WAY TO HANDLE DOUBLE-FACE RECORDS

Handsome and ornamental as well as supremely useful. Retail prices from $1.50 to $3.50. Rack for inserting in regular cabinet $1.50.

R. H. JONES, 5513-25 Monroe Ave., CHICAGO

"NEEDLES"

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. GET IN LINE.

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

MAKING RECORDS IN MEXICO.

Something of the Work Done by the National Phonograph Co. at Their Headquarters in the City of Mexico, Which Is in Charge of Geo. M. Nisbett.

Geo. M. Nisbett, the go-ahead Chicagoan, who recently took charge of the headquarters of the National Phonograph Co. in Mexico City, Mex., is making a great record in the land of the Montezumas. He is making a special point to cater to the demands of the musical people of that country in a manner that is arousing their admiration. In the Mexican Herald of June 13 we noticed the following article about the progress of the National Phonograph Co. in our sister Republic which is well worth perusing:

"Very few of the countless thousands who are now able to enjoy the world's musical masterpieces, as rendered by that most wonderful of modern inventions, the phonograph, have any conception of the infinite pains, labor, time and expense that it requires to produce those results that appear to be almost superhuman. Many thousands of dollars may be spent upon a single record before it ever becomes of commercial value, and the amounts that a great concern like the National Phonograph Co., of Orange, N. J., expend annually upon the production of their matchless records runs up into the hundreds of thousands of dollars.

"The branch of the National Phonograph Co. in this country is known as the Mexican National Phonograph Co., the headquarters being located at 4a Tacuba 33. The general manager of the Mexican company is Geo. M. Nisbett, who is known as 'the greatest hustler in the republic.'

"For several weeks past the National Phonograph Co. have been busily engaged in making records of Mexican bands and talent, and several more weeks will be consumed in the task before the work is completed. With the completion of these records, the company will have a list of 1,000 Mexican selections, all of the famous bands and leading artists of the country being represented. These include the Police band, the Artillery band, the Jorda-Rocabruna quintet and the Coculense quartet. Among the talent may be mentioned the following: Arriaga, instrumental trio; Octaviano Yañez, guitar solos; M. R. Malpica, baritone; Adolfo Jimenez, tenor; C. S. Solorzano, recitations; Sra. Matilde Herrera, soprano; Srita. Emilia Sanchez, soprano; Felix de la Sierra, tenor; Pablo Garcia, Bonfil, tenor; Rosales and Robinson, popular singers; Abrego and Picazo, popular singers.

"The records are being made at No. 18 Avenida Cinco de Mayo, under the management of George Werner, who has devoted many years to the business. Arturo Rocha, the well known Mexican musician, is acting as musical critic in the making of the records, and the work is being done under his supervision.

"The making of records is a very interesting process, and at 18 Cinco de Mayo the same method is followed as has been adopted at the great laboratory of the National Phonograph Co., at Orange, N. J.

"'Performances,' as they are called, are held twice daily, morning and afternoon in a room especially arranged for the purpose, the sound being focused to the receiving phonograph. A record is not permitted to pass until it is as perfect as it is possible to make it. Sometimes a band may play a dozen or more times into the phonograph before a perfect record is made, infinite patience being one of the absolute essentials in the process.

"The records are placed under the microscope and carefuly examined for defects, the least flaw being apparent to the practiced eye of Mr. Werner. When the present records are completed the company will have a magnificent collection that will embrace everything of musical value in the country."

'Twas a great convention; now to work.

COLUMBIA CHANGES IN EUROPE.

Murdoch of London Gets Indestructible Line—Croese & Co., of Amsterdam, Columbia Agents for Holland.

The Columbia Phonograph Co., General, announce the appointment of Croese & Co., Amsterdam, Holland, as sole agents for the Columbia line in that country and Belgium. Murdoch & Co., one of the largest talking machine factors in the United Kingdom, with headquarters at London, have been appointed exclusive selling agents for the Columbia Indestructible cylinder records in Great Britain. A catalog of these goods devised especially for the British market will be issued. The contracts covering these very important connections were negotiated and effected by General Manager Lyle on his recent trip abroad.

FINE VICTOR SHOWING.

Business Growing in Volume—Now Within 25 Per Cent. of Normal Trade—Still Building Additions to Departments.

In a formal statement issued June 28 by the Victor Talking Machine Co., Camden, N. J., they say: "We are pleased to report that a very large addition to our works, in the shape of a four-story concrete cabinet factory and drying kilns for the manufacture of our own talking machine cabinets exclusively, is rapidly nearing completion, from which we expect to turn out cabinets for our fall trade, and which will represent an investment of $250,000.

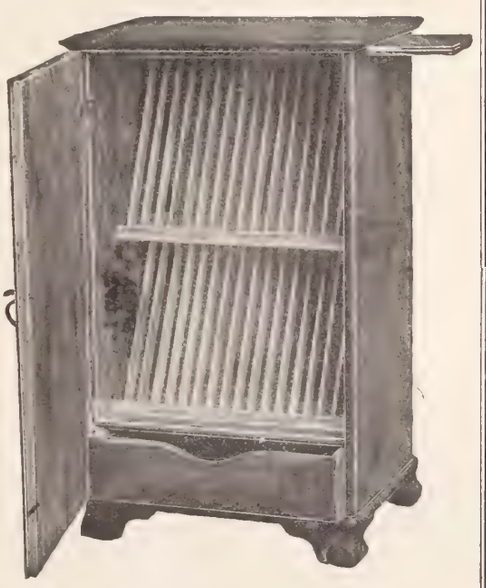
"Also that contracts have just been let for a very extensive addition to our motor factory, in the form of a six-story concrete plant, which will cost, when finished and equipped, just about another $250,000. We are pleased to note that our business has improved until it has reached within 25 per cent. of our normal trade, with encouraging indications for an excellent fall."

Cylinder and Disk Cabinets

OF

"QUALITY"

Our Cabinets show the highest type of Cabinet construction that has ever been offered. Our line is exclusive and cannot be obtained elsewhere. The styles are varied enough to suit any taste and the prices as low as consistent with the material and workmanship used in their construction. When you sell our line you sell the best. A sample order will prove it. Catalogue sent for the asking. Discounts to qualified dealers.



Manufactured For

LOUIS BUEHN & BRO.

DISTRIBUTORS OF

Edison Phonographs
Edison Records

Victor Machines
Victor Records

45 North 9th Street PHILADELPHIA

"EVERYTHING FOR TALKING MACHINES"

RECORD BULLETINS FOR AUGUST, 1909

NEW VICTOR RECORDS.

No. Size

ARTHUR PRYOR'S BAND.
5714 Across the Sands—Grand March...Redgate 10
5713 Pickles and Peppers—Ragtime Two-Step... Shepherd 10
31741 Bartered Bride Overture (Prodana Nevesta) Smetana 12

OCARINA SOLO BY MOSE TAPIERO, WITH ORCH.
52020 Honeymoon March...Rosey 10

COMIC DUET BY COLLINS AND HARLAN, WITH ORCH.
5720 Who's Your Friend?...Rogers 10

SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.
5709 Good Night, Dear...Anderson 10

COMIC SONG BY CLARICE VANCE, WITH ORCH.
5710 Good-Bye to Johnnie... 10

COMIC SONG BY MAUDE RAYMOND, WITH ORCH.
5715 Good-Bye, Molly Brown...Jerome 10

COMIC SONG BY JOSIE SADLER WITH ORCH.
5719 Come and Hear the Orchestra... 10

DUET BY WERRENRATH AND MACDONOUGH, WITH ORCH.
5711 Hunting Song (from "King Arthur")... Bullard 10

VICTOR ORCHESTRA.
5721 Medley from "The Candy Shop," with vocal selections... 10

AN IRISH SPECIALTY BY JONES AND SPENCER.
5712 Sweet Peggy Magee... 10

COMIC SONG BY HARRY LAUDER, WITH ORCH.
58008 He Was Very Kind to Me... 12

DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
5716 Googy-oo (from "The Candy Shop")..Rice 10

BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
5718 Take Me Up with You, Dearie... McCree-Von Tilzer 10

BARITONE SOLO BY REINALD WERRENRATH, ACC. BY VICTOR ORCHESTRA.
31740 The Two Grenadiers...Schumann 12
16333 (a) Make a Noise Like a Hoop and Roll Away (Shields-Helf)...Ada Jones 10
(b) In Ireland (Bryan-Von Tilzer)...Eddie Morton 10
16334 (a) You Can Look and You Can Listen but M-U-M'S the Word (Brockman-Helf) Ada Jones 10
(b) Come Take a Swim in My Ocean (Cobb-Edwards) Billy Murray and Haydn Quartet 10
35079 (a) That's the Doctor, Bill (Creamer-Hein) Eddie Morton 12
(b) At the Comic Opera...Nat M. Wills 12
16330 (a) Don't Be Cross with Me (Adams-Howard)—From "A Stubborn Cinderella" Elizabeth Wheeler 10
(b) The Receipt for Love (Wenrich)... Stevenson and Stanley 10
16329 (a) Julie (with guitar)...Ward Barton 10
(b) His Day's Work Was Done...Jas. Devins 10
16336 (a) Liza (Williams-VanAlstyne)... Peerless Quartet 10
(b) Under the Irish Moon (Drislane-Meyer) Billy Murray 10
16335 (a) Haymakers' Barn Dance (Powell)... Victor Dance Orch. 10
(b) America and Star Spangled Banner... Victor Brass Quartet
16337 (a) This Rose Brings My Heart to You (Wood-Edwards)..Harry Macdonough 10
(b) My Little Old Lady (Neidlinger)... Frederick Gunther 10
16331 (a) "All Together"—Two-Step (Taillefer-Halet)—With Vocal Chorus... Victor Orch. 10
(b) Salute the Flag March (Pierson)... Arthur Pryor's Band 10
16332 (a) La Veta (Clark)—Cornet Solo... Herbert L. Clarke 10
(b) Tipica Polka (Curti)—Mandolin-Harp-guitar...Page and Ramseyer 10

BY DEWOLF HOPPER.
31559 Casey at the Bat (Thayer)... 12

BY DIGBY BELL.
31733 The Man Who Fanned Casey—A reply to "Casey at the Bat"... 12
31731 The Boy on the Right Field Fence... 12

BY BILLY MURRAY AND HAYDN QUARTET.
5570 Take Me Out to the Ball Game... 10

BY JONES AND SPENCER.
4864 Jimmie and Maggie at the Ball Game... 10

A BALLAD IN ENGLISH BY MELBA.
NELLIE MELBA, SOPRANO.
Twelve-inch, with Orch., $3.00—In English.
88182 Oh, Lovely Night...Ronald

BRUNNHILDE'S APPEAL, BY GADSKI.
JOHANNA GADSKI, SOPRANO.
Twelve-inch, with Orch., $3.00—In German.
88183 Walküre—Brünnhilde's Bitte...Wagner

THREE POWELL SOLOS.
MAUD POWELL, VIOLINIST.
Ten-inch, acc. by George Falkenstein, $1.00 each.
64104 Mazurka...A. Zarzycki
64103 At the Brook...Boisdeffre
Twelve-inch, acc. by George Falkenstein, $1.50 each.
74135 Thais—Intermezzo (Mediation Religieuse) Massenet

A SAMSON AIR BY CERVILLE-REACHE.
JEANNE GERVILLE-REACHE, CONTRALTO.
Twelve-inch, with Orch., $3.00—In French.
88184 Samson et Delilah—Mon coeur s'ouvre a ta voix (My Heart at Thy Sweet Voice)... Saint-Saëns

TWO MORE PIANOFORTE RECORDS.
WILHELM BACKHAUS, PIANIST.
Twelve-inch, $1.50 each.
71042 Norwegian Wedding March...Grieg
71043 Perpetuum Mobile (Perpetual Motion)...Weber

TWO NEW WITHERSPOON RECORDS.
HERBERT WITHERSPOON, BASS.
Twelve-inch, with Orch., $1.50—In English.
74137 The Lost Chord...Sullivan
74138 The Seasons—With Joy th' Impatient Husbandman...Haydn

TWO NEW RECORDS BY WILLIAMS.
EVAN WILLIAMS, TENOR.
Ten-inch, with Orch., $1.00—In English.
64102 Little Boy Blue (Poem by Eugene Field) Nevin
Twelve-inch, with Orch., $1.50—In English.
74136 St. Paul—Be Thou Faithful...Mendelssohn

THE FAVORITE FAUST AIR IN ENGLISH.
GEORGE HAMLIN, TENOR.
Twelve-inch, with Orch., $1.50—In English.
74139 Faust—All Hail Thou Dwelling Pure and Lowly (Cavatina—Salute demeure)—Gounod

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

Zon-o-Phone Concert Band.

5512 (a) The Enterpriser March...Lampe
(b) Kwang Hsü—Chinese March...Lincke
5513 (a) Elsa's Bridal Procession—From "Lohengrin"...Wagner
(b) Der Traum des Hugenotten (The Dream of the Hugenotts)...Hamm
5514 (a) Teddy After Africa—Humoresque...Pryor
(b) The Triumph of Old Glory—Our President's March...Pryor

Zon-o-Phone Orchestra.

5496 (a) Wild Cherries Rag...Snyder
(b) Musical Comedy Medley Two-Step No. 1.
5497 (a) Havana Waltz—On melodies from "Havana"...Stuart
(b) La Barcarolle—Waltz—From "Les Contes d' Hoffman"...Offenbach

Vocal Selections With Orchestra Accom.

HENRY BURR.
5515 (a) Sweet Genevieve...Tucker
(b) The Four Leaf Clover...Brownell
THOMAS CHALMERS.
5498 (a) When Love Is Gone...Hawley
(b) Within Your Eyes, Love...Lincke
ARTHUR COLLINS.
5499 (a) Trans-Mag-Ni-Fi-Can-Bam-Dam-U-Al-I-Ty...Burris Smith
(b) The Hot Tamale Man...Ingraham
LEO EDWARDS.
5516 (a) Rose Marie...Capua
(b) My Cousin Caruso...Gus Edwards
BYRON G. HARLAN.
5500 (a) When I Dream in the Gloaming of You... Ingraham
(b) Toys for Sale...Morse
PETER MURRAY.
5501 (a) A Good Old Dollar Bill...Morse
(b) I'd Rather Have a Girlie than an Automobile...Dillon
CHARLES NEVINS.
5502 (a) Take Me Up With You, Dearie..A. Von Tilzer
(b) She Is My Bonnie Jean...A. Von Tilzer
WALTER VAN BRUNT.
5503 (a) Slide, Bill, Slide...Lowitz
(b) The Boogie Boo—From "The Newlyweds and Their Baby"...Ayer
ARTHER COLLINS AND BYRON G. HARLAN.
5504 (a) On a Monkey Honeymoon...Morse
(b) Down Among the Sugar Cane....Mack-Smith
ADA JONES AND LEN SPENCER.
5505 (a) Herman and Minnie at Dreamland—Descriptive German Sketch...
(b) How Johnnie Lost Out—Vaudeville Sketch.
ADA JONES AND WALTER VAN BRUNT.
5506 (a) A Blue Feather...Morse
(b) Can't You See I Love You—From "The Newlyweds and Their Baby"...Brown-Ayer
ALICE C. STEVENSON AND FRANK C. STANLEY.
5507 (a) Hammock Love Song—From "The Beauty Spot"...DeKoven
(b) Googy-Oo—From "The Candy Shop"....Rice
RAMBLER MINSTRELS.
5508 (a) Number 14...
(b) Number 15...

Miscellaneous Vocal Sections.

ALICE C. STEVENSON AND FRANK C. STANLEY.
5509 (a) Everyone's in Love With Some One—Duet...Petrie
FRANK C. STANLEY AND HENRY BURR.
(b) Shine On, Harvest Moon—Duet... Bayes-Norworth
ALICE C. STEVENSON AND FRANK C. STANLEY.
5510 (a) We Shall Meet Bye and Bye—Sacred Duet...Main
FRANK C. STANLEY AND HENRY BURR.
(b) Softly and Tenderly—Sacred Duet...Thompson
MR. AND MRS. WHEELER.
5511 (a) Won't You Harmonize With Me?—Duet, from "Mr. Hamlet of Broadway"..Murphy
METROPOLITAN TRIO.
(b) Won't You Be My Playmate?—From "Little Nemo"...Herbert

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A707 The Prince of To-night—I Wonder Who's Kissing Her Now (Howard)—Tenor Solo, orch. accomp...Henry Burr
I Love, I Love, I Love My Wife, But Oh! You Kid! (Von Tilzer)—Baritone Solo, orch. accomp...Arthur Collins
A708 Hammock Love Song (Reginald de Koven)—Baritone and Soprano Duet, orch. accomp...Stanley and Stevenson
Havana—Hello, People (Stuart)—Baritone Solo with Chorus, orch. accomp...Frank C. Stanley
A709 Amina—Serenade Egyptienne (Lincke)... Prince's Orchestra
En Alta Mar—Vals (Kanlick)... Banda de Artilleria
A710 Longing for Home (Jungmann)—Violin, Flute and Harp Trio... Geo. Stehl, Marshall Lufsky and Paul Surth
Sugar Plum—Two-Step (L'Albert)—Mandolin Solo, harpguitar accomp... Samuel Siegel and R. H. Butin
A711 Black and White—Ragtime Two-Step (Botsford)...Prince's Orchestra
The Glow Worm (Lincke)....Prince's Orchestra
A712 Col. Stuart March (Weldon)... Prince's Military Band
No Hay De Que!—Vals—You're Welcome—Waltz (R. Campodonico)... Prince's Military Band
A713 Good Night, Moonlight—March Song (Morse)—Vocal Quartet, Male Voices, orch. accomp...Columbia Quartet
My Pony Boy (O'Donnell)—Vocal Quartet, Male Voices, orch. accomp...Columbia Quartet
A714 Oh! You Candy Kid (Adams)—Soprano Solo, orch. accomp...Ada Jones
My Cousin Caruso (Edwards)—Tenor Solo, orch. accomp...Byron G. Harlan
A715 L'Africana—Adamastor, re dell' onde profonde (Meyerbeer)—Baritone Solo in Italian, orch. accomp...Taurino Parvis
Otello—Sogno, Era la notte (Verdi)—Baritone Solo in Italian, orch. accomp... Taurino Parvis
A716 Lord Lynedoch (Strathspey and Hornpipe)—Accordion Solo...Peter Wyper
Highland Schottische—Accordion Solo... Peter Wyper
A717 Good Night, Dear (Anderson)—Tenor Solo, orch. accomp...Harvey Hindermeyer
I Know a Lovely Garden—Guy d'Hardelot, Tenor Solo, orch. accomp...J. Bardsley

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

A706 Il Barbiere di Siviglia—Ecco ridente il cielo (Rossini)—Tenor Solo in Italian, orch. accomp...Florencio Constantino
Lolita—Serenade (A. Buzzi Peccia)—Tenor Solo in Italian, orch. accomp... Florencio Constantino

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

SELECTIONS FROM "MADAM BUTTERFLY" (Puccini).
A5101 The Whole World Over—Tenor and Baritone Duet, orch. accomp..Stiles and Richards
There Is One Step More—Soprano Solo with Chorus, orch. accomp...Miss Vivienne
A5102 Mr. B. F. Pinkerton—Soprano and Tenor Duet, orch. accomp...Miss Vivienne and Mr. Stiles
I Long to Be Rid of This (Ponderous Obi—Love Duet)—Soprano and Tenor Duet, orch. accomp..Miss Vivienne and Mr. Stiles

An Unusually Handsome New Catalog

which really will be a **Sales Help** for you will be mailed when we receive your name. We have made this **New Catalog** as we believe you would have made it. That is to say, this **New Catalog** is a departure in that our every effort has been to produce a **New Catalog** that the dealer would appreciate because it is of great assistance in selling from **Catalog.** Do you suppose we would have gone to all of these pains with the **New Catalog** if the **Cabinets** it illustrates were not in every way the best obtainable? We could elaborate indefinitely on the good points of **Udell Cabinets** but if you will fill in the attached coupon it will be all we can expect of you until you get the **New Catalog** and then—an order.

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Indianapolis, Indiana, U. S. A.

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Please send your New Catalog No. 30, of Disc and Cylinder Record Cabinets.
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State.....
T. M. W.

MAKERS OF DISC RECORD CABINETS IN OAK AND MAHOGANY. MAKERS OF CYLINDER RECORD CABINETS IN OAK AND MAHOGANY. OUR CYLINDER CABINETS MADE EITHER WITH PEGS OR WITH A NEW CLAMP DEVICE WHICH IS A GREAT SCHEME.

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

A5103 One Fine Day—Soprano Solo, orch. accomp. ..... Miss Vivienne
Come Then, Love, What Fear Holds You Trembling—Soprano and Tenor Duet, orch. accomp. Miss Vivienne and Mr. Stiles
A5104 Begin, I Pray (Letter Duet)—Soprano and Baritone Duet, orch. accomp. ..... Miss Vivienne and Mr. Richards
Do You Know My Sweet?—Soprano Solo, orch. accomp. ..... Miss Vivienne
A5015 Flower Duet—Soprano and Contralto Duet, orch. accomp. Miss Vivienne and Miss Behnee
Solo, Butterfly and Humming Chorus—Soprano Solo with Chorus, orch. accomp. ..... Miss Vivienne
A5106 I Know That for Such—Contralto, Tenor and Baritone Trio, orch. accomp. ..... Miss Behnee, Mr. Stiles and Mr. Richards
Farewell—Tenor and Baritone Duet, orch. accomp. ..... Mr. Stiles and Mr. Richards
Beloved Idol—Soprano Solo, orch. accomp. ..... Miss Vivienne

MISCELLANEOUS INSTRUMENTAL SELECTIONS.

A5116 Die Hydropaten—Waltz (Gung'l) ..... Prince's Orchestra
Tales of Hoffmann—Barcarolle (Offenbach) ..... Prince's Orchestra
A5117 Rubenstein's Melody in F (Rubenstein) ..... Prince's Orchestra
Charme d'Amour—Valse (Kendall) ..... Prince's Orchestra

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5107 La Favorita—Spirito Gentil (Donizetti)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
Cielo e Mar (Ponchielli)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
A5108 Vorrei—Romanza (Tosti)—Tenor Solo in Italian, orch. accomp. Florencio Constantino
Adorables Tourments—Gipsy Waltz (Barthelemy-Caruso)—Tenor Solo in French, orch. accomp. ..... Florencio Constantino
A5109 L'Elisir d'Amore—Una Furtiva Lagrima (Donizetti)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
L'Africana—O Paradiso (Meyerbeer)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
A5110 La Boheme—Che gelida Manina (Puccini)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
Romeo and Juliet—Ah! leve toi soleil! (Gounod)—Tenor Solo in French, orch. accomp. ..... Florencio Constantino
A5111 Marina—Spanish Opera (Arrieta)—Tenor Solo in Spanish, orch. accomp. ..... Florencio Constantino
La Paloma (Yradier)—Tenor Solo in Spanish, orch. accomp. ..... Florencio Constantino
A5112 Duca d'Alba—Angelo Castro e Bel (Donizetti)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
Lucia—Tu che a Dio (Donizetti)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
A5113 Sempre Amarti (Dedicated to Sig. Constantino and Columbia Phonograph Co.) (Pietro Vallini)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino
Otello—Morte d'Otello (Verdi)—Tenor Solo in Italian, orch. accomp. ..... Florencio Constantino

INDESTRUCTIBLE CYLINDER RECORDS.

1118 Peace Forever—March (Lacalle) ..Military Band
1119 I'm Tired of Living Without You (Mills) ..... Harry A. Ellis
1120 Mary Blaine (Helf)—Tenor Solo ....Henry Burr
1121 The Hornpipe Rag (Jerome)—Baritone Solo ..... Arthur Collins
1122 Moon Winks (Stevens)—Orchestra Bells .. A. Schmehl
1123 Big Bass Viol (McGaffey)—Baritone Solo) ..... Frank Stanley
1124 Dixie Minstrels No. 6 (Original) ..... Minstrels
1125 My Girl (Original)—Vaudeville Specialty .. Fred Duprez
1126 Zampa—Overture (Herold) ..... Band
1127 Oh! You Candy Kid! (Adams)—Soprano Solo ..... Ada Jones
1128 Golden Arrow (Van Alstyne)—Baritone and Tenor Duet ..... Stanley and Burr
1129 I Love, I Love, I Love My Wife, But Oh! You Kid! (Von Tilzer)—Baritone Solo .. Bob Roberts
1130 O Kiota San (Thurban) ..... Orchestra
1131 Roll on the Ground (Original)—Coon Shout ..... Billy Golden
1132 Rock of Ages (Hastings) ..... Choir
1133 What's the Use of Moonlight? (LeBoy)—Tenor Solo ..... Walter Van Brunt
1134 Die Wacht Am Rhein (Wilhelm) ..... Band
1135 Im Mer an Der Wand Lang (Kollo)—German Comic Song ..... S. Traube
1136 My Cousin Caruso (Edwards)—Tenor Solo .. Byron G. Harlan
1137 Blitz and Blatz at the Ball Game (Duprez)—Vaudeville ..... Duprez and Roberts
1138 Oh! You Loving Gal! (Meyer)—Baritone and Tenor Duet ..... Collins and Harlan
1139 Flanagan and His Money (Original)—Talking Record ..... Steve Porter
1140 Farm Liars (Original)—Vaudeville ..... Golden and Hughes
1141 Kerry Mills Barn Dance (Mills) ..... Band

EDISON STANDARD RECORDS.

10177 "La, La, La" March (Scotto) ..... Edison Concert Band
10178 Parody "Down in Jungle Town" (Morse-Wills) ..... Nat M. Wills
10179 He Fails for the Ladies Every Time (Solman) ..... Josie Sadler
10180 Abide With Me—Organ Solo (Monk-Ecke) ..... Albert Benzler
10181 Under the Irish Moon (Meyer) ..... Byron G. Harlan
10182 Guide Me, O Thou Great Jehovah (Holbrook) ..... Edison Mixed Quartet
10183 Wise Old Indian (Morse) ..... Billy Murray
10184 The Last Kiss Waltz (Blake) ..... American Symphony Orchestra
10185 The Market on Saturday Night (Braham) ..... Ada Jones
10186 Little Willie (Hall) ..... Premier Quartet
10187 Dear Old Dear (Burt) ..... Will Oakland
10188 Marsovia Waltz (Henriette-Blanke-Belcher) ..... United States Marine Band
10189 Any Old Place in Yankee Land Is Good Enough for Me (Cook and Smith) ..... Edward Meeker
10190 Can't You See I Love You? (Ayer) ..... Ada Jones and Billy Murray
10191 Prunes (Furth) ..... Edward M. Favor
10192 Love's Golden Dreams—Bells Solo (Stevens) ..... Albert Benzler
10193 Uncle Josh and the Lightning Rod Agent ..... Cal Stewart
10194 Set 'Em Up in the Other Alley (Helf) ..... Collins and Harlan
10195 If Ev'ry Girl Was a Girl Like You (Furth) ..... Grace Cameron
10196 Our Victorious Nation March (Losey) ..... New York Military Band

EDISON AMBEROL RECORDS.

175 Selection from "Robin Hood" (R. de Koven) ..... Edison Concert Band
176 The Flag He Loved So Well (Wills) ..... Nat M. Wills
177 Polonaise in D Major—Violin Solo (Wieniawski, Op. 4) ..... Albert Spalding
178 Bear's Oil ..... Golden and Hughes
179 Are You Coming Home To-night? (McGranahan) ..... Anthony and Harrison
180 La Perle De Madrid Valse (Lamotte) ..... American Symphony Orchestra
181 The Arkansas Traveler (Spencer) ... Len Spencer
182 The Day of the Game (Luders) ...Peerless Quartet
183 Believe Me if All Those Endearing Young Charms (Stevenson)—Cornet Solo, accomp. by U. S. Marine Band ....Arthur S. Witterncmb
184 Come and Hear the Orchestra ..... Josie Sadler
185 "There's a Woman in the Case" (Original) ..... Murry K. Hill
186 Tannhäuser March (Wagner) ..... Edison Concert Band
187 Good Night, Dear (Anderson) ....John B. Wells
188 Holy, Holy, Lord God Almighty (Dykes) ..... Edison Mixed Quartet
189 Garry Owen Medley—Violin Solo (Original) ..... Eugene A. Jaudas
190 While the Kids Played Ring a Rosie (Aroni) ..... Will Oakland
191 Cuddle Up a Little Closer, Lovey Mine (Hoschna) ...Ada Jones, Billy Murray & Co.
192 Poet and Peasant Overture—Accordion Solo (Suppé) ..... Frosini
193 Arrah Wanna (Morse) ..... Collins and Harlan
194 Teddy-in-Africa (Pryor) ....N. Y. Military Band

The Photogram Co., of Manhattan, was incorporated in Albany, N. Y., last week with a capital stock of $500,000 for the purpose of manufacturing talking machines and records. Incorporators, J. Solaff, Brooklyn, and M. Reeves, New York.

SOUSA WITH NATIONAL CO.

The Great Bandmaster and Composer Will Make Cylinder Records Exclusively for the National Phonograph Co. Beginning Aug. 1.

The National Phonograph Co., Orange, N. J., have just signed a contract with John Philip Sousa, the noted bandmaster and composer, for the exclusive services of his band in making cylinder records. The actual work of making records by Sousa's Band will not begin until August and the records themselves cannot be issued for two or three months later. The fact, however, that Mr. Sousa has entered into this

JOHN PHILIP SOUSA.

arrangement is little less noteworthy than the arrangement that the National Co. has made with Victor Herbert. Mr. Sousa has been more or less opposed to talking machines, and this arrangement indicates a decided change in his attitude. He would at once begin the task of making records for the National Co. but for the fact that the engagements of his band organization will make it impossible to do so before August.

While Mr. Herbert has been prominently identified with orchestra work and the composition of light opera, Mr. Sousa has been even more prominent as a band leader and composer of march music. Of the two men, Mr. Sousa is probably the best known among the people to whom the talking machine makes the greatest appeal. The arrangement made between Mr. Sousa and the National Phonograph Co. gives the latter no right to compositions that Mr. Sousa may copyright after July 1. Any of his music that the National Phonograph Co. may use must be had upon the same condition as that of any other composer.

LANDAY BROS.' ALTERATIONS.

With the widening of Fifth avenue, New York, the stoop or steps in front of Landay Bros., Victor distributers, at No. 400, will be removed. The approach to their place on the first floor will be by steps constructed within the building.

You can make dollars out of the horn trade with such a product as this.

Just glance over a few of the many selling points that are contained in the

MUNSON FOLDING HORN

OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Retails $7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

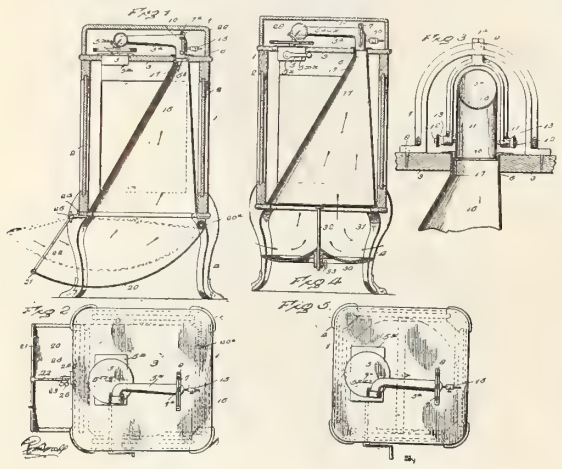
650-652 NINTH AVENUE - - - - - NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., July 8, 1909.

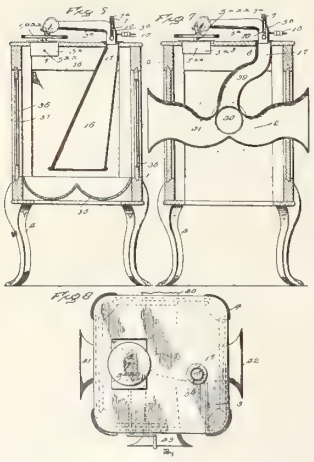
COMBINED STAND AND HORN FOR TALKING MACHINES. Henry C. Miller, Waterford, N. Y., assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 12,963.

This invention relates to improvements in a combined stand and horn for a talking machine. Talking machines now in use employ a horn extending out from the sound-box, which is large, unsightly, and frequently takes up so much room



that it is in the way. It has been found that it is not essential to extend the horn from the machine and have therefore constructed a cabinet in which the talking machine is placed and utilize the interior of the cabinet to accommodate a horn, and a deflector to distribute the sound. The object of combining these two elements is to economize space and at the same time provide means for utilizing a large horn without projecting it out from the talking machine, as practised with machines of this type now in use. A further object of this invention is to provide a stationary horn in a cabinet with an adjustable exit that the sound may be directed to an audience at any angle.

In the drawings, Figure 1 is a sectional view of the preferred form of the invention. Fig. 2 is a top plan view with the cover removed. Fig. 3 is a detail transverse vertical section of the means employed for supporting the pipe leading from the talking machine to the horn and the connection between the pipe and the horn. Fig. 4 is a vertical sectional view of a modified form of the invention. Fig. 5 is a plan view of the same. Fig. 6 is a vertical section of a different modification. Fig. 7 is a similar view of a further modification. Fig. 8 is a plan view of the modification shown in Fig. 7.



PHONOGRAPHY. Isidore Kitsee, Philadelphia, Pa. Patent No. 920,752.

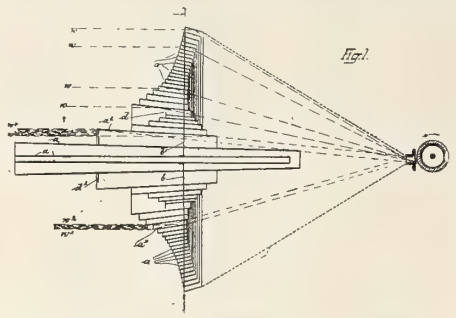
This invention relates to an improvement in phonography. One of its objects is to produce original records wherein the lines of record are in relief and may be used for the production of copies without necessitating electroplating or etching.

It is also the object of the invention to produce simultaneously two records with the lines in relief and then using one of the records as a male and an electroplate of the other record as a female for the production of copies by using these records as dies.

It has been discovered that if a metal of the necessary low fusing point is deposited or projected in accordance with the vibrating diaphragm on a suitable base, cooled or chilled to the necessary low temperature, the lines of record produced by the hardened metal are high enough for the purpose of producing copies therefrom with the aid of a plastic material.

ACOUSTIC LENS. Savid Petri-Palmedo, Hoboken, N. J. Patent No. 920,387.

This invention relates to the art of transmitting and recording sound as embodied in various contrivances now in general use, such as telephones, phonographs, graphophones, and the like. It is the purpose of this invention to do away with the erroneous method of using funnel-shaped horns. To this end the sound waves are collected and condensed in a manner analogous



to the collection and concentration of light waves by means of glass lenses. The inventor does not, however, make use of the property of refraction, this presenting practical difficulties, but that of reflection only. For this purpose there has been constructed an acoustic lens consisting of a screen composed of a series of concentric truncated cones of varying angularity, and by means of these the total quantity of sound waves coming from the source toward the diaphragm is divided into a series of sound wave cones that, after having suffered but one reflection in passing through the screen of concentric truncated cones are directed toward the diaphragm, as per the accompanying drawings, in which:

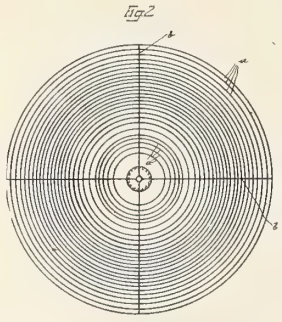


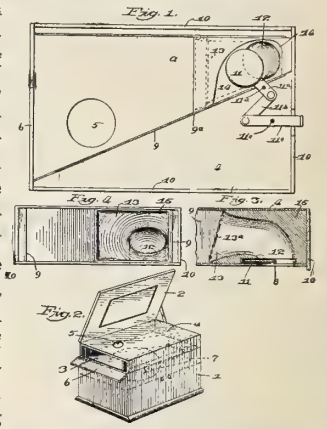
Figure 1 represents in central longitudinal section such an acoustic lens, embodying in desirable form the present improvement, and Fig. 2 is a vertical cross-section of the same on line 2, 2, Fig. 1.

SOUND-REPRODUCING MACHINE. Luther T. Haile, Philadelphia, Pa. Patent No. 924,456.

This invention has for its object the provision of means, applicable to sound-reproducing machines, for governing and directing the course of sound waves from the tone arm to the sound-discharge chamber, as well as to provide a covered seat for a tone-modifying valve between said elements, and the inventor thus explains its construction and mode of operation as applied specifically to the sound-reproducing machine described in and patented by U. S. Letters Patent No. 873,937, dated December 17, 1907, in combination with the resonance chamber of which it has its greatest utility. In said machine the sound waves produced by the vibrating diaphragm of the sound box carried by the movable tone arm are delivered into a resonance chamber having a sounding board wall or walls which are thereby sympathetically vibrated. Diverging partition walls are mounted in such resonance chamber, leading from the sound inlet aperture therein and toward the sound discharge openings, and such inlet aperture is governed by a movable valve. To prevent an abrupt amplification of such sound waves as they pass the valve into the large resonance chamber, to direct their course, to cause them to impinge against the vibratable partition walls of such chamber and against the sounding board wall thereof, it has been found from practical tests that the present invention effects the result stated and enlarges the vibratory effect, besides enabling the valve to operate more perfectly as a tone-modifying agent.

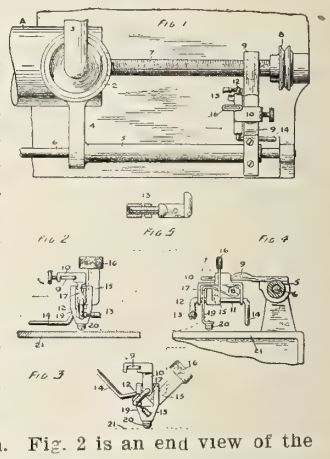
To these ends the present invention hereinafter described consists of the novel member, which is called a valve block and sound wave conductor, interposed between the tone arm and the sound discharge element of a talking machine, and having interior ports and passage adapted to provide a covered or enclosed seat for the upper face of a tone-modifying valve, and to receive in its interior passageway above the valve-seat the sound waves delivered to it past such valve and properly direct their course as aforesaid.

In the accompanying drawings illustrating the invention, Figure 1 is a bottom view of the new element, shown in place on the resonance chamber of a former machine, the base wall thereof being removed; the dotted line indicating the shape of the interior passageway above the valve seat. Fig. 2 is a perspective, in dotted lines, of the same elements in top view, and indicating their relation to the tone arm and connected parts. Fig. 3 is a section on the line a—b of Fig. 1, and Fig. 4 is an end view of the resonance chamber, its partition walls, and the valve block, shown in reversed position in Fig. 1.



PHONOGRAPH STOP. Frank H. Andrews, Watsonville, Cal. Patent No. 924,527.

This invention relates to a stop device for talking machines in which a revoluble record is employed, in conjunction with a sound box and conducting apparatus.



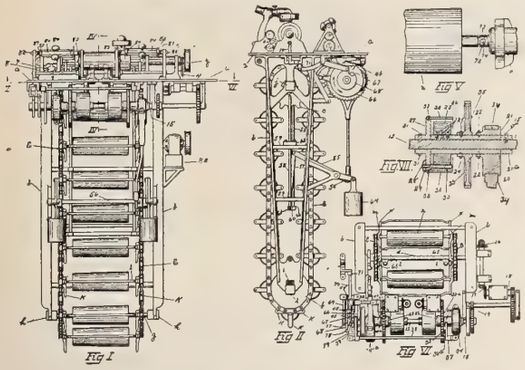
Referring to the accompanying drawings for a more complete explanation of the invention, Figure 1 is a plan. Fig. 2 is an end view of the device, in operative position. Fig. 3 shows the device after the stop is operated. Fig. 4 is a side elevation.

AUTOMATIC MULTIPLE-RECORD PHONOGRAPH. James I. Gemmill, Cleveland, O. Patent No. 925,430.

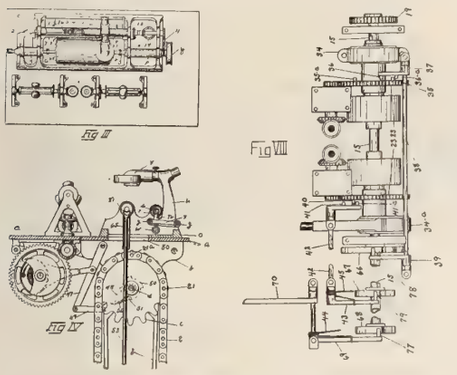
This invention relates to automatically-operated mechanisms and particularly to an automatic multiple-record phonograph. The object is to produce a talking machine which shall be continuous in its action and shall operate for the purpose of repeating a complete discourse or speech of an indefinite length and impressed on a series of tablets or phonographic records manipulated automatically by the machine without any attention or attendance in any way by the operator. In carrying out this object there have been introduced novel mechanical features in the preferred forms of the different mechanisms comprising the machine. These results are obtained by the mechanism illustrated in the accompanying drawings, which form a part of these specifications.

Referring to the drawings: Figure 1 is a vertical view of the machine as seen from the rear. Fig. 2 is a vertical side view of the machine looking at the left-hand side, as in Fig. 1. Fig. 3 is a top view of the machine above lines

6—6, Fig. 1, showing the governor and a common form of a phonograph partly in section. Fig. 4 is a sectional side view of a portion of the machine viewed through lines 4—4 in Fig. 1, looking at the left side. This figure shows the mechanism for rotating the sprocket wheels operating the chains on which are suspended the cradles supporting the record arbors; also shows



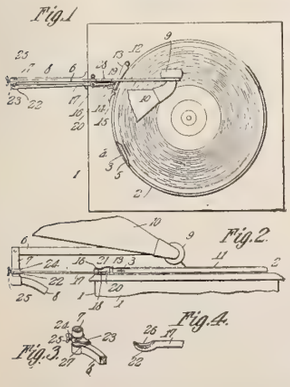
the connecting of the governor to said mechanism and disclosing in section a portion of the clock spring which operates same, together with a view of one of the rods which carry the record and its arbor from the cradle to a point between centers above the plate in which position the record is played. Fig. 5 is a view of an arbor



and a portion of the head or bearing containing the principal driving spindle and showing the chuck piece and its relation to the shaft bearing the arbor. Fig. 6 is a view from the top with all of the mechanisms removed above lines 6—6, Fig. 1, together with one of the arbors. Fig. 7 is a section of one of the spring-driven eccentrics, together with one of the main escapement wheels, showing the construction of same and its relation to the shaft which is adapted to support and drive it. Fig. 8 is an enlarged view of the shaft 15 disclosing the relative positions of the levers and cams, also the detents used for intermittently starting and stopping the gearing operating the eccentrics to produce the several motions of the mechanism.

ATTACHMENT FOR SOUND-REPRODUCING MACHINES. Thompson P. Reed, Richland, Mo. Patent No. 925,025.

This invention has reference to improvements in sound-reproducing machines and its object is to provide a means whereby the sound box or sound box carrying arm or parts attached thereto will cause the stopping of the tablet carrying table at the end of the sound record.



The present invention is designed more particularly for use in connection with the disc type of sound-reproducing machines, but it can also be used in connection with the type of sound-reproducing machines wherein cylindrical tablets are used.

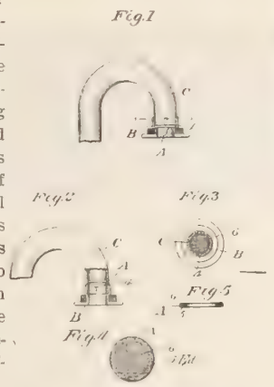
The present invention provides a brake and stop member so situated with reference to the revolving table that when not restrained will engage the edge of the table and brake the same and ultimately positively engage the table in such manner as to hold the same against rotation until released. In connection with the brake mechanism there is provided a catch mechanism controlled by the swinging arm carrying the sound box so that when the sound box is in position to have the stylus engage the beginning of the record groove then the brake mechanism may be latched out of engagement with the table, and when the sound box has traversed the record and reached the final portion thereof the brake mechanism will be released and the table will be automatically stopped.

Figure 1 is a plan view of so much of a sound-reproducing machine as is necessary for the understanding of the invention with the improved attachment applied thereto. Fig. 2 is a side elevation of the same, and Figs. 3 and 4 are detail views of a portion of the attachment.

SOUND MODIFIER FOR TALKING MACHINES. Edward P. Shepard, San Diego, Cal. Patent No. 925,958.

This invention relates to a device designed for use in connection with gramophones and other talking machines whereby the sound can be effectively modified or reduced without, however, producing any detrimental muffling effect.

Another object is the provision of a sound-modifying device consisting of a resilient or elastic ring adapted to fit within the gooseneck of the machine or in the sleeve connecting the sounding box with the gooseneck, and secured to this ring and stretched across the same is a diaphgram of suitable material or fabric such as silk, which allows the sound waves to readily pass with the effect that the sound will be reduced in an effective manner.



In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a fragmentary view of the gooseneck of a talking machine showing the attachment arranged in the sounding box of the gooseneck, said sound box being shown in section. Fig. 2 is a detail sectional view showing the attachment located within the gooseneck at a point inwardly from the box. Fig. 3 is a transverse section on line 3—3, Fig. 1. Fig. 4 is a plan view. Fig. 5 is a diametrical sectional view thereof.

MISS SAND WINS FIRST PRIZE

In Popularity Contest—Is Saleslady for the Garland City Music House.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 9, 1909.

Wisconsin talking machine dealers have been pleased by the announcement that Miss Deva Sand, head saleslady of the Garland City Music House, exclusive talking machine dealers of Superior, Wis., is the winner of a big popularity contest conducted by the Superior Telegram. Miss Sand, who is also exceedingly popular with the State talking machine trade, won the first prize offered—a trip to the Seattle Exposition. Miss Sand left for Seattle on July 1, and will spend three weeks viewing the sights of the exposition and looking over the talking machine field in the West. All of the leading lines of talking machines are carried by the Garland City Music House, and Miss Sand, as head saleslady and assistant manager, is counted as one of the best informed young women in that section.

MISS DEVA SAND.

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

Complete line of EDISON and VICTOR Machines, Records and Supplies.

Send me your new monthly record orders for May and June and try my service.

LAWRENCE McGREAL

174-176 Third St. Milwaukee, Wis.

Leading Jobbers of Talking Machines in America

THE
DITSON STORES

Trade-Mark

Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co.
Nos. 8, 10, 12 East 34th Street
NEW YORK, N. Y.

J. E. Ditson & Co.
No. 1632 Chestnut Street
PHILADELPHIA, PA.

Exclusive Columbia Jobbers

ORDER WHAT YOU WANT
WHEN YOU WANT IT
We Can Deliver the Goods

Kraemer & Gosorn

NORFOLK, VA.

HARGER & BLISH
JOBBERS
VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

BABSON BROS.

19th Street and Marshall Boulevard
CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. **VICTOR**

"If it's made we ship it the same day order is received"

Mr. Dealer
WE ARE
COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

JOBBERS OF
Victor and Zonophone

QUICK SERVICE COUNTS.

Try Mellor's

319-321 5th Ave. PITTSBURG, PA.

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

Ludden-Campbell-Smith Company

Jacksonville, Florida

Exclusive Columbia Jobbers

We Carry the Full Line.

COLUMBIA DOUBLE-DISC RECORDS
COLUMBIA INDESTRUCTIBLE RECORDS
COLUMBIA GRAPHOPHONES and SUPPLIES

PROMPT SERVICE
Exclusive Territory Assigned

The Geo. J. Probeck Company

420 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBERS

Complete Stock : Prompt Service

Dealers Wanted
Write to-day

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

Try Our Hurry-Up Service

on VICTOR, EDISON and REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE RETAIL
941 MARKET STREET

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

C. B. HAYNES & CO.
EDISON JOBBERS
ALL SUPPLIES
603 East Main St., Richmond, Va.

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of
EDISONS AND VICTORS

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

Exclusive Columbia Jobbers

¶ Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

Columbia Jobbers

N. W. IOWA, NEBRASKA
AND
SOUTH DAKOTA

Write to-day for terms necessary to become dealers

W. A. Dean Company
315 Fourth St. SIOUX CITY, IOWA

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

You Can Get Goods Here
EDISON JOBBERS VICTOR DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and **RECORDS** Wholesale and Retail
Largest Stock in the South

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

EXCLUSIVE JOBBERS
for
Columbia Graphophones and Records

Orders filled the day they are received. Complete stock.
If it's in the catalogue, *we have it.*

Maine Phonograph Company
Portland, Maine
Controlling State of Maine and portion of New Hampshire

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

COLUMBIA JOBBERS

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

NATURAL SELLERS

It is unnecessary to have an army of outside salesmen to build up a business on

Cable=Nelson Pianos

Place one in your window, that's enough. The beautiful exterior attracts attention and excites admiration.

The tone clinches the sale.

CABLE=NELSON PIANO CO.

REPUBLIC BUILDING CHICAGO, ILL.

Factory, South Haven, Mich.

The TALKING MACHINE SIDE LINE AND NOVELTY NEWS SECTION

NEW YORK, JULY 15, 1909

HANDLING SPECIALTIES.

Sale of Special Lines Increases Profits and Brings New Trade—About Buying Special Goods—Getting Trial Assortments.

The sale of new specialties offers an excellent opportunity for the retail dealer to increase his profits and at the same time brings to his store a class of trade which is attracted by new articles and which, if catered to, is bound to be a valuable asset in his business.

By the term "new specialties," however, is meant new goods worth selling. In order to profit by this class, considerable caution and forethought must be used in buying such goods, for there are many new articles that, though good sellers at present, will turn into dead stock in the course of a month.

In buying new specialties, one must consider this—is the article going to be a staple article, of value at all times, or is it something that must be sold during the first advertising campaign?

Many a man who could make large profits by his specialties is not taking advantage of them because his top shelf is full of novelties of bygone years that speak eloquently of poor judgment in buying.

In buying such goods it is a good plan not to buy until you have made some sort of a study of the article in question. In the first place, your leading trade paper is an excellent medium, because it invariably publishes in every issue descriptions of new articles constantly being turned out, with opinions of their usefulness and their adaptation to the trade. They are essential to the profitable and intelligent buying of new specialties, because they teach the dealer to discriminate, and in addition they show him a large number of good new specialties that he would not see elsewhere. Many of these goods are not carried by most traveling salesmen, as jobbers' drummers in general do not carry an article until it is a staple seller; they put their reliance on regular lines of goods.

When a new thing is noticed that, in the dealer's opinion, is worth looking into, it pays to send for a catalogue and in that way become acquainted with the details of the article: its usefulness, strength, ease of repair, etc.

But the main part comes in the buying—and the buying depends whether the new line will be a profit or loss, says the Sporting Goods Dealer.

Get prices from manufacturer or jobber and if it is a possibile thing get a trial lot with the understanding that if you are not satisfied you can return the unsold ones; some firms will do this, others will not.

Many manufacturers offer trial assortments and include cabinets and cases, together with advertising matter, both for the store and the papers. If you can use them, take them, by all means. The subsequent sale of a good article depends largely on the way it is presented to the public; no matter how good a new article may be, if it does not appeal to the public the sales are decreased.

The sale of new specialties, as I have said, is profitable in itself. In addition to this, it can be made to become a profitable factor in selling other goods.

Start a system of getting new specialties and plan to put a good new article in the store regularly at least once a month. Advertise it well, both by circulars—the manufacturers will furnish these—and by space in the local papers.

Aim to sell as low as possible, not counting on the profit from the article itself, but from the increased sales resulting from the drawing of the trade into your store, and you will find they will become a valuable asset in your business.

The sale of new specialties is worthy of any retailer's consideration, and if it is accompanied by careful and considerate buying, it will prove of immense value, both in itself and in its advertising value.

DEMAND FOR SAFETY RAZORS.

Talking Machine Dealers Benefit by Sunday Closing of Barber Shops—Proving a Profitable Side Line When Pushed.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1909.

The Sunday closing of barber shops in Wisconsin under a recently-passed State law has resulted in the increase of revenue for all concerns carrying razors and shaving supplies of all kinds. Several talking machine dealers located outside of the downtown sections of Milwaukee have been finding that this line of goods, although out of the ordinary for the talking machine business, is now proving to be a valuable side line. Safety razors especially, are meeting with a ready sale, and various talking machine dealers have been investing heavily in these goods of late.

"A good many people plan to spend a part of the summer in the woods and at lakes camping, and for that reason they purchase safety razors, but it seems to me that there has been an unusual demand during the last few days for shaving supplies of all kinds," said one Milwaukee talking machine dealer.

In most of the smaller towns of the State where many of the talking machine dealers have various lines, trade in the safety razor and shaving supply line has been good.

IN THE POST CARD FIELD.

Novelties Necessary to Keep Trade—What to Buy—Some of the Late Novelties—A Word About Handling Post Cards.

The dealer who handles postcards has come to realize long ere this that to hold and increase trade in that line there must be something doing all the time. The view card, holiday, birthday and "congratulation" cards are staples, but people don't want to celebrate anniversaries all the time.

Novelties are the things that pay, but the dealer must show discernment in deciding what novelties are likely to be lasting and what are liable to become dead stock and understand just what is most likely to appeal to his trade.

Take the popular Billiken, for instance. It was the first of the "gods," and has undoubtedly enjoyed the greatest success. Imitations immediately sprang up by scores, some of them very clever, but the little "god of things as they ought to be" has survived nearly all of them, and at the present time the Billiken craze has spread to postcards, hangers and other novelties too numerous to mention.

Among the latest novelties in the postcard field are the mechanical animals, which, though not strictly postcards, are made of cardboard and fit well in a postcard stock. Then there are the puzzle cards, which are growing in popularity. Cards bearing pictures of prominent men, buildings and views in general, are so arranged as to be readily divided into from 50 to 200 irregular sections. These sections are mailed in one envelope and must be put together by the recipient before the picture may be seen or the message on the back deciphered.

The postscript stamps—stamps bearing sentimental, tragic and humorous text matter—are also being seen to a considerable extent in postcard stores and are said to be very good sellers.

Holiday cards in handsome new and original designs and effects are also being offered by manufacturers and jobbers, and many dealers are already placing orders, feeling sure that they will be readily sold when the season opens.

Just a word about handling postcards. With very few exceptions postcards are handled as a side line, a counter and several racks being devoted to their display. As a rule, the intending purchaser is left to his own devices when choosing cards; he pays for the ones he wants and the deal is closed. What other goods are sold in that manner?

The writer has seen a clever salesman sell two dozen cards for 75 cents to a man who came for two local-view cards for a nickel, simply by showing enough interest in the transaction to explain the special value of certain novelty and high-grade cards in a way that had not occurred to the customer.

The sale might only amount to a nickel as a rule, you say? Only a nickel, perhaps, but if the cash register wears out from nickels there must be enough of said nickels to buy something. Houses have been purchased from the profits of one-cent sales before now—don't forget that little fact.

WHY PICTURE CARDS DON'T GET THERE.

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1909.

Because of failure to enclose tinselled or frosted post cards in tightly sealed envelopes to prevent the escape of particles of tinsel, mica and the like, from fifteen to twenty thousand of such cards are thrown out of the mails daily. Dealers now supply their customers with flimsy transparent envelopes, but that doesn't improve them much, and the stamp is frequently placed on the card inside the envelope, thereby preventing its cancellation.

It's mighty hard sometimes to wear a pleasant smile when business is poor, but the effort pays.

The TALKING MACHINE AND NOVELTY NEWS WORLD

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, JULY 15, 1909

OVERCOMING LOST MOTION.

A Serious Problem in Business—Greatest Success Possible When All Parts of Business Machine Work as a Unit—Constant Watchfulness the Remedy.

The men who design and build machinery have a horror of what they call lost motion. But a lot of people who design and build businesses either don't know what lost motion is or else they don't fear it greatly.

Lost motion takes place when parts are not perfectly co-ordinated—when one part can move a certain distance independently, or when a part that should respond instantly to the motion of another part does not respond until after some time has elapsed.

You will find some businesses advertising to their trade in an educative way and taking the orders or closing actual sales through salesmen. Now, when you find a sales force that knows nothing of what advertising is being done, or an advertising department that is run without regard to what the salesmen are doing or could do, you have a fine example of lost motion.

And this is a very common form of it. Again, you will find a sales force that goes about making delivery promises which are impossible of fulfilment, all because the sales end and the shipping end are not co-ordinated, and neither knows what the other is doing or can do.

You will find in some other business a very fine system of accounting that shows just where the profits are being made and a fine sales force selling the things on which the profit is lowest.

There are hundreds of chances in any good-sized concern for some form of lost motion. And there are few concerns that are so efficiently built up and conducted that some lost motion does not creep in. In a machine, the effect of lost motion is usually to rack the machine to pieces long before it would wear out if it had been properly designed.

In a business, the specific effect is various. It may result simply in loss of sales and of profits that might have been made on them, or it may result in the loss of customers who are witnesses to and victims of the lost motion. Again, the effect may be simply that of lowering the general efficiency of the business, the making of antagonisms and the oozing away of profits.

But the general effect of lost motion is always to cut profits. It always acts as a brake on the progress of the business. It always prevents a realization of what is possible. The principal function of a true executive should be the watching for evidences of lost motion. The slightest signs of lack of co-operation between departments should be the signal for searching examination. The man who notices little antagonisms between employes or departments and passes the matter over lightly has missed his chance to help the business.

When the salesmen complain that orders are not delivered as promised, it is not enough to send word that the shipping department must hurry things, says "The Silent Partner." The right thing to do is to find out why, and then remedy that "why." Maybe the shipping department has too few men in it. May be a salesman has gotten in there some time and called somebody down and has become a legitimate mark in the eyes of the shipper. You cannot tell until you investigate.

And the wisest, keenest-eyed executive that ever lived will fall short of knowing all that he ought about his business. It is a safe bet that many a thing happens that never gets to the old man. But that is no excuse why the old man should not get all that he can. If he does, he will reduce lost motion to a minimum, and that is all he can hope to do.

INCREASE POST CARD DUTY.

Senate Makes 325 Per Cent. Increase in Duty to Protect American Lithographers.

(Special to The Talking Machine World.)

Washington, D. C., June 30, 1909.

The tariff uplift has been applied by the Senate to the picture post-card business of the United States. A large majority of the cards, many bearing American views and now sold in this country, are made in Germany. The business was unknown when the Dingley bill was framed, and, as a result, the Germans got a favorable rate for their cards under the classification of lithographic prints. Since that time the business has grown to mammoth proportions, and the lithographers of this country overwhelmed Congress for an increase in the tariff, so that they could get a larger part of the post-card trade.

When the matter first came up the duty of five cents a pound was raised to seven cents. In the paragraph adopted to-day, the rate on foreign-made post cards is six to fifteen cents a pound and twenty-five cents ad valorem.

"It is an increase of 325 per cent.," admitted Senator Smoot, of the Finance Committee, "but nothing less would save this business for American lithographers."

SUMMER BUSINESS.

Even the Hottest Weather Finds a Demand for Seasonable Goods—The Only Way to Get the Summer Trade Is to Go After It—Invite Visitors to Your Store.

These are days that milk sours, that butter softens, that vegetables spoil, that people long for evenings when they can sit on porch or lawn and cool off. Days when people are fixing up and planning furnishings for summer homes; in fact, they are continually thinking summer goods.

You've the goods—if you haven't, you certainly ought to have—but do the people know you've got them? That's the question, says the Hardware Dealers' Magazine. And how are they going to know you have them if you don't tell them and extend an invitation to the people in your community to call and inspect them? Have you extended this invitation? If you haven't, extend it to-day. Get up a good, attractive newspaper advertisement and extend the invitation.

People in your city are going to buy summer goods—buy them this season in larger quantities than ever before. Unless you let them know that you and your store and your goods are in existence, you and your store and your goods will be forgotten—the other fellow will get the business.

They are the merchants who are continually inviting the people of their communities to their stores. The daily papers show that they are now pushing summer goods. Follow their example—push seasonable goods. Don't extend one invitation to-day, and another a month from to-day, but hold out the hand of welcome and keep it out, and your volume of business for 1909 will be the biggest in your store's history. Do it now.

MARK TWAIN'S HINT.

The Old Story of the Spider That Always Hits the Mark.

It is an old story, but it always applies—the gentle hint conveyed to a none too progressive merchant by our great humorist, Mark Twain. When he was editing the Virginia City Enterprise, writing copy one day and mining the next, a superstitious subscriber wrote and said he had found a spider in his paper. Was this good or bad luck? He replied in the "Answers to Correspondents" column as follows: "Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence forever after."

When you see a man sitting idle, with a vacant look and a general air of listlessness about him—and when he tells you by way of apology that he is "waiting for the hour of an appointment," or "waiting for train time"—you can safely put him down for one of those salaried somnambulists who may have persuaded themselves that they are, on the whole, fairly busy and efficient men, but whom it would take more than a cold douche and an alarm clock to wake up sufficiently to do real strenuous work.

A GREAT PIANO PLANT

Is That of the Cable-Nelson Piano Co. at South Haven—Splendidly Equipped for the Production of Pianos in Large Quantities.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

The Cable-Nelson Co.'s great factory at South Haven, Mich., is the subject of the accompanying illustration. To paraphrase a famous utterance of a famous American of the elder generation, "There it is; look at it." Capacity, 7,000 pianos a year, and good pianos. The men are good, too. If you ever get over to South Haven Superintendent Rauworth, a bright, modern, live-wire will show you 'round. When in Chicago call at the general offices of the company in the Republic building and meet Mr. Cable, Mr. Myers and Mr. Schultz. They are fine men to talk to, and, if you use sufficient diplomacy and force, they may be induced to show you some of the styles of Cable-Nelson pianos and player-pianos. If you can't visit either point right away a pleading letter may have the effect of securing for you a catalog and some mighty interesting information.

THE CABLE-NELSON CO.'S GREAT PLANT AT SOUTH HAVEN, MICH.

"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor.

The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—***the blades are fine.*** Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

WHY SOME MEN ARE FAILURES.

Misplaced Ambition and a Tendency to Overestimate One's Ability Often the Cause.

"If someone were to compile a handbook or list of things to be avoided by the aspirant for success, misplaced ambition and a tendency to overestimate one's ability would command a conspicuous place in such a compilation.

"Misplaced ambition or over-ambition is responsible for many wretched lives and ruined careers. The tendency to overestimate one's ability or to let ambition get the best of one's judgment is responsible for a considerable percentage of the dismal failures, for the hundreds of disappointed men one meets with in Chicago."

A noted Chicago educator, who is as successful a man of affairs as he is a great scholar, made the above statement. This statement, he declared, was not merely spleen talk. It was not reactionary. It was the expression of an opinion based on years of dealing with men. It was the summary, the moral, so to speak, forced upon him by years of experience and observation.

"Now, don't misunderstand me," the man continued. "I am not denouncing ambition as such. Ambition is the essence, the salt of life. It is the first essential to success in every occupation. It is the indiscriminate ambition that I speak about, the ambition which is blind to its own limitations and shortcomings. Many a poor clerk or a $12 a week bookkeeper made his way to the front ranks of the medical or legal profession. But such a man generally had the stuff in him, the ability to back up his ambition. In such ambition there is no danger.

CAUSES OF THE 'ALSO RANS.'

"It is the indiscriminate, the misplaced ambition, which makes one desire to become that for which he is not fit, to enter a profession for which he is utterly disqualified by early training and atmosphere, by years of routine and interest in other directions, that is responsible for the large number of men who 'make a failure of it,' who are among the 'also rans' in their professions."

"There are hundreds of men in Chicago who have given up paying positions in business, who have cast aside good trades in order to enter the professional ranks. Hundreds of young men are doing it to-day," says J. H. Miller in the Workers' Magazine. "They have done it, not because they felt that they were born to be lawyers or physicians, and not printers or clerks, but because Jim Jones or Bill Murphy, who was their classmate and who was not a bit smarter than they, is on the way to get an M.D. or to pass the bar examination.

"It is the misplaced ambitions of such men who cast away an occupation for which they are fitted and which they like merely to ape somebody else that is dangerous that make them valueless and even detrimental to society and make life bitter to their wives and children. Many an unsuccessful lawyer, who is on the outs with the world and angry with himself, would have been happy and contented as well as successful if he had stuck to the occupation which he first entered and for which he was best fitted.

FRIENDS SPOIL GOOD CLERK.

"Many a young man, suave and obliging, becomes a valuable clerk in a big store. Those who know him admire him and think him clever. Everybody comments on his success, with the result that this young man of mediocre ability and little or no reading and culture decides to become a lawyer. As a student he is quite punctual and regular in his studies. He gets good marks and passes his examinations and is ready to make his debut in the world as a young lawyer.

"Here, however, he finds that while he was an excellent clerk, he cannot hope to become more than a mediocre or even poor lawyer. Why? Well, suaveness and a sweet disposition are good qualities in a department store. They will go a long ways to win promotion and a higher salary. In law, however, other attainments are needed. Not ability to bow nicely, but quick reasoning and faultless logic make a good lawyer. In addition he must have read widely. He must have more than an ordinary command of language. He must be able to draw a parallel from ancient history and must now and then quote a line from the scriptures or a passage from Aristotle. All these things, however, the chances are that the ex-clerk cannot do.

"The result is that ten years after he left the counter for the bench he is an insignificant and disappointed lawyer, sometimes not more than a 'shyster,' while if he had stuck to the counter he would have been a successful buyer for the firm, commanding a salary which would keep him in comfort as well as in peace of mind."

THE TEN DEMANDMENTS

As Arranged by a Chicago Business Man and Posted so His Employes Might Read—Some Real Wisdom.

A Chicago business man has posted a list of 10 rules in his establishment, which he calls the Ten Demandments, and contain some sound business advice. They are:

Rule I.—Don't lie—it wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.

Rule II.—Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.

Rule III.—Give me more than I expect and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.

Rule IV.—You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shop.

Rule V.—Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.

Rule VI.—Mind your own business and in time you'll have a business of your own to mind.

Rule VII.—Don't do anything here which hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.

Rule VIII.—It's none of my business what you do at night. But if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.

Rule IX.—Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.

Rule X.—Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.

A "FOWL" BUT PERTINENT STORY.

A duck which faithfully stuck to business during the summer and laid several dozen of large fancy-colored eggs complained that she wasn't appreciated. "See that hen over there," said the duck; "she hasn't laid as many eggs as I have, nor as big, but she has books written about her and verses composed in her honor, while nobody is saying a word about me."

"The trouble with you is," said the wise rooster that was standing near, "that you don't tell the public what you have done. You lay an egg and waddle off without saying a word, but that sister of mine never lays one without letting everyone in the neighborhood know about it. If you want to cut any ice in this community you must learn to advertise."

The post card outlook is steadily improving throughout the United States, according to Joseph Beigman, of 198 West Broadway, New York, who recently returned from a 5,000-mile selling trip. He reports that the demand is principally for the higher grade of cards, and says the trade is on a sound basis, and expects that the business will show a good continuous run for view, sentimental and commercial cards.

The business methods that were "good enough for father" don't get the money to day.

SCHULZ CO.'S BIG OUTPUT.

Turned Out 12,000 Pianos Last Year and Expect to Turn Out Many More the Coming Year With the Growth of Prosperity—A Great Side Line for Talking Machine Men.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

The M. Schulz Co., of this city, are not secretive. It isn't every concern that will exploit rear views of their premises, but the Schulz Co. doesn't care. They even indulge in a literary effort on the back fence. It's a monster concern, that, the M. Schulz Co. It turned out

OHIO STREET END OF SCHULZ FACTORIES.

12,000 pianos in the fiscal year ending July 1, and at their present rate of shipment the output this year will reach 15,000, and, if crop prospects materialize, 20,000 pianos. It is hardly necessary to say that a concern with a production like this has studied the matter thoroughly, and by reason of buying in immense quantities and the use of the most modern machinery, equipment and methods effect many savings that are put back into the piano in the way of quality. A dealer who carries M. Schulz Co., Walworth and Irving pianos in even a limited way has a line certain to meet the demands of all classes of people in his town and vicinity. The page illustration elsewhere in this issue presents the portraits of the heads of the factory organization and of the leading members of the selling force.

GOOD MONEY MAKERS

Are Automatic Machines of All Kinds Whether They be Pianos or Candy Devices—Clever Stunt of Shoe Man in Hammond, Ind.

Automatic machines which give up a penny's worth of candy, gum or peanuts are recognized as successful catchers of the nimble sixpence and have made good from one end of the country to the other. But so far nobody has done anything better than the stunt of a shoe repair man in Hammond, Ind., which savors of rare originality. This cobbler saw a peanut machine, inquired as to its ability as a silent salesman and purchased three of them for a try-out. These machines he placed at prominent centers of his city, and one week's flow of pennies convinced him there was something doing. So he raised the strength of his battery of money-makers to twenty-five, and before these were distributed devised the advertising trick which has proved to be commendable.

Upon the inside of each glass globe, safe from the destroying hands of the small boys and other vandals, he placed a red label with these words: "Jones, He Repairs Your Shoes." Hammond not being a metroopolis no further directions were required, and the shoe man is now getting more business than ever before, as a result of this advertising. Better yet, the pennies taken from the machine actually pay his shop rent and leave a little over for the savings bank. The machines are filled and the pennies removed after office hours, and Mr. Shoe Man seriously considers making the peanut machines his main business and the shoe repairing a side line by the addition of twenty-five more machines.—Novelty News.

ORDER IN THE STORE AS AN ASSET.

Customers Appreciate a Neat and Orderly Store—A Profitable Investment.

Order is said to be Heaven's first law. A good many "storekeepers" do not appear to think that this law is on the statute books of business, but it is.

Some persons may not care whether or not the store at which they trade is orderly and clean; but really there are few persons, even though they themselves may be slovenly and unkempt, who do not prefer to make their purchases where everything is in apple-pie order.

It is some work, of course, and yet not as much as some people seem to think, to keep a busy store in order. It simply requires that proprietor and clerks shall make it a rule to put back everything in its place whenever a sale is made, or any goods shown. That's all.

And, of course, this presupposes that there is a place for everything. If there isn't, there are often occasions when it requires a long and sometimes fruitless search for missing or mislaid articles which should have been right to hand.

It really is distressing to go into a business house and see the clerks searching all over the house for some article upon which they should have been able to lay their hand to without a moment's hesitation; and yet it is not an uncommon experience.

But these frantic searchers waste valuable time and exhaust the patience of the customer, and often lose trade—force it, in fact, to go to a competing store where the stock, though perhaps no better, is well arranged and nicely displayed, and where, instead of being painful, it is a pleasure to trade.

A great many dealers have found it a profitable investment to spend hundreds of dollars in fitting up their stores, to make them attractive from show window to back door; with neat shelving and cabinets and show cases, with boxes neatly and plainly labeled, and with the entire stock arranged with a view to convenience of handling. And you may depend upon it that no dealer who has once transformed his store by these modern methods could be induced to go back to the old way for many times what the improvements cost.

Another feature that should never be overlooked is the lighting. All the natural light available should be utilized, by means of large, clean windows, and, if possible, prismatic glass in both front and rear, to refract the light and diffuse it throughout the room.

In a word, make your store noted for its neatness, cleanliness and good order. It will pay you good dividends.

WHERE ORIGINALITY DIDN'T PAY.

Western Merchant Arouses Ire of Chief of Police in "Meanest Man" Contest.

Originality is a great thing in business and frequently adds to the profits, but when in an endeavor to stimulate trade an original contest scheme is decided upon, it is always well to study it carefully in an endeavor to make sure that it will not prove a boomerang.

The story is told of a Western merchant located in a small town, who in an effort to boom his trade during a dull period started a voting contest to determine the meanest man in the vicinity.

Things began to hum in a short while in a way that surpassed the expectations of the dealer, and the end of a week found the mayor of the town and the chief of police tied for the "coveted" title. The excitement was getting intense and everybody seemed to be interested in the outcome. For a while the store did a land office business, as it was necessary to purchase something before being allowed the privilege of casting a vote.

Unfortunately, however, just as the dealer was posting the latest bulletin showing the mayor to have gained sufficient votes to place him away above his antagonist, this worthy was seen approaching the store with rapid strides and a look in his eyes that did not bode well for the merchant.

What happened to this over-enterprising individual was hidden by miscellaneous pieces of stock flying about in all directions, but when a much agitated gentleman made his exit, a skeleton arose from amid the debris and, glancing around, staggered forth into the night, never to return.

NATIONAL COLORTYPE CO.'S REPORT.

The National Colortype Co., Cincinnati, makers of view cards, state that the past year has been the best in their history, and "what might have been" if general business had been normal. As the general business depression of 1908 is passed the outlook is exceptionally bright, and the way the firm's orders are being booked show this will be the banner year. Some of its customers who carry post cards as a side line write that it was actually the post card business that pulled them through the hard times of 1908, and that the post card business for the summer months will be extraordinary.

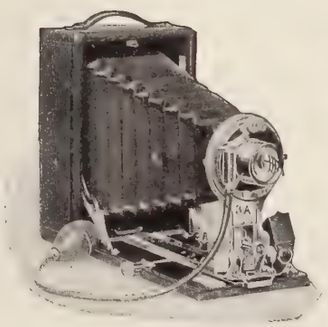
NEW FEATURE IN POST CARDS.

A new feature in post cards which is meeting with a large degree of favor is the printing of a selected quotation, or motto, on a fine white card of first-class quality, some of which are hand-illuminated. So excellent are they that recipients invariably frame them. The quotations chosen cover a large variety of subjects, and the series are most educational and stimulating. In many respects they are replacing the ordinary picture post cards for birthdays and other popular feasts.

Lives of some great men remind us
That we will, if we are wise,
Leave old methods far behind us
And go out and advertise.

SENECA CAMERAS

As A Side Line



THE TALKING MACHINE DEALER is in a splendid position to sell cameras.

¶ The same class of people who buy Talking Machines buy Cameras.

¶ SENECA CAMERAS are the best Cameras made—they have to be for they stand on their own merits against the trade restriction of the Camera combine.

¶ It takes a little knowledge of the subject to sell Cameras successfully, just as it does to sell Talking Machines, but we are willing to help you get going. The profit will be worth the work.

¶ Write to-day for information.

SENECA CAMERA MFG. COMPANY, Rochester, N.Y.

The Largest Independent Camera Makers

F. P. BASSETT
ROAD REP. MIDDLE & EASTERN STATES

MATHIAS SCHULZ
FOUNDER

W. F. SCHWENTKER
ROAD REP. CENTRAL SOUTH

H. D. HEWITT
ROAD REP. FOR CENTRAL WEST

W. A. LINQUIST
MGR. N.W. SALES DEPT. MINNEAPOLIS, MINN.

The Men Who Direct the Success of the Schulz

With the

M. SCHULZ CO., WALWORTH and IRVING Piano Dealers have a Line that is Proof Against Competition and which Insures all the Profit there is in the Business.

CATALOGUES SENT ON APPLICATION

F. B. FISHER
MGR. S. ATLANTIC SALES DEPT. ATLANTA, GA.

OSCAR KENT
PIANO CONSTRUCTION EXPERT

ARTHUR REAMS
TRAVELER FOR GEORGIA

L. A. PETERSON
OFFICE MANAGER

M. SCHULZ CO.

Factories: Erie, Curtis, Ohio and Carpenter Sts. and Morgan, Sangamon and Superior Sts.

Office and Warerooms: 373 Milwaukee Ave.

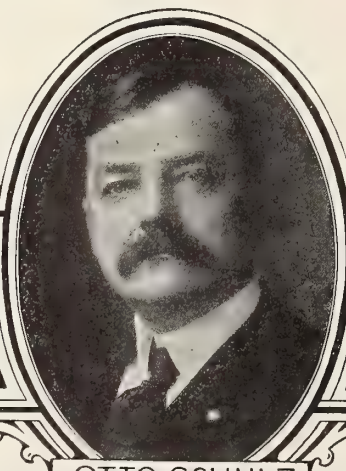
CHICAGO, ILL.

N. W. Sales Dept., 901-903 First Avenue South, Minneapolis, Minn., South Atlantic Sales Dept., 18 North Pryor Street, Atlanta, Ga.

J. AUBREY ALEXANDER
TRAVELER FOR NORTH AND SOUTH CAROLINA

J. S. MINTON
SPECIAL REP. TENNESSEE AND ARKANSAS

E. W. WOLFF
VICE PRESIDENT & SUP. OF FACTORIES


OTTO SCHULZ
PRESIDENT

FREDK A. LUHNOW
SEC'Y & TREAS

FOLDED POST CARDS.

The U. S. Circuit Court Decides That They Are Dutiable as Lithographed Prints and Not as Booklets, Which Claim Was Sustained.

The U. S. Attorney for the Southern District of New York issued a notice to the effect that suit 5382, R. F. Downing & Co. v. United States (T. D. 29769), was recently decided by the United States Circuit Court for that district adversely to the Government.

The merchandise in suit consisted of six post cards attached together so that the cards can be drawn out in a long strip and each card partly separated from the other by perforated lines and having on the reverse side a view lithographically printed thereon. The six cards as imported are folded and enclosed in a cover consisting of a piece of paper folded once, to which one of the six cards is attached by some adhesive substance.

The merchandise was assessed for duty under paragraph 400 of the tariff act as booklets printed in whole or in part by a lithographic process. The importer protested, claiming the merchandise to be properly dutiable under the same paragraph as lithographic prints according to the thickness of the paper and the cutting size, which claim was sustained by the court.

The Attorney-General has advised the New York Customs Department that no further proceedings will be directed in this case, and suggested the necessary steps be taken looking to the refund of the duties collected in excess upon the merchandise the subject of the suit.

FALLACY OF CUTTING PRICES.

Possibly the most foolish of all fool things in retailing is price-cutting. One merchant comes out with a low price on some staple article and at once every other retailer in the same line goes him one better with a deeper cut. Then the war has fairly begun, and before it is over prices have gone all to pieces and every one of the competitors has lost money and none of them has reaped any benefit from their insane rivalry. Nothing but bitterness arises from such folly.

If you have faith in your goods, hold up the price and talk quality first, last and always. If you have no faith in them, get a line that you can have faith in. You owe it to the manufacturers of honest materials to maintain prices, for a cut price is a confession that you think the goods are not worth what you have been asking for them.

THE STORY OF DOWNE AND OUTTE.

The Demise of a Business—Uppe & Cumming Take Over the Business—An Interesting Satire from Park's Piping Parables.

Downe & Outte have busted; succumbed to the machinations of the trust, Uppe & Cumming. It is said that the chief cause for Downe & Outte's business demise lay with their sales manager, Isadam Grouch.

They do say also that Isy became inefficient, incapacitated through morbid tendencies, so that he occupied most of his time in prophesying just exactly when the whole financial structure would go to blazes.

This demoralized his executive ability. His attitude of pessimism was reflected to his salesmen. Rumors of his deficiencies finally reached the bank where Downe & Outte did business, with the result that loans were called at a time when most needed.

Downe & Outte went down and out, and Isy's prognostications came true.

It is said that Uppe & Cumming, in taking over this house through arrangements with the creditors, found a good, well-selected, seasonable stock; excellent shipping and warehouse facilities; a good corps of salesmen and were fully convinced that nothing was wanted but an energetic manager to put the business on a basis where it would soon prove profitable.

It is understood that Uppe & Cumming will place Mr. O. B. Cheery in charge as general manager with Heeza Hustler as supervisor of sales, salesmen and sales stimulants.

These two gentlemen have worked together for many years and always with good results to Uppe & Cumming, so much so, in fact, that invariably they have been selected when some difficult problem in branch house affairs was presented.

It is understood that these men have made themselves so necessary that the inevitable in the way of large salaries and shares in the profits has happened long ago, and while many attempts have been made to induce them to serve with competitors, they feel they can do their best work with Uppe & Cumming.

USE OF PRICE TICKETS.

Every retail store uses some price tickets. A few stores use many price tickets. Not one retail merchant in a hundred uses price tickets enough. The average store does not use one-tenth as many as it ought.

No store uses "enough" until shoppers can tell the price of every article without having to ask the question. The purpose of price tickets is to interest people in other goods than those which they have decided to purchase.

You use price tickets in your windows to attract attention of passers-by, of whom probably only a small minority can by any possibility be persuaded to purchase.

Why is it not infinitely more important to price-mark goods in your store so that people who come in will buy other wares as well?

SUCCESS IN RETAILING.

Being Prepared to Meet Emergencies, Having the Goods, Competent Help and Publicity Some of the Essentials.

Experience teaches us that one of the most essential elements of every successful venture is being prepared to handle properly whatever business one can anticipate as prospective.

Being prepared includes careful selection of stock, convenient placing of it with a view to proper display and also having it so arranged that salesmen can show it without delay. Thorough knowledge on the part of clerks, not only as to prices but regarding quality of wares, is an important requirement.

Seasonable goods should always be exhibited and advertised a few weeks prior to the period for which they are suitable, and special local events should always be recognized in some manner. Dealers should cultivate the acquaintance of traveling salesmen representing reliable firms and always manage to find time to inspect sample lines, as it means a great deal to be posted thoroughly all the time and to be in touch with up-to-date people.

Whether you are a successful dealer depends largely on your own efforts, and no one factor will contribute more to a merchant's ultimate success than being so equipped that when customers favor him with their patronage he can serve them satisfactorily.

Many a retailer discouraged by lack of business would do well to study his own methods and compare them candidly with those of his successful competitors. Time thus spent will be of great practical value in preparing him for that increase in the volume of his sales which is sure to follow any intelligent effort.

Use your brains in running your business; don't be a machine, but guide your business as carefully and watch it as closely as you would an expensive bit of machinery and you will find an improvement.

HARMONY CO. AT A.-P.-Y. EXPOSITION.

(Special to The Talking Machine World.)

Chicago, Ill., July 7, 1909.

The Harmony Co., of this city, the great manufacturers of guitars, mandolins and drums, have a fine representation at the Alaska-Pacific-Yukon Exposition at Seattle. It is a part of the exhibit made by the D. S. Johnston Co., of Tacoma and Seattle, who are the Harmony representatives in that section. W. J. F. Schultz, the president of the company, is seriously considering a trip to the "expo" before the summer is over.

One of the winning amateur baseball teams of Chicago is the "Ratsch Peerless," a namesake of the famous brand of uniforms and athletic equipment made by the Chicago Sporting Goods Co.

A hoop is an easy thing to roll after you have it started. You've got to keep hustling pretty hard at first to get it going and keep up a steady hit as you go along, or the thing will get wabbly and stop. Just so with your business, says the Hardware Dealers' Magazine. You've got to hit almighty hard at first to get a good start and then keep a-hitting along at even intervals. If you don't, your business will be like the hoop—get wabbling and stop.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color

Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

SELLING LEADING LINES.

Advantages in Handling Only Representative Goods—Means Satisfied Customers—Treatment of Small Customers—Lighting the Store—The Proper Display of Stock.

Are you handling the best and most representative line of goods the market affords, or have you allowed yourself to be influenced by a persuasive salesman and his "more profit" twaddle?

Do you think it pays to have dissatisfied customers by selling them some "imitation" articles which allow you a larger margin of profit, or do you figure that you can make more money by getting repeat orders from the satisfied purchasers?

Every person engaged in business is there to make money. Doesn't it stand to reason, then, that a firm putting out a meritorious article fixes a fair price for it, consistent with the quality furnished, especially when it has in view the fact that the field is open for other manufacturers to duplicate its offerings cheaper?

Doesn't it impress you when an apparent duplicate of a standard article is shown you at about half price that something is wrong with it? You can safely hazard the guess that this is the case, and also that something is very, very much wrong with it.

Numerous dealers consider the initial outlay on stock more than they appreciate the chance for sales. What counts, anyway, in making a store successful? Sales, of course! Then why not make this your criterion in buying goods? To perdition with what the stuff costs you if you can sell at a profit and give satisfaction. This is the business policy that will build up an extensive trade.

Another good thing to bear in mind is to treat the small customer with as much courtesy as you do the large one, says the National Stationer. He might come in your store some day and give you a big order, and then again he might not. Anyhow, you stand to make something and lose nothing.

By the way, do you read your trade paper regularly? Do you know what the big associations are doing? Do you belong to your local association? Do you give it a boost when possible? Try this and watch yourself rise in the esteem of your fellow merchants.

Put yourself in the consumer's place and see how your store impresses him. Brighten up things a bit and make a strong play for the best trade in town. If you're not running a first-class shop sweep the sawdust from the floor and call it first-class, anyhow. The public will be responsive if they discover you have the confidence in showing A No. 1, 14 carat, "best by test" merchandise.

Do you still light your store by gas when there is an electric plant in town? Start in now and tear out the fixtures and instal electric bulbs. Draw a check from the bank and spend it on improving your store. Start in to make some real money. Pull yourself out of the piker class and be a merchant, and in the course of a short time you may be able to take that trip to Europe, or buy that house you've been paying rent for so long, or maybe get the first instalment down on that runabout.

Don't be satisfied in merely filling a demand. Create a little extra trade yourself by judicious advertising.

A last word about stock. The output of the prominent manufacturers deserves to be placed in the leading store, on the main street, in the front window. Yours is the leading store, isn't it? How about the rest of it?

SUCCESS.

Genius, that power which dazzles mortal eyes,
Is oft but perseverence in disguise.
Continuous effort of itself implies,
In spite of countless falls, the power to rise.
'Twixt failure and success the print's so fine,
Men sometimes know not when they touch the line
Just when the pearl is waiting one more plunge,
How many a struggler has thrown up the sponge!
As the tide goes clear out, so it comes clear in;
(It is almost out now)
In business 'tis at turns the wisest win;
And, oh, how true when shades of doubt dismay,
'Tis often darkest just before the day!
A little more persistence, courage, vim,
Success will dawn o'er failure's cloudy sun.
Then take this honey for the bitterest cup;
There is no failure save in giving up.
No real fall as long as one still tries,
For seeming setbacks make the strong man wise.
There's no defeat in truth save from within;
Unless you're beaten there, you're bound to win.

—Will C. Rhodes.

WHY WILL SOME DEALERS TRIFLE

With a Customer When He Is the Unit on Which They Must Sink or Swim?—Some Illustrations of How Things Should Not be Done.

The customer is the unit of the retail as of any other business. The more customers a store has, all other things being equal, the larger will be its profits. Why, then, do so many dealers trifle with this precious something—this customer, his good will, the possibilities in him? There can be only one answer—they fail to realize that he is the unit upon which they must sink or swim, survive or perish, fail or succeed.

A man having occasion to make a purchase at a drug store called at a prominent place on the main street. Upon making known his wants the article was placed before him for inspection.

"Have you nothing better?" he asked. Imagine his astonishment upon hearing the clerk reply: "That's good enough for me," the natural inference being, of course, that therefore it must also be good enough for anyone. No purchase was made.

He called at another drug store, also on the main street. This store, while one of the largest in the city, had never appealed to him because cleaning operations seemed always to be going on; early morning or late at night some clerk lazily pushed around a step-ladder, a pail of dirty water and some very uninviting rags. Nothing remained, however, but to call, for the store had the sole agency for the preparation desired.

The clerk having first completed his conversation with a young man present, leisurely went behind the counter, took his time to fill the order—wrapping up the package at the rear of the store—and then stayed there waiting for the customer to come back and get it. It was interesting, and it was illuminating. Fully a minute he waited, for the customer determined to stick it out; but, alas! a car, which it was necessary for him to take, came into sight and he had to make a wild dash.

Not very long ago a man requiring six grand opera records called at a talking machine store, and, after a search, the salesman discovered that he had only three of the records required in stock. Now, instead of the salesman taking the full order and stating that he would deliver the remaining three records in a few days, he preferred to inform his customer that the three records he could not supply were "no good anyway," and that "he was throwing his money away to buy them," and stated further that certain popular-priced records which he had in stock were even better. The result was that he disgusted the customer, for, as a matter of fact the three missing records which he required were of noted grand opera artists which he had just heard the evening before at a friend's house. How much better to act the square part and not indulge in deceit and subterfuge. It never pays in the talking machine or any other business.

IT ALWAYS PAYS TO ACT NOW.

"Procrastination is the thief of time," was the maxim of old copy books used to preach very assiduously, and the old proverb will bear many repetitions. "Do it now" is the modern version, and a mighty good one it is, too.

A certain professional man who had a most unfortunate habit of postponing every case that came to him, and who dealt largely in promises, and predictions of what he should do in a certain hazy "sometime," was once described by an irreverent village wag as one "who was always going to raise hell next week!"

This rather questionable phrase accurately describes a large number of the human race, and contains a world of philosophy. It explains in a nutshell the why and wherefore of multitudinous failures in business.

The time to show what a Napoleon of finance you can be is now. The time to take advantage of certain favorable conditions is now. You are reasonably certain of now, but you have no assurance whatever that to-morrow or "sometime" will ever come to you.

The chances are that the opportunities you are looking and waiting for are as good and brilliant at the present moment as they are liable to be in the future, therefore it is the wise policy to utilize the present.

As the old moralist put it: "Wouldst thou live long? Then do not squander time, for that is what life is made of."

No business head is too busy to pay proper attention to suggestions from the ranks. If only one good idea is found in a hundred, it generally pays.

Keep moving. Things move so fast these days that people who say "it can't be done" are interrupted by people who "do it."

Don't trim one nice window and quit; have attractive, original windows at all times; keep the public watching for a change; educate them.

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AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1909

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AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Aug. 15, 1909

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The Talking Machine World

Vol. 5. No. 8. New York, August 15, 1909. Price Ten Cents

ABOUT OVERSTOCKING DEALERS.

Some Excellent Advice to Salesmen Regarding Retaining Retailer's Confidence in Their Intentions.

One of the cardinal principles which a salesman should observe is never to sell a customer more goods that he would purchase himself were their positions reversed. Sales of the kind mentioned always act as a boomerang. Instead of making a "customer," they have the opposite effect—the salesman has simply secured one order, and in getting it he has lost the confidence of a possible customer.

"The general manager once said to me," says a well-known Chicago salesman, when I was starting out for a new house, "Remember, now, we don't care for orders; what we want is customers." The remark sounded so paradoxical that I inquired his meaning, and he explained at length. He didn't want his salesmen placed in a position where their consciences would trouble them.

No man can succeed as a salesman unless he wins the confidence of his trade. And there is just one way to do this—by fair and square dealing. He may pick up occasional orders, and "load up a jay," here and there, but he will find in a short while that his competitor is doing the bulk of the business in his territory; that is, if his competitor be made of the proper stuff and guards the interest of his trade as zealously as he does those of his employer. Unless this is done, failure is the inevitable fate of a salesman.

It frequently happens that a salesman's suggestions are not asked by a customer. More frequently, however, his advice is sought, and when it is it should be given conscientiously and with an eye to the future—not to the size of the single order he is taking.

WORKING FOR SUCCESS.

The Man Who Wins Out Must Work Whole-Heartedly, Whole-Souledly and Whole-Selfedly if He Desires to be Heard from.

A talking machine man, or, in fact, any other individual who succeeds in any line of endeavor, must work whole-heartedly, whole-souledly, whole-selfedly for success, for as Jerome Fleishmann said recently, for after all this thing called success is simply the realization of ideals we have formed and striven to materialize.

Don't have a "grouch" against a firm that supplies your bread and butter. Better work for $10 a week and work than be employed at $25 a week and shirk. Coming down to the office in the morning with a desire to make the day pass as quickly as possible and with as little real work performed as is absolutely necessary is a dead sure way to oblivion.

There's no exhilaration that can equal the feeling a man sensates after a particularly hard job has been got out of the way, and got out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference betwen a big, fat envelope on pay day and a salary that gets smaller in the eyes of the man who is always looking for, but never working for, a raise.

Enthusiasm! That's the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head and hand in league with your work.

The man who views his daily work as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit of let's-get-rid-of-these-pesky-matters is the man you never hear of as making progress.

Put your heart into your work.

PHONOGRAPH OUTDOES CHOIR.

Pastor Installs One in Place of Striking Church Singers.

The Rev. Dr. S. M. Vernon, pastor of Christ Methodist Episcopal Church, Philadelphia, Pa., has discovered a method of supplying good music to his congregation in the absence of a choir, which has refused to sing while he occupies the pulpit. Doctor Vernon sprung the surprise at a service which he conducted on the church lawn on Sunday night. A large phonograph stood where the choir would have been seated, and sacred hymns rendered by grand opera singers speedily attracted a large and appreciative audience. Worshipers said the choir was much outdone.

It was the first time that a phonograph had been used at a church service. When Doctor Vernon first went to Christ Church he had to lead the singing in person, without the aid of organ or piano, as the musicians joined the church officials in their boycott of him.

JUST FOR THE ADVERTISING DEALER.

A big object is seen quicker than a small object.

An elephant makes more impression than an ant.

A sledge hammer accomplishes its purpose when a tack hammer would fail.

When sailors fish for sharks they use heavy tackle.

The user of large space works in harmony with great natural laws.

When a class advertiser is sure of the character of his audience he gets right down to his selling talk.

And, to deliver the kind of talk that clinches sales, you must have room.

If you had a process to cure deafness, and were permitted to describe your process once to ten thousand deaf people, you would not give them one-tenth part of the necessary information. You would seek for the immediate and direct sale by telling them all about it.

Small space is all right when doubt exists as to the character of the audience you are addressing, but when you have your audience interested in your goods strike out. Sell them.

The man who can afford to take a page in his trade publication and doesn't is simply trifling with its opportunities.—Brains.

THE AMERICAN ABROAD.

It was left for the exhibitor of a phonograph in the streets of Utrecht, according to an American traveler, to put the finishing touch to the wonderful invention. There was the sound of a military band in full blast, and then suddenly the tune stopped and "Halt!" rang hoarsely out upon the air. "Who's that interrupting the concert?" flippantly inquired the American, close to the operator. "That," said the man, surveying him, blandly, "was the voice of Napoleon Bonaparte, giving the order at the battle of Waterloo."—Youth's Companion.

During the recent visit of I. S. Sacks, the Regina traveler to San Jose, and other southern California points, he had great success on one of his fishing trips when he landed a thirty-three-pound salmon. His friends of the Eilers Music Co. verify this fact by favoring The World with a photograph of Mr. Sacks holding the salmon in his hand. There were no affidavits, you say? But who said they were necessary?

THE SIZE OF SOUND WAVES

And What They Will Do—Some Interesting Facts Revealed by a Scientist Connected With One of the Government Departments at Washington.

A scientist attached to one of the Government bureaus at Washington, while discussing our ability to tell the direction from which sound proceeds, calls attention to an interesting difference between the eyes and the ears with regard to the size of the waves that strike them.

The average wave-length of light is about one ten-thousandth of the diameter of the pupil of the eye. On the other hand, the waves of sound issuing from a man's mouth are about eight feet long, whereas the diameter of the passage of the ear is quite small and could not well have been made a large multiple of eight feet. One consequence of the minuteness of light-waves in comparison with the size of the eyes is that the lenses of the eyes are able to concentrate rays of light upon the retina with great efficiency.

And talking about sound, the newest invention in connection with it is the telephonograph. This is a combination of the phonograph with the telephone, intended to record a telephonic message on a wax cylinder at the receiving end of the telephone line, an invention that promises great things. The record is made by a stylus actuated by the undulations produced by the sound-waves. From the impressed cylinder the message can be retransformed into spoken words by the ordinary method of a phonograph.

The usefulness of the instrument depends upon the fact that by its means a message can be sent when the intended recipient is absent. Upon his return the latter can set the phonographic apparatus going and listen to the message at his leisure.

A NEW RECORD HOLDER.

Invented by Southern Woman—Device Fastens to Wall and Holders Swing in and Out.

Another type of holder for phonograph records is the wall bracket designed by a Louisiana woman. The advantage claimed for this holder is that it does not take up the room of a cabinet yet keeps the records as free from dust as the most airtight of wooden cases. The device consists of a rod, fastened to the wall so that it maintains a vertical position. Pivoted to this rod are holding plates, so aranged that they swing back and forth and are out of the way when not needed. Each of these plates is a little larger than a disc record in circumference and deep enough to hold several. A practically airtight lid fits over the top of each and along side is a finger opening by which the lid may be lifted or the records taken out. A pin running up through the centre of the plate pierces the hole in the centre of the disc and one in the lid. The bracket stands far enough from the wall that the plates can be turned in behind it.

LOOKING BACKWARD.

The need of the phonograph was expressed nearly 150 years ago, although no one dreamed of any such device by such a name. But Boswell, the genial and devoted biographer of Dr. Samuel Johnson, in writing of the sayings and doings of his great mentor in 1775, penned this note:

"I cannot too frequently request my readers, while they peruse my account of Johnson's conversation, to endeavor to keep in mind his deliberate and strong utterance. His mode of speaking was indeed very expressive, and I wish it could be preserved as musick is written."

GOOD ACCOMPLISHED AT JOBBERS' CONVENTION

Discussed by J. Newcomb Blackman, Vice-President of the National Association of Talking Machine Jobbers—Has Dignified the Industry and Made Plain the Aims and Aspirations of the Members—An Era of Optimism Inaugurated in the Talking Machine Trade—Expect Much Larger Attendance at Next Year's Convention of the Association.

"There does not seem to be any question that the convention of the National Association of Talking Machine Jobbers at Atlantic City last month was a decided success and will accomplish much good for the entire industry," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in chatting with The World regarding the recent convention of the National Association of Talking Machine Jobbers.

"When we consider the attendance from the factories and jobbing concerns throughout the entire country and the fact that business conditions have been such that most of us feel inclined to be economical, it appeals to me as an indication of a great future for our industry. In talking with many of those attending the convention the opinion seemed to be unanimous that the convention would do much to stimulate business and inspire more confidence in the factories and jobbers towards each other. The firm manner in which the factories assured the trade of their intention to not only maintain, but also uplift, if possible, the standard of their goods, was good news, for we want to constantly elevate the business and raise it to a higher standard, if possible.

"The Jobbers' Association has outgrown the period of infancy and represents a full grown and healthy body, capable of aiding the manufacturers very materially to constantly improve the industry as a whole. The entire trade greatly appreciated the honor of the greatest genius of the age, Mr. Thomas A. Edison, in attending the convention. There is no doubt in my mind that Mr. Edison's presence satisfied many in the trade that the talking machine was still close to his heart and would still receive the benefit of his untiring energy.

"I am informed that Mr. Edison himself was greatly impressed with the manner in which the trade turned out at the convention and in their confidence in the future and enthusiasm. In fact, I understand it so impressed Mr. Edison that he will immediately put forth some great efforts to greatly improve the Edison product.

"In Mr. Eldridge R. Johnson s paper will be found much food for thought and every reason for confidence in the return of prosperity. A convention of this kind should impress the big manufacturers with the importance of supporting every succeeding convention, for in what better way could the yearly stimulation and exchange of ideas for the improvement of the business be accomplished? The jobbers return impressed with the importance of their best energies being used to get the benefit of the prosperity which is slowly but surely returning. They were pleased to see that the factories turned out in force, for it showed that everybody wanted to do his share to help the business. The factories, I am told, were more than pleased at the way the jobbers turned out, for it gave them confidence that they would receive the support of their jobbers on many things they have in mind.

"Is it not also a fact that those now in the jobbing field and among the dealers represent the best material and the kind that will soon more than make up whatever has been lost by the business depression? The members of the Association are pleased to hear that the factories consider their deliberations always based on a square deal for all, as they see it. Such feeling on the part of the factories will encourage jobbers to make suggestions and desirable improvements will be introduced much quicker with co-operation than without it.

"The trade at large should be very grateful for the liberal way in which the trade press has recorded and spread broadcast the details of the convention. This is more particularly true of the Talking Machine World, which is the only exclusive talking machine organ, and has always worked shoulder to shoulder with the manufacturers and jobbers.

"The good results of this year's convention will be limited only to the extent that we make use of the material we have on hand as a result of same. If the jobbers will consider in which way they can apply to their own business the recommendations of the factories or others in the same line, they will find plenty of opportunity in the speeches of the various factory representatives. Meanwhile the papers prepared on various subjects by different jobbers are full of material that will be well worth most careful consideration from the factories.

The dealers are very much interested in the jobbers' convention and in consulting several they all seemed to be pleased with its apparent success. They also feel that the factory and jobber in these conventions always have their interest in mind and many a dealer who has read the entire account of the convention in the columns of the Talking Machine World has more confidence in the future of the business than ever before.

"I do not think any jobber who attended the convention, or has read the published accounts of same, can question the value of membership in the Jobbers' Association. The manufacturers are beginning to realize the importance of helping jobbers stamp out the evils which have always existed among the class of dealers who habitually make a practice of running up bills with a number of jobbers with absolutely no intention of paying them. Such dealers are a menace to the entire trade, for they are consuming and wasting capital which should go to the support of the honest and deserving dealer. Among this class of dealers will be found the price cutter and the dealer who unfairly competes with the honest and legitimate one that cannot possibly follow such disreputable methods.

"The Association through its system of credit reports is doing much to expose among members such methods, but if the factory will provide a means of cutting off the supply of these dealers it will put a stop to their methods and not only be welcomed by the jobbers, but by the dealers who are suffering through having such dealers as competitors. We jobbers are perfectly willing to help the honest and hard working dealers to the limit of our ability, but the sooner we can kill the habitual dead-beat the better it will be for all concerned.

"The future is before us and we should not consider the past, except as a comparison where we would not only like to duplicate but surpass those things that have made an advancement.

"We do not know what decision will be made regarding the selection of a city for next year's convention, but I do feel we should have in mind the place that will bring out the largest attendance from the factories, as well as the members of the Association.

"If the next meeting place can be decided upon promptly and while the good results of the present convention is fresh in the minds of the entire trade it will do much to keep next year's convention constantly in the minds of every one, and plans be made to insure even a larger attendance than we had this year."

MR. DEALER

If you will repeat the following to yourself each night for a week on retiring, your talking machine business will run more smoothly and more profitably for it:

I will buy of an EXCLUSIVE talking machine jobber.

One who handles both Victor and Edison, so as to get both lines in one shipment at one express charge.

Where my complaints receive as prompt acknowledgment and attention as my remittances.

Where fairness, promptness and full-filling of orders are the watchwords.

Therefore, be it resolved that for now and for all time my source of supply shall be

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

FOR FIFTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

BRINGS BACK OLD MEMORIES.

Doesn't this item from the Bridgeport (Conn.) Standard bring back familiar memories? "The factories and offices of the American Graphophone Co. were closed during the hour of the circus parade this morning, thus giving the employes a chance to see it without interfering with their business duties."

It reminds us that there were few happier days than those when the circus came to town. No matter how old and venerable we become or how tense the exacting duties of our business or profession, we are prone to look back with a feeling of joy, and a little shade of envy, to the days when we arose extra early and met the circus "coming to town." What memories cluster about the big tent as it appeared on the village green and the impression the show made when taken under the canvas by some kindly aunt or loving mother. The old country-circus days were great, and no matter what Barnum & Bailey or Ringling Bros. may boast of, the modern circus cannot compare with the one-ringed circus of the days of old—at least to the man whose hair is becoming gray.

Mrs. Carrie Nation, of hatchet fame, is reported to have made two talking machine records abroad.

Mr. Dealer, are you prepared to meet the increased demand for Victor goods this fall?

Do you carry the full line of Victors? Is your record stock up to the mark?

Profit by past experience. Keep a full line of Victor goods, and make every prospective buyer a real buyer.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

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Louisville, Ky.—Montenegro-Riehm Music Co.
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Newark, N. J.—Price Talking Machine Co.
Newark, O.—The Ball-Fintze Co.
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Western Talking Machine Co.
H. A. Weymann & Son, Inc.
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Portland, Me.—Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.—Sherman, Clay & Co.
Richmond, Va.—The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y.—The Talking Machine Co.
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Koehler & Hinrichs.
Syracuse, N. Y.—W. D. Andrews.
Toledo, O.—The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C.—E. F. Droop & Sons Co.
John F. Ellis & Co.

F

TRADE ON THE PACIFIC COAST.

Business Rather Quiet During Month—Heavy Demand Looked for in the Fall—Sherman, Clay & Co. Have Record Day—New No. 12 Victrola Creates Sensation—Presidents Johnson and Royal On Hunting Trip—Grand Opera Co. Stimulates Victor Record Sales—Columbia Manager Home from Long Trip—Looking for New Location—Good Orders for Edison "Fireside" Machine.

(Special to The Talking Machine World.)

San Francisco, Cal., August 6, 1909.

The talking machine dealers have had rather quiet times all over the State for the last month, and while there has been a little improvement in the last week or two business is still a little slow. Most of the dealers count on quite an improvement in August, though a good many do not expect any material change before the beginning of fall. All are agreed, however, in looking for a very large business from September on. Heavy advance orders have been taken by the wholesalers for fall stock of all descriptions, though the new machines which have recently appeared on the market have naturally been the heavy sellers.

Andrew G. McCarthy, of Sherman, Clay & Co., states that business in general has been very satisfactory this month, and that one day this week was the best for cash sales since last Christmas. Sherman, Clay & Co.'s wholesale business is keeping up fully as well as last year, and Mr. McCarthy considers outside conditions excellent. He recently received the first shipments of the new No. 12 Victrola, but the stock has moved out almost as soon as it arrived. This machine has created quite a sensation here, and is received with enthusiasm by most of the retailers, who expect it to increase their sales very largely. Sales of the higher priced Victrolas have continued very good, however, and Mr. McCarthy states that there has been a very strong tendency of late toward the better class of machines. Sherman, Clay & Co.'s talking machine department is very busy taking stock this week.

President Johnson, of the Victor Talking Machine Co., and President Royal, of the Universal Talking Machine Co., are now visiting Mr. Douglass, of the Victor Co., at his home in San Rafael, Cal., and will accompany him on a hunting trip this week.

Clark, Wise & Co. report a rather quiet month in their talking machine department, though there has been considerable improvement in the last week, as the vacation season is drawing to a close. They now have the new Victrola in stock, and have found it a very good seller notwithstanding the quiet season.

The sale of Victor records has been stimulated for the last few weeks by the presence in San Francisco of a grand opera company, and the production of the "Merry Widow." Such events never fail to bring out a large demand for new records, which continues long after the departure of the original attractions. It is not infrequently remarked, however, that the possession of a set of good records is preferred by many people to attending the opera itself, where many distractions interfere with a proper enjoyment of the music.

It was expected that the Wiley B. Allen Co.'s talking machine department would be in operation by this time, but the finishing work has taken longer than was anticipated. The stock has been on hand for some time, but it has been kept in storage, and is not likely to be placed on sale for a couple of weeks more.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has returned from the East after quite a long stay. He stopped for several days at the A. Y. P. Exposition in Seattle, which he found even finer than he expected. He finds that business has moved fairly well in San Francisco during his absence, the past month's business being about equal to that of June, but the outlook for Van Ness avenue in the future is not good, and he is giving his attention to a new location. He has several places in view, and expects to close a deal within the next few weeks. All the locations under consideration are in the neighborhood of the new musical center and general shopping district. The wholesale business has been emphasized during the summer, and the campaign has been most successful. Mr. Storms, who is covering the outside territory, states that Columbia goods are taking better with the country trade all the time, and considers the prospects good for an unusually heavy trade in the fall. He has placed the Columbia line with a great many new dealers this month. The wholesale department will be pushed just as strongly in the future as in the past, but if the new location is secured it is expected that the local retail department will make a much better showing in comparison than it has done for the past year. Mr. Scott, manager of the San Francisco store, will accompany Mr. Gray on a vacation trip to Los Angeles early in August, and Mr. Grimsey of the Seattle store will spend his vacation in San Francisco.

Peter Bacigalupi & Son report a noticeable improvement in sales of machines, though they find things still rather quiet. Their wholesale department has kept up fairly well all summer, but collections are not as good as they should be. Mr. Ackerman, who has charge of the Edison business phonograph, has closed some good sales this month, and has quite a number of the machines out on trial.

C. M. Jones, manager of the Pacific Phonograph Co., has moved his office to the sixth floor of the Harry J. Moore building, on O'Farrell street near Market, with Kohler & Chase, but the company's wholesale stock is still kept at the Oakland warehouse. He is still placing large numbers of the new Edison "Fireside" machines with retailers all over the State, and has a large lot of advance orders for delivery during the fall. Otherwise, he says, the outside trade at present is a little quiet, though he expects that orders will begin to come forward in good shape in August.

The retail talking machine department of Kohler & Chase is now installed in the Harry J. Moore building, occupying a quarter of the sixth floor, part of the mezzanine floor and a display in the window. Several more outside salesmen have been put on in the city, and are stirring up quite a lot of trade, bringing the record of sales up to a very satisfactory figure, though it takes a good deal of work to close sales.

The branch of the Eilers Piano House at Boise, Idaho, recently disposed of its stock of sheet music to make room for an expansion of the talking machine department, and is now carrying a large assortment of machines and records of all kinds.

Kirk, Geary & Co., the wholesale agents for the Columbia Phonograph Co. in Northern California, are sending in good orders from time to time, and are apparently moving a large quantity of stock.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

INCREASING RECORD DEMAND

Noted by Dealers in New York City—Notable Improvement in Trade—Growth of Repair Business Presages Record Sales for Fall.

According to reports made by talking machine dealers, the improvement in trade has been most marked thus far this year. Especially during the summer the demand for records has been surprisingly large, though, according to authorities, more people are out-of-town on vacations this year than for several years past. The only answer is that the records are used to enliven the evenings spent in the mountains or at the seashore.

Another feature of the trade that pleases the dealers is the great amount of repair work coming in, not that the work itself is especially welcome in many cases, but the fact that discarded machines are being bought out and put in running order presages a strong demand for records in the fall and indicates a revival of interest in the business.

TRADE NEWS FROM INDIANAPOLIS.

Summer Dulness Apparent During Month—Number of Outfits Sold to Campers Help Average — Kipp-Link Co. Move — To do Wholesale Business Only—Musical Echo Co. Buys Joiner Victor Stock—Some Recent Visitors—An Attractive Columbia Window —Columbia New $25 Machine a Strong Seller—News of Moving Picture Shows.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 5, 1909.

The fact that the farmers are busy in the country and that many of the city people have been away on vacations, some of them being on extended trips to the northern lakes has cut down the talking machine business in Indianapolis during the last month. At that, however, it has been up to the standard of this season of the year according to the dealers. Several of the dealers have had a good trade in machines, which are being used at camps near the city. Many families are camping at Riverside and Broad Ripple and nearly every family tent has a talking machine.

The Kipp-Link Co. have moved from their old location on Washington street, between Meridian and Pennsylvania, to their wholesale rooms farther west in Washington street. At their present location the company are conducting a wholesale business only. They handle the Edison machine solely.

Joseph Joiner who, with his piano business in Massachusetts avenue, handled Victor machines, has sold out his entire business and gone to Pittsburg. The Musical Echo Co., which has a store in Pennsylvania street got most of his supply of Victors. Mr. Joiner's retirement from business leaves the bulk of the talking machine trade in the avenue in the hands of Frank Lesley who has a store near where Mr. Joiner conducted his business.

W. C. Fuhri, of Chicago, district manager of the Columbia Co., was in Indianapolis for a day or two. He was on his way to Salt Lake City where he has a big business deal on.

Allen A. Jay, who has been looking after the wholesale road work of the Kipp-Link Co., and who prior to that was a member of the Craig-Jay Co., has quit and is now in Texas where he is visiting.

An attractive window has been arranged for the Columbia Co. by Mr. Devine, the manager of the store. In the window was placed a replica of the large diamond which was given to King Edward by a South African diamond mining company. The replica represented the large diamond in the rough and the three smaller diamonds into which it was cut. With the replica Mr. Devine placed a number of records and a large placard with the following caption: "Real Gems from the Opera, Madame Butterfly." The window attracted many passersby.

The new $25 disc machine which the Columbia Co. are putting out is an attractive selling proposition, according to Mr. Devine of the Columbia store. The fact that the machine has an oak horn is one of the best points. The plan of placing a wooden horn on a low priced machine is making a hit among the Indianapolis talking machine buyers. Mr. Devine says also that the lock device which the Columbia Co. are putting out to keep the speed at a given rate is an excellent talking point.

Among the prominent men of Indianapolis who have taken Columbia machines with them to their summer resorts are Harry S. New, formerly national republican chairman and prominently mentioned for the next republican state chairmanship, and H. F. Hill, general manager of the Central Union Telephone club. Mr. New goes to Michigan, where he is a member of a well-known shooting and fishing club, and Mr. Hill goes to Massachusetts.

Among the Indiana talking machine dealers who have been in the city in the last month are L. L. Bair, of Anderson; W. E. Griffit, of Crawfordsville; W. W. Stevens, of Lebanon; John H. Wetz, of Sulphur Springs; J. H. Whitlock, of Rushville, and E. Manlove, of Connersville.

Business has been quiet with the moving picture shows for the last month but they have not lacked for advertising both of the desirable and the undesirable kind. Early in the month two probation officers from the Juvenile Court visited the five-cent theatres and they did not make favorable reports. They said they saw nothing improper so far as the nature of the pictures were concerned. But they declared that the shows were harmful because girls picked up associations there which they should not have. They declared also that it formed an excuse for young girls to get down town at night. In addition they declared that the pictures created in the children the desire for exciting and stirring events. The police, however, were not in very much sympathy with the adverse report and no action was taken. In fact it is not seen how any action could be taken as long as there is nothing objectionable about the pictures.

Later in the month the five-cent shows received a boost when the Children's Aid Association, of which Dr. Eugene Buehler, city sanitarian, is a member, decided they would be useful in the crusade for pure milk for babies. The aid association arranged to show a number of educational slides in the five-cent shows during intermissions. These slides bear such captions as "Dirty Cow's Milk is Rank Poison," "Does Your Baby Get Pure Milk?" "Moving picture shows have come here to stay," said Dr. Buehler. "They are a great institution and when properly conducted are important in the education of the public."

JOYS OF LIVING IN JERSEY.

Music and Pleasure for Boarders in Our Sister State While They Work.

We understand that Lemuel Starkweather, who conducts a summer boarding house in North Caldwell, N. J., has solved the problem of keeping his lawn trimmed and entertaining his summer sojourners by perfecting a combination lawn mower and music box. Up to three weeks ago the Starkweather lawn was unkempt, and the boarders suffered from ennui in the quiet evenings, as the only music the house afforded was from a parlor organ.

Mr. Starkweather, who is ingenious, adapted the mechanism of a music box to the lawn mower, and the men boarders, as well as two women visitors, became eager to take turns at running the contrivance up and down the lawn in the cool of the evening.

The neighbors soon learned of the harmonious lawn mower, and wanted to borrow it. The demand became so great that Mr. Starkweather says he now charges a fee for its use. With the money thus derived he expects to purchase several new records that will bring the machine up-to-date in a musical way.

Now, if Mr. Starkweather would only fit a disc talking machine to the lawn mower he could afford his boarders even greater pleasure, and perhaps so charm New Jersey's national "bird" that his operations on unsuspecting visitors would be a joy instead of a terror. Here is a field for experiment.

DOES A COLLEGE EDUCATION PAY?

Many Graduates Poorly Equipped—Technical Courses More Valuable in Many Instances.

The value of a college education has been the subject of much discussion in the magazines and daily papers recently—in fact, we have a recurrence of it every year after the colleges close when there is let loose in the land a lot of young men who thing they "know it all," but when they commence to enter the battle of life they soon recognize how poorly equipped they are for the struggle.

Many of our great leaders in the inventive and commercial spheres are of the opinion that many young men would be better fitted for life's work were they to take up technical courses instead of spending five or six years in college, acquiring a knowledge of everything, but the practical things of life. An old Columbia man, however, in discussing this subject the other day said:

"The pronounced opposition of Thomas A. Edison, E. H. Harriman, Charles M. Schwab and James J. Hill to a classical education, is an unconscious protest against the idea advanced by the late Mrs. Astor, of New York, that "no one can be a gentleman if he has not been through college.'

"These specialists and technical men will be surprised to hear they have on their side one of the fathers of the Church, for St. Bernard taught: 'Learning is the rock on which the ship of humanity goes to pieces.' But they do not realize that a knowledge of the 'humanities' is almost absolutely essential to well-rounded mental discipline.

"The great benefit of a classical education, as Matthew Arnold observes, is to keep a man from self-satisfaction."

WE HAVE 'EM

TO SHIP AT ONCE

¶ The new Edison "Fireside" Phonograph.

¶ The new Edison "Cygnet" Horns—after September 1st.

¶ Full lines in Cabinets for Records.

¶ The latest Records—and anything in Accessories—as well as full lines of Edison Phonographs. Your orders shipped the day we receive them.

¶ No annoying delays or disappointments because we are always prepared for instant shipments.

¶ Every "symptom" bespeaks a regular "fever" of business the coming fall and winter. The dealer who is prepared will surely get the business.

¶ Won't you favor us with your orders?

American Phonograph Co.

Edison Jobbers **252 Woodward Avenue, Detroit, Mich.**

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor
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NEW YORK, AUGUST 15, 1909.

THIS publication has been in receipt of many communications embodying terms of praise concerning the report of the Convention of the Talking Machine Jobbers' Association held at Atlantic City last month.

From the interest aroused by the complete publication of the Convention proceedings it is plain that thousands of our readers who were unable to attend the Convention meetings were interested in the Association accomplishments.

The presentation of a complete report of such an important gathering is one of the necessary functions of a trade publication which, however, is not recognized by all trade newspapers.

The audience which listened to the various papers and speeeches was necessarily small, but The World, talking to an audience of thousands, gave the complete Convention report which embodied the views of a number of the leading men of the industry.

It is obvious that The World of last month will be frequently consulted as a reference volume for some time to come.

In reviewing the Atlantic City Convention it is plain that it was the most important gathering of talking machine men ever assembled in one city at one time in the history of the industry.

Not merely that, but never before have the leading men of this trade expressed views so clearly upon topics which are of interest to every one who manufactures, jobs or retails talking machines.

It certainly was an optimistic gathering and it proved conclusively that the great leaders—the men who have built the industry—have faith and confidence in its future.

IT is remarkable that we can locate in an industry, which has developed within a very few years, three concerns which state that they will spend upwards of a million and a half dollars in advertising.

Now that fact alone is worthy of repeated emphasis.

When the great producing institutions stand back of the talking machine industry to the extent of spending a million and a half in publicity, their move is at once inspiring and should encourage faint hearts everywhere.

Advertising is important, and of what value is the rarest product of manufacturers' skill without judicious advertising?

The heads of the talking machine industry early recognized the value of advertising and as a result of a vigorous policy it is generally conceded that the Victor dog is the best known trade mark in the world.

Now that is going some surely.

All of the national advertising which is done is of benefit to jobbers and dealers, and the greatest good comes to the men who are up and doing, men who see a brilliant business future for the talking machine industry and propose to get the most out of it.

The Atlantic City Convention as a business reviver and stimulator was excellent.

Optimism was there in good old allopathic doses and as a result, the men who attended carried home with them renewed confidence in this special industry and the thousands who were unable to attend were stimulated by the report which The World presented of the entire proceedings.

WE appreciate greatly the kindly comments which have been made praising our humble efforts, but last month's World was simply an illustration of what we believe to be the duty of every trade journal.

When a trade newspaper ceases to be a helpful force in the industry its usefulness is ended.

Now the talking machine men of this country have but one publication and it is only fair that that paper should strive by all honorable means to increase the interest in the distribution of machines throughout this land and throughout the world, so if our efforts last month met with the approval of our readers then the outlay which was material was amply justified.

When we consider for a moment that our entire life is a life of dealing with others it should be, therefore, a life of helpfulness or co-operation.

We each have obligations to one another.

Co-operation through business organizations or associations must have concern for the rights of others, and the better understanding of one another is after all the only real progress which we make.

We all recognize that every man who has well adjusted his life sees to it that a portion of it is given to some work for the common good.

The country has a right to expect some return for the manifold advantages which it gives to every citizen, and the time is near when every man will be expected to make some contribution to the common good.

The opportunity of becoming active in any association whether along politics, business or social lines should appeal strongly to the judgment of every individual in the general good that may be accomplished by working together and in the opportunity of meeting with men of affairs and the greater privilege of knowing and working with them.

Hence every jobber should fall into line and help swell the ranks of the Association.

NOW, a good many wrongly view Conventions. Some figure that they amount to junketing trips, but that is not so.

The rise of new conditions and weightier problems call imperatively for a consideration of these problems by business men whether in the talking machine business or any other industry.

Now, every working day of the Convention cost several hundred dollars, but it was worth that amount of money.

The discussions and conclusions reached demonstrated the fact that the talking machine business has steadily evolved from an embryo state until it stands before the world a healthful and vigorous industry.

The roots are firmly planted and the branches, growing in number, are more fully developed than many expected and the future of the business will require work along harmonious and intelligent lines.

A SQUARE deal is essential in every walk of life. Great problems are not so well solved by separate individuals as they are by co-operation.

Best of all, the Talking Machine Jobbers' Convention was not a one-man affair.

It was strongly dependent upon diversified opinion and the aid of widely different experiences.

The fact that the leading men of the industry were present at Atlantic City and delivered addresses upon important topics shows how closely they are in sympathy with the organization, its aims and its objects.

The Talking Machine Jobbers' Association has now become a recognized force in the industry, and there is complete harmony between the manufacturing and distributing interests.

It is quite natural that all of the suggestions made by individuals or officials of the Association should not be readily accepted by the manufacturers.

They are doing some tall thinking along lines of business expansion and they have the whole country and the whole world to scan when deciding some weighty business problems.

It naturally follows that all sorts of concessions cannot be made, but the fact that the Jobbers' Association comes to the manufacturers to aid in eliminating certain evils shows that we have advanced along lines of business harmony and business soundness.

The success of the Convention of 1909 will probably result in drawing more jobbers into the organization.

They will see what the Association is doing and what it has accomplished.

It naturally follows that the separate sections of the trade will be interested in what the organization is accomplishing for the benefit of the whole trade.

The Convention plan was admirably worked out, and, for a young organization, surely the Talking Machine Jobbers' Association has accomplished wonders.

INDICATIONS now point to a Fall trade of great magnitude. From all parts of the country re-assuring news is steadily coming in embodying satisfactory predictions for a Fall trade.

There is a fixed belief on the part of most business men that we shall swing into our own in good form, and it is certain that the talking machine trade in common with other industries will share in the return of good times.

OLIVER DITSON CO.'S FINE "TALKER" DEPARTMENT

Carrying a Full Line of Victor Machines and Records in Up-to-Date Quarters—Old and Respected Boston Institution Has Made Splendid Headway in Recent Years—Prompt Shipment of Orders One of the Secrets of Their Success.

(Special to The Talking Machine World.)

Boston, Mass., August 6, 1909.

When a house of honored reputation—a house which has been identified with the music trade industry for many long years—is wedded to a modern, progressive policy, it means much. Take the Oliver Ditson Co., of this city, for instance, and here you find an institution widely esteemed for its high aims and admirable management keeping right in the front rank of progress in every department.

THE OLIVER DITSON BUILDING, BOSTON, MASS.

With too many concerns age means decay, but not with the Ditson house, for within the past few years, under the able management of Chas. Bobzin, the Ditson house has forged ahead in a manner that has excited the admiration of friends and competitors alike. System and values are the keynotes of the harmony which prevails in this establishment—a harmony which is leading to new accomplishments.

If we visit the talking machine department of the Ditson Co. we find one of the most complete, best arranged and best stocked establishments in the East. "One machine and that the Victor" has been their rallying cry, and as they say, moreover, "Devoted allegiance, singleness of purpose and horse sense have made the Oliver Ditson Co. distinguished as the only jobbers of Victor talking machines and supplies whose business has constantly grown and increased during the depression of business which began with the panic of 1907."

As they stated in their advertisement in this paper last month, some five years ago they paid the Victor Co. an average of $500 per month, and to-day the monthly remittances are near $20,000. This policy of concentration has been productive of splendid results, as may be seen in the growth of the Victor trade with the Ditson house in this city. They have an enormous output of high-priced machines while their trade of Red Seal records is so large that one can get a fair idea of the class of customers to which they cater. But with the Ditson house there is no "class," all customers are treated on an equal plane, all receive equal treatment. It matters little whether it is an order for $5 or $500, it is filled with promptness.

This immediate attention to orders has been most gratifying to dealers, and has helped to augment the good reputation which the Ditson house enjoys with the trade in New England.

The Oliver Ditson Co. are quite optimistic regarding the fall outlook. They have been increasing their business steadily and expect to reach record proportions with the improvement in business, which is now conceded is becoming more apparent as the year grows older.

VARIOUS CLASSES OF TRADE.

Merchant Can to a Large Extent Control the Class of His Patronage by Judging His Trade With Fairness—A Sour Disposition Makes Everyone Seem Undesirable.

A man's business may be done with just as good people or just as bad people as he has an inclination or desire to judge them. The retailer who has soured, for any reason, on the neighborhood in which he is doing business, invariably finds that the makeup of the locality is about as vile as it is possible to be, according to the way in which he judges vileness in humanity. The fellow who considers all his customers beneath him in social standing, inclined to be thieves or purloiners of goods, unable to reasonably judge what they want, incapable of seeing values in goods offered them, unwilling to accord him any profit, or what else of derogatory nature he may wish to attribute to them, will necessarily be perfectly satisfied that such are the inclinations, habits and constitutions of the people he has to contend with, and that settles the question, so far as he is concerned.

Now, what's the use? Trouble interminable will come to us without the seeking, and what possesses the mind of man to so upset his entire equilibrium that he shall go about seeking the cussedness he thinks ought to belong to other people is beyond the comprehension of the minds of people who are willing to take conditions and people as they are without compelling them to be any worse. If we are not satisfied with dealing with the families of iron workers and coal miners, it is up to us to move on to more congenial fields, without impugning the reasonable characteristics that belong to such people. If we think people are stealing our goods, it is up to us to prove it as a fact or stop thinking it, and, much more, stop saying it. If we consider our customers unable to see that we are offering values, possibly it is time to investigate and find out whether those same people are not somewhere near right on some things. There is a possibility that we can learn something of usefulness from the very people we are given to criticising.

The retailer who has a case of the dumps, for any reason, is assuredly the man whose business will suffer perceptibly because of the difficulty, says the Sporting Goods Dealer. That which does not seem to go right is the surest cause for upsetting the business judgment and stability of the victim. No man can entertain doubts and put forth acid criticisms without having the whole attitude reflect on his business returns. Business that may be bad cannot be made any better by adverse conclusions; business that is reasonably good can be made extremely bad by the off attitude of the man who runs it. The easiest way to gain a sour stomach is to entertain a sour disposition, and when the sour stomach gets in its work the business likewise sours and the jig begins to slow down ready for the quitting. The man who forces himself to laugh when he feels like the opposite will invariably come out all right in the final shakeup. We get what we are willing to work for, and the longer we live the more we realize it.

VICTOR HERBERT'S

Connection With The National Phonograph Company, As Adviser and Critic

is the biggest selling argument for the dealer since the invention of Amberol Records.

It means that a great deal of the Edison Phonograph music will be on a higher plane than ever before, enabling you to reach that class of people whose musical taste takes the place of musical ability, and whose appreciation of good music is far above the average of that offered by other sound-reproducing instruments.

It means that all the higher class orchestra and operatic selections and much of the best popular music will be recorded, and under the personal direction of Mr. Herbert, insuring absolutely perfect records.

The new records will include selections from Mr. Herbert's opera "Mlle. Modiste" and other Herbert music played by his orchestra, under his own direction.

If you are not an Edison dealer, just size up the situation—consider the success of Edison dealers everywhere. But don't take too long to size it up. The man across the street may want it for that territory too.

Your jobber will take care of you.
Better write him to-day.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue **ORANGE, N. J.**

Your Stock + Amberol Records = Your Salesmanship × 2

Amberol Records sell with far less effort than any other records, and at a much bigger profit for you.

Edison Phonographs now sell all the more easily because they play Amberol Records.

Attachments for playing Amberol Records for instruments not already so equipped, bring home a handsome profit for you.

These three points make the Edison the real profit builder and the instrument for you to push. Amberol Records have doubled your selling efficiency.

If your line is broken or you're not up on the new records write your jobber to-day.

NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Avenue, ORANGE, N. J.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery, Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Ilsen & Co., The Milner Music Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Houston—Houston Phonograph Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynalds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence—J. A. Foster Co., Household Furniture Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—The Bruce & Brown Co., Inc., Eiler's Music Store.
Sharon, Pa.—W. C. De Forest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Koehler & Hinrichs.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

THE POPULARITY OF SIDE LINES.

Extracts from a Prominent Dealer's Views on This Subject Which Should Prove of Interest to the "Talker" Man.

With the idea of ascertaining if possible just what the average dealer's opinion as to the most popular side line would be, I wended my way to the store of the leading "talker" man of my city, and below I give you the result of my visit:

"Side lines are fast becoming a necessity," remarked the gentleman upon whom I called by way of opening up the subject. "I do not mean by that," he added emphatically, "that the talking machine business is on the wane, and, therefore, in dire need of a stimulant, but it strengthens any trade wonderfully to have something of interest on the side to show your patrons; an article that will harmonize with your

main seller, and increase your hold on their custom."

"What do you consider one of the most successful side lines?" I inquired curiously.

"Sheet music, and I'll tell you why," he answered. "There are a number of selections listed every month by the different talking machine companies of such rare charm that an immediate demand is created for them in sheet music form. When a man takes a record home to his wife and it makes a hit, nine times out of ten she will remark: 'Oh, John, dear, why didn't you buy the music for that too? It is beautiful, and I'm just dying to play it on the

piano.' Now, if the gentleman in question happens to be one of my customers, the chances are very much in favor of his being able to deliver the goods. In that case, of course, his wife will be flattered by his thoughtfulness, and, as a fitting finale to the phonographic concert, there will be a few stunts on the piano as well. Tiring of that, the Stradivarius will be lifted from its case, and just to prove that a violin record with piano accompaniment can be successfully made at home, he will record so diligently before he is entirely satisfied with the rendition that my shaving machine will be working overtime next day.

"By the way, I want to tell you about a sale I made yesterday which I think demonstrates most conclusively that side lines of the right sort pay. I make it a point to display all my goods as conspicuously as I do the "talker," and the result is that when a man comes into my store he has three or four things to engage his attention instead of only one, as is the case with the dealer who depends solely on the "talker" for a livelihood. Well, a customer came in to hear some selections from the new record list which had just arrived from the factory, and as he turned toward the little table where I keep my literature, he spied a pamphlet setting forth the merits of a certain safety razor.

"'Say, I want one of these,' he exclaimed, 'and had expected to purchase it on my way home at the hardware store on the corner. This one will be about right,' he added, picking out a $5 Gillette.

A few minutes later, while listening to the new records in the hearing room, his ear caught the sound of a vocal duet being run off in the adjoining booth by one of my clerks. 'Put that one on for me, will you?' he asked. I did as he requested, and the record, No. 9515 (Edison 2-minute) "When Bob White Whistles in the Meadow," impressed him very favorably. As I was removing it from the mandrel, he remarked, 'There was a line in that song about a lover sending his sweetheart a post-card, which reminds me that I want some for the Fourth of July. Have you any pretty ones?'

"Result:—I sold him an assortment of these also.

"Just as he was leaving, I suggested that inasmuch as he was impressed with the beauty of the record, his wife might like to have the music. 'By Jove, that's right; thanks for the reminder,' he responded in parting, carrying with him samples of my entire line.

"Oh, side lines pay all right," the manager declared positively in closing the interview, "and any talking machine dealer who does not believe in them must surely have a leak in his think tank." Then as an afterthought, he continued:

"Photographic supplies, particularly at this season of the year when all the world goes a-kodaking, is also a line that is bound to make good. I do not consider it a product that will run itself, but by energetic pushing and judicious advertising it can be brought into the class of real winners. I started in this spring to handle the Seneca line. I am an ardent amateur myself, but had never had any experience in selling

ARTISTIC PRINT BY WALTER TURNER.

cameras, so I simply brought forth my small stock of common sense, and passed it along to my clerks, with the result that we are selling a very satisfying number of picture makers. My methods are very simple. I endeavor to ascertain from everyone who calls whether or not they own cameras. If they do not, I go after them good and hard at once. If they do not immediately become impressed, I send them each month along with the new record supplements, an artistic folder illustrating the delights of photography, and continue to do so until I either make a sale or am convinced that there is nothing doing. If my customer already has a camera in his possession, I explain to him the advantages to be derived from purchasing his supplies from me. He is in the habit of coming to see me often to hear new records; therefore, it will save him time and car-fare to buy his photo supplies here also. There being no camera store near me, he will, of course, see the justice of my argument, and become my patron in this line as well as that of the 'talker.'

"I sell artistic prints also and they pay very well. Mr. Walter Turner, a young amateur from Chester, Pa., makes them up for me, and such is his talent in the photo art study line that he makes a pile of money for himself and his dealer, besides giving a heap of pleasure to people who admire fine pictures.

"I intend to add a framing department soon," he confided to me after I had admired one of Mr. Turner's prints; "my aim being," he explained, "to always handle a line in its entirety and not to allow some other fellow to get a bite out of the apple after I've had mine. I try to eat it, core and all."

Just then a clerk entered, announcing that a lady was without, who desired some inside information regarding the use of a camera, so

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed. For the four-minute records they are a revelation.

PRICE REDUCED TO 50 CENTS EACH (including cross head and link).

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue

NEW YORK CITY

with a hearty handclasp, and an invitation to call again, he bade me a courteous adieu."

SIDE LINES.

(Air—"School Days.")

Side lines, side lines;
Ever helpful side lines;
Razors, and post cards, and sheet mus-ic
Will make you money and make it quick.
So if you yearn for lots of dough
Dress your window and make a show
With some Seneca cameras in a row,
And you will be rich as John D.

TALKERS TO STIMULATE WORKERS.

Factory Superintendents Now Realizing the Value of Music as an Aid to Better Work—Player-Piano Used—Big Opportunities for Live Dealers to Introduce the Talking Machine.

Mills and factories all over the country are beginning to realize the value of music from a straight commercial viewpoint, especially where a large number of work people are employed. Many have installed pianos and player-pianos in the recreation rooms, or directly in the workroom and a number of factories have bought high-class talking machines for the entertainment of their employes and only recently a large concern in New York state purchased a Victor Auxetophone for this purpose.

It would seem the proper thing for talking machine dealers to get after manufacturers in their vicinity, especially those employing girls, and point out the wisdom of purchasing high class talking machines and good record outfits as a recreation feature. It has been proven that where music is introduced in the workroom, instead of causing an interruption the employes are influenced to work faster and more cheerfully and good feeling holds sway. During the lunch hour and rest periods the music has been found to encourage dancing and singing, putting the employes in excellent humor to put forth all their energy in the afternoon's labors.

The value of music as an incentive to special effort has been realized by southern planters since ante-bellum days and even at the present time a negro who is a good bass singer can always find work in the fields during harvest time to "drone" the accompaniment to the choruses of the workers. When negros are not singing they naturally carry on a running conversation and usually stop working at the interesting points. When they are singing, however, they work with renewed energy, keeping time to the music which is usually of lively character.

It has been found that the same principle applies to factory workers and they are less inclined to waste time carrying on conversations when music is played.

The talking machine being practically automatic should find a good demand in this field and it is the energetic dealer who will get the business. But he must go after it.

SOME BUSINESS LOGIC.

Reputation Plays an Important Part in Making Success or Failure for a Business.

A bad reputation is easily made, but it takes years to build up a good one.

No business man can afford to take a chance on gaining a bad reputation, for once gained it will be a hard thing to overcome, and every effort made to keep away from a bad reputation will be one more step towards gaining a good one.

The amount of credit a business man has is based more upon his reputation than upon his holdings of worldly goods, for it is a well-known fact that a rich man can so convert and cover up his property holdings, if he so chooses, that it can never be made useful to his creditors, while a bankrupt with the right kind of a reputation, and who is determined to always improve it, will eventually be able to pay every dollar he owes.

If young men could thoroughly understand the value of a reputation they would keep away from the things which cause black marks to be made against them, and could thus be fitted for the better things much earlier in life than is the case when they have a few of these marks to live down.

If business men would take a more serious view of this little matter of reputation they would see the folly of taking an undue advantage of others, for the reason they would see the damage such a reputation would be to them later in life.

ENTERPRISING CONNECTICUT HOUSE.

Harry W. Yeager, president of the Yeager Piano Co., was a visitor to New York early in the month, and was a caller at the headquarters of the Columbia Phonograph Co. in the Tribune building. Mr. Yeager, who is one of the enterprising piano men of Waterbury, Conn., being president of the local Piano Dealers' Association, is well pleased with the talking machine end of the business. It will be remembered that Mr. Yeager recently took over the Columbia store in that city. He has fitted up handsome Columbia quarters in his establishment, having six specially equipped booths for demonstration purposes. He has also added a talking machine department to the store in Torrington, which will be fitted up in a manner to attract and build up Columbia trade in that town.

The Yeager Co. are a valuable acquisition to the Columbia line of representatives, for the members of the firm are go-ahead, energetic gentlemen "who do things," and the Columbia line is certainly to get a splendid representation throughout Connecticut.

AUXETOPHONE FOR ENTERTAINMENT.

The Beech-Nut Packing Co., Canajoharie, N. Y., have purchased through the F. C. Knapp Co. a $500 Victor auxetophone. The instrument has been placed in the reception room and will be operated by electricity and heard daily by dozens of visitors.

*The wonderful success of the "**B. & H.**" Fibre **Needles** is due to the fact that they are backed by **common sense and logic.***

*They are growing in popularity because **the people are becoming wise.***

*They reproduce **correctly** because **it is their nature to do so.***

*They **save** the record because they **cannot** injure it.*

*They make friends because they possess **true legitimate merit.***

Samples and details on application.

208 E. KINZIE ST. "B. & H." FIBRE MFG. CO., CHICAGO

The Music Master Wood Horn

offers a *new* source of profit to the dealer in phonographic goods.

This unique horn transforms the Talking Machine or Phonograph into a musical instrument. Owners of these machines buy it eagerly.

With the MUSIC MASTER they can realize their fullest expectations in the reproduction of both instrumental and vocal music.

The MUSIC MASTER is more than a horn—it is a ***sounding board,*** constructed of ***solid wood*** on scientific principles of acoustics. It has vibratory freedom—which is impossible with horns of metal or veneered wood.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, ***for any make or style machine.***

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

Columbia Phonograph Co., exclusive distributors for Music Master Horns to fit Columbia Graphophones

TURNER MUSIC STORE OPENS.

Large Crowd Attends Opening of Wallace, Idaho, Business House.

The Turner Music Co., of Wallace, Idaho, opened for business in their new quarters near the O. R. & N. depot a few weeks ago, a large crowd being present. The new store has been handsomely fitted up and is the only exclusive music store in Shoshone County.

Upon entering one is confronted by the piano room and the office, which is on the right, elegantly fitted up in arabesque work. Next there are two rooms on either side, which are soundproof, one being known as the "Victor"' room and the other as the "Edison." In these are kept the records for the phonographs of the respective machines, where they may be heard before purchasing. Next is the piano studio presided over by Miss Blanche Smallwood, a graduate of Faelton Pianoforte School of Boston and Mt. Allison conservatory of New Brunswick. In this room lessons are given and sheet music sold.

Opposite the studio is the waiting room for the accommodation of ladies desiring to await the arrival and departure of trains, and adjoining this is a fine lavatory. On the center table of the waiting room are the latest magazines, periodicals and newspapers for the accommodation of the guests.

In the rear of the building is the general repair shop and storage room. There is yet some uncompleted work, but this is being rushed as rapidly as possible. A fine and attractive window display has been made.

The company was formerly located on Bank street, where the store was destroyed by fire recently. The present stock is entirely new.

Don't sit round with hanging lip, that is sure to floor you; try to get a better grip on the work before you. Put some ginger in your words, when you greet a neighbor, throw your trouble to the birds; get right down to labor, an' you'll notice things comin' right your way.

TRADE METHODS DISCUSSED.

Careful Consideration Given to "The Law of Unfair Business Competition" by Harry D. Nims in His New Book.

Harry D. Nims, of the New York Bar, has just issued through Baker, Voorhis & Co. what is said to be the first book to deal with the equitable principles applicable to all sorts of competition in business. The volume is entitled, "The law of Unfair Competition." It is intimated that business men and lawyers who look into this book will be astonished by the demonstration it makes, that it is fairly easy for a manufacturer or merchant in these days to protect himself from injury through the wrongful acts of unscrupulous competing concerns.

While business of every sort has been undergoing vast development in recent years through the application to it of science, invention and modern enterprise, the liability to attack naturally has increased, for the number of things worth stealing has, of course, been multiplied greatly. "Men are constantly acquiring new rights," Mr. Nims remarks, "and new kinds of property almost unknown to law and in lawful ways are putting themselves into new positions."

But, we may add, with the acquisition of each new bit of property there is need of sharper watchfulness against the depredations of the unprincipled wretches who covet that new right and that new bit of property. The genius of criminal rascality is no laggard and no dullard; every good thing that comes into its field receives its prompt attention, and if it is not promptly stolen, the reason must be that it may not be stolen with impunity. It is gratifying to be advised that the lawmaking and law-interpreting powers of this country have done a good deal recently to safeguard legitimate business interests, and to make commercial thievery difficult.

"It seems sometimes," says Mr. Nims, "as if the progress of the unscrupulous merchant and manufacturer in inventing new schemes for filching away the trade of others unfairly has been far more rapid than that of the courts in finding ways of protecting the honest business man against such schemes. But whatever has been the activity of these unscrupulous members of the business community in the last decade, during this time very marked progress has been made by the law in developing rules and remedies relating to dishonest and unfair commercial practices."

It is Mr. Nim's effort in his book to show what is unfair in competition and what the remedies are to which those who have been harmed may resort with assurance that what they complain of will be quickly righted. He shows, he thinks, that the present tendency in court practice is to give the promptest possible relief to those suffering through unfair business competition. The courts, he tells us, as a rule, are fully persuaded they should uphold honesty and fairness in all relations to business life and are inclined to stop instanter wrongdoings of the wrongfulness of which they are well convinced. This he regards as one of the most healthful signs of the times.

We are reminded, however, that there are some questions of business morality concerning which it is impossible for judges to form their judgments without study and deliberation. Many problems of large import to individuals and corporations have yet to be authoritatively disposed of before we shall know just what must be endured in the way of competition and just what is subject to suppression on the ground of unfairness.

HERZOG CO.'S HANDSOME EXHIBIT.

The Herzog Art Furniture Co. has a most attractive and comprehensive exhibit of piano benches, music cabinets and phonograph cabinets, etc., at the New York Furniture Exposition, which was in progress during the month of July, and M. A. Carpell, the concern's able representative, informed The World he enjoyed the best selling season in two years.

MISTAKES OF OUR EXPORTERS.

Three Salient Points Necessary to Observe in Trade Extension With Brazil.

(Special to The Talking Machine World.)

Washington, D. C., August 7, 1909.

Vice-Consul D. P. De Young, of Santos, gives some important pointers in a recent report to the Department of Commerce and Labor, which he says cannot be too frequently and persistently impressed upon American exporters seeking to establish a permanent and profitable trade in Brazil. These matters are often neglected and generally cause more or less annoyance, loss of trade, and sometimes loss of money. He says:

When possible, exporters should make such arrangements with the consignee that the latter assumes the responsibility and expense of clearing the goods at the port of arrival. If it be impossible to do so, they should make a careful study of the Brazilian tariff schedule, so as to be able to classify their goods in an intelligent manner, avoiding excessive taxes. There is no end to the trouble American exporters cause by utter ignorance of how to classify their own goods under the Brazilian tariff schedule, and by failing to transmit the necessary documents for clearance. Only recently an American manufacturer of post cards sold 2,000 cards to a local merchant and, because they were poorly classified, a duty of 500 per cent. on the New York price was levied against them. This might have been 200 per cent. less had he classified them as mere printed matter.

Other articles are now being held up at the custom-house here, with storage charges against them for more than they are worth, because the shipper, or his broker in New York, did not send along the necessary shipping documents without which it is impossible to clear the goods. The exporter referred to writes letters blaming the consignee, when his, or his agent's, negligence is entirely to blame for the unfortunate incident. When goods are not marked plainly, in a manner which leaves no doubt as to what they are, the highest possible tax is always levied and, if not marked correctly, an additional tax is imposed in the nature of a fine. If these regulations seem severe, the way to avoid their penalty is to obey them.

American exporters should, by all means, not neglect to place a 5-cent stamp on all letters to Brazil. There are countries to which letters are carried for 2 cents, but not in South America. It is the source of considerable humiliation to those representing American interests in foreign lands to know what a large per cent. of American letters arrive at the local post-office short paid. The error is not generally made by European exporters, and it tends to cheapen the appearance of American business methods. The managers of American exporting houses are not doing this intentionally, but by neglecting to see that stenographers or errand boys, whose duty it is to stamp the letters, does it, they get the criticism at this end of the line.

The overdue charges here for the regular 5-cent allowance is generally 240 reis (about 7 cents), but since they can not change the 100 reis at the office, 300 reis (9 cents) is always charged. This 9-cent overdue charge added to the 2-cent stamp used in the first place makes 11 cents for the letter, when it could have been carried by a 5-cent postage stamp. A short-paid letter always has a negative effect when soliciting trade, and besides damaging one's interests it reflects upon American business methods in general.

Not all brokers and merchants are responsible, therefore great caution should be exercised to avoid bad debts. This is as true of home brokers as it is of those at the foreign port. There are, however, a lot of reliable brokers, both at home and abroad, and accurate rating can be had from those here by writing to the leading banking institutions of Santos. Consular officers are, of course, always ready to assist those who get into difficulties, but if a little more care were exercised by shippers many pitfalls could be avoided.

A MESSAGE TO DEALERS

TO EDISON AND VICTOR DEALERS:—

There is a great opportunity at the present time for every dealer of Edison phonographs and Victor talking machines.

I think you can grasp it and hope you will give my suggestions your very careful consideration.

It is generally conceded that the recent business depression is over, and that prosperity is returning.

There are less dealers and jobbers, but those who are left represent the best material and are being protected by the manufacturer against unlimited competition.

Exclusive territory is not granted by the Edison and Victor Companies, but they have morally committed themselves to protect dealers and jobbers, by not establishing competitors, where they show reasonably satisfactory results.

Between now and fall you will have ample time to find out in what way you can improve your business, and I therefore submit the following suggestions:

Look over the field in your territory and if you find opportunities to remove competitors by taking over stocks, under satisfactory arrangements, get in touch with your jobber and the factory and see whether you will not be protected against additional competition by doing so.

In return you may have to carry a larger stock, invest more capital and hustle a little harder, but if the field is yours you can afford to do this.

Many of our Edison and Victor dealers are doing this and we are always glad to do what we can as their jobber.

Business will undoubtedly be much better this fall and winter and constantly improve, but the man who gets the business must be up-to-date and be able to give the best service.

That means your stock of machines and records must be as near complete as possible.

Don't wait until everybody is doing a good business for your competitor will want to stay in the business then.

I have been identified with the jobbing of Edison and Victor goods for 11 years, and the Blackman Talking Machine Co. has handled nothing but talking machines, records and supplies from its start.

I have great faith in the future of the Edison phonograph and Victor talking machine. In evidence of this we have been carrying a larger stock than ever, endeavoring to give better service all the time, and at no time have we lost confidence in the future of the business.

This means we have been giving our dealers good service on either Edison or Victor goods, or both, and that we will continue to do so.

When the depression hit the country some jobbers immediately let their stocks run down, called in their salesmen and did not show the leniency towards their dealers that they were entitled to receive.

Our policy has been to run the business regardless of the times, consistent with good business judgment and help every deserving dealer "weather the storm."

I have no use for the "dead beat," nor should any honest dealer, but the dealer who deserves a helping hand will get it, if possible.

In every way possible it is my intention to improve our organization, stock and methods, so that this fall the Blackman Talking Machine Co. will be known as "headquarters for best service on Edison and Victor goods."

With those dealers who know us, I think we have that reputation now.

Our door is open to every reputable dealer, and if we have any suggestions or ideas we can give to help him they will be his for the asking.

I want to personally meet as many of our dealers as possible, for we expect to stay in this business for many years to come, selling nothing but Edison and Victor goods, and we must, and will, give the kind of service that the most successful dealer will need to make money.

Come in and see us, or write. We want you to know us and we want to know you.

We will earn your patronage and won't ask you to buy from us to "help us," for we will "help you" first.

Send us your name and address; tell us what lines you handle and we will do the rest.

Yours for satisfaction,

J. Newcomb Blackman, President

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President "THE WHITE BLACKMAN"

"EVERYTHING FOR EDISON OR VICTOR" 97 Chambers St., New York

Reg. U. S. Pat. Off.

Be the satisfied
DEALER

¶ Hitch your wagon to the Distributor who

"Never Disappoints"

and whose

Perfect Service

is famous

Every good feature which EXPERIENCE and JUDGMENT could suggest to improve OUR SERVICE has been incorporated in our BUSINESS

Get Acquainted With Us

by signing a Victor contract with us and following it up with your order.

St. Louis Talking Machine Co.

1012 OLIVE ST.,

ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

ST. LOUIS HAPPENINGS.

Continued Activity and Improvement in Trade —Manager Gressing's Recent Visits—Columbia Entertains American Woman's League—J. L. Burr Makes Encouraging Report—Vacations Now Under Way at All the Leading Stores—Stocking Up Energy for an Active Campaign in the Fall.

(Special to The Talking Machine World.)

St Louis, Mo., Aug. 3, 1909.

There has been no great activity in talking machine circles here during July, though the outlook is pronounced to be excellent.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports that business for the month of July was only fair. He made a week's trip to Little Rock and Memphis lately, and states that conditions in that territory are very favorable for a nice fall trade. Mr. Gressing attended the National Jobbers' convention at Atlantic City last month and had a very enjoyable, instructive and profitable trip. He was away ten days and returned very much recuperated. L. A. Cummins traveler for this concern, is now on a several weeks' trip through central and southeast Missouri. C. O. Thompson, of this concern, is home from a two weeks' vacation spent in the country in this State. Miss Carrie Goetz, saleslady, is home from a two weeks' vacation spent in Illinois. A. D. Geissler, manager of the Talking Machine Co., spent Tuesday, August 3, here.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that they had the best July business they have ever had for that month, and that it was better than that of December last year.

The Lewis Publishing Co., of University City, one of our suburbs, has had 710 chapter houses under construction for some time, a few of which were recently completed. These houses are being constructed for the American Woman's League in different parts of the country, and probably there will be thousands of them built. Their value is from $1,500 to $5,000, according to the size of the place where they are built. They are furnished very handsomely, and each one is to have a library table graphophone which costs $225. The Lewis Publishing Co. has closed a deal with Manager Walthall to furnish the graphophones for these buildings, a number of which have been furnished already, and orders for others placed. The Lewis Publishing Co. have an agreement with the American Woman's League, whereby they take these buildings off their hands as soon as completed. The chapter house at Edwardsville, Ill., just completed, was dedicated on Tuesday night, July 20, at that place, by the American Woman's League branch of that place. Over 300 members of the organization attended. E. B. Walthall, manager, and C. L. Byars, retail manager of the Columbia Phonograph Co., attended and gave a very fine entertainment on the handsome new graphophone owned by the league. All present enjoyed the evening, and the graphophone recital was enthusiastically received. C. L. Byars, retail manager of the Columbia Phonograph Co., is home from a week's fishing trip up the Mississippi River. E. Schuedding, chief repair man of this concern, is home from a two weeks' vacation spent in St. Paul. C. M. Morris, in charge of the shipping department of this concern, is home from a two weeks' trip to Niagara Falls and other points.

Wm. Pfisterer, manager of the Columbia Phonograph Co. at Memphis, Tenn., was a visitor here recently. He reported the outlook in his territory very favorable.

J. L. Burr, manager of the Columbia Phonograph Co. at Omaha, spent a day here recently on his way to Chicago. He reports that conditions out his way point to a great fall and winter business. He states that they took on the wholesale interests there on January 1, and since then they have taken on 188 dealers in the territory, and that every account is absolutely a good one.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co. at Memphis, accompanied by his wife, recently spent ten days here at his old home.

The Koerber-Brenner Music Co. report that their talking machine business for July has been up to the season of the year. Wm. Brenner, secretary of the company, is spending August at the Colorado resorts.

D. K. Meyers, the Zonophone jobber, reports that July was rather quiet, but that prospects are excellent for a fine fall trade.

A. J. Robinson, of the talking machine department of the Thiebes-Stierlin Music Co., states that their July trade was fair, and that the high-priced machines were in demand.

Marks Silverstone, president of the Marks Silverstone Talking Machine Co., attended the National Talking Machine Jobbers' convention at Atlantic City last month and had a very pleasant and instructive time. This concern has just been making extensive alterations at their store by enlarging their wholesale department, increasing their bin capacity and enlarging their office.

Miss Blanche Silverstone, saleslady for this concern, is now on a two months' trip to New York, Norfolk and other points.

A. Haas, traveler for this concern, is now on a month's trip through Missouri and Illinois.

STRENGTHENING THE 'CELLO'S TONE.

Inventor of Turbine Engine Contrives Clever Attachment for Musical Instruments.

Not satisfied with the subdued tone of the cello, Charles Parsons, the English inventor of turbine fame, has contrived a remarkable attachment, known as the auxetophone. It is a mechanism by means of which compressed air can be utilized to strengthen the tone of the instrument to which it is attached. It is the principle now utilized in the auxetophone sold by the Victor Talking Machine Co.

The apparatus may be described as a comb, or multiple-reed valor of aluminum, which is hinged so that each tooth of the comb can vibrate closer to or further from a corresponding slot opening in a little box to which compressed air is supplied at about five pounds pressure.

When applied to the cello or other stringed instrument, the valve is connected by a rod of aluminum to the bridge of the instrument. Thus the valve is caused to vibrate in accord with the characteristic tone of the instrument.

Mynheer Von Biene, the Dutch artist, is pleasing large audiences in the European capitals with the new contrivance.

A WORD FROM THE POSTMASTER.

Learn More About the Postal Rates and You'll Trouble Him Less.

Postmaster Morgan said Monday that the post-office was troubled with big batches of letters addressed to foreign countries on which postage was shy. The public seems, he said, to possess a very hazy knowledge of the countries to which letters can be sent at the domestic rates. The only countries to which letters can be sent at the two-cent rate are Great Britain and Ireland, Germany, Newfoundland, Canada, Cuba, Mexico and Panama. The rate to all other countries is five cents. The postmaster also calls attention to the fact that while the letter rate from New Zealand and the Bahamas to the United States is two cents, the rate from here to those countries is five cents.

THE UNITED STATES PHONOGRAPH CO.

(Special to The Talking Machine World.)

Cleveland, O., July 30, 1909.

Lieutenant-Governor Francis W. Treadway is one of the incorporators of the United States Phonograph Co., of Cleveland, chartered by the Secretary of State at Columbus Wednesday, with $10,000 capital stock. William H. Marlott, F. H. Pelton, T. B. Bolton and M. B. Campbell are the other incorporators. The company will manufacture and deal in phonographs, records, etc.

MILWAUKEE NEWS BUDGET.

Celebrating Home Coming—Auxetophone Prominently in Evidence—Talking Machine Houses Decorated—McGreal Plans Trip—Records to be Made of President Taft's Speech When He Visits Milwaukee to Dedicate Auditorium—Green City Supply Co. Remove—Other Changes—Recent Visitors.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 7, 1909.

Milwaukee is celebrating a big home-coming during the opening week of August and visitors have been flocking to the city by the thousand. As a result, dealers have been meeting with a big increase in business. It would seem that home-comers in most cases took the opportunity to purchase new records or machines while in the city. The popularity of the new August records offered plenty of attraction to say nothing of the inducements held out by dealers. It is believed that the present week will prove to be one of the best of the year so far in a retail way. The retail trade all over Wisconsin has been showing considerable improvement of late and the dealers believe that the worst of the dull season is now over. Some big preparations for the coming fall trade are being made by most of the dealers.

The wholesale trade is still a little quiet, although a change for the better is expected some times this month. Dealers about the state seem inclined to clean up their stocks as much as possible and order new stuff for the fall trade.

The Auxetophone played an important part in Milwaukee's home-coming. Lawrence McGreal kept the big machine at his establishment hard at work furnishing music for the crowds that flocked to his attractive store and it will be responsible for lining up some good sales later in the season.

Most of the leading talking machine houses were decorated with flying colors during home-coming week in Milwaukee. One of the catchiest designs was that displayed on the front of the building occupied by the Milwaukee branch of the Columbia. Manager A. D. Herriman had arranged a big poster bearing the picture of a double disc Columbia record in the center of which was placed the design of a Columbia machine. Above the picture in big letters, glared the sentence: "The (B)right Spot for Columbia Graphophones," a parody on Milwaukee's famous advertising phrase, "Milwaukee—A Bright Spot." The display windows of both the McGreal and Hoeffler establishments were filled with home-coming signs, bunting and special exhibits.

George W. Eichholz, well-known talking machine dealer of Milwaukee, has sold his Mitchell street store to Peter F. Piasecki, who is now in charge. Mr. Eichholz will now devote his entire time to his Fond du Lac avenue establishment.

The Green City Supply Co., successors to the late Huseby Co., have removed from Grove street to 428 National avenue. They believe the new location will offer much better results in a business way. Dealers say that the south side, the location of numerous talking machine establishments, is somewhat overworked and that the severe competition is not working to the best things for the trade.

William Schmidt, the Victor Wisconsin representative, has been spending a few days calling on the local trade in Milwaukee.

Lawrence McGreal is planning a trip to be taken soon after the home-coming celebration is past, when he will personally visit most of his dealers in Wisconsin and northern Michigan. Mr. McGreal believes in coming in close touch with his dealers and he feels that he can do this in no better way than by meeting them in their own places of business. In this way he secures a better idea of the retailers' trade and requirements.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has returned from his visit at the Orange, N. J., factory and is now spending a few days with his parents at Spirit Lake, Ia.

D. M. Groulx, Victor and Edison dealer at Green Bay, Wis., accompanied by his wife and baby daughter, called on Milwaukee dealers recently. Rudolph Kemp, Victor dealer at Brillion, Wis., was another visitor.

George D. Ornstein, manager salesman of the Victor Co., at Camden, N. J., was a visitor in Milwaukee during home-coming week. Mr. Ornstein has several relatives in the city.

John Otto, of the Wurlitzer Co., of Chicago, called upon dealers last week.

Talking machines may not be operated in saloons and like business places at Sheboygan, Wis., after eleven o'clock at night and up to five in the morning, if an ordinance now before the council is passed.

Milwaukee talking machine dealers are more than pleased over the fact that Lawrence McGreal was re-elected a member of the executive board of the National Association of Talking Machine Jobbers at the recent convention at Atlantic City. Miss Gertrude Gannon, sister of Mrs. McGreal, who accompanied the well-known jobber and his wife and son to the convention, has just returned to Milwaukee after visiting at various points in the east.

Phonographic records will be made of the speech to be delivered by President William H. Taft at the dedication of Milwaukee's new $500,000 auditorium. The dedication will take place in the fall of this year, and talking machine men here are anxious to preserve for the future the eloquence of the nation's chief executive on such a big occasion as the dedication will be. In September or October the President will make an extended trip to the west, and it is in the course of this journey that he will come to Milwaukee. The opening of the great auditorium is forecasted for Oct. 1, a date which it is thought will be convenient for President Taft to come to the Cream City. If there should be any conflict the dedication of the auditorium will probably be postponed to agree with the President's itinerary.

As soon as the proposition was made it was received with favor by the talking machine men of Milwaukee. Joseph C. Grieb, secretary and manager of the Auditorium association, is enthusiastic over the idea of securing a permanent record of the speech of President Taft, which will be the principal address of the day. It is not doubted that if a good record can be made of the speech that it will be a very popular one, and records of the President's addresses are none too numerous now. The matter is now in the hands of the governing board of the association.

Phonographic records will also probably be made of the speeches to be given at the dedicatory exercises, principally those of Mayor D. S. Rose and Alvin P. Klezsch, who are expected to rise to the occasion and give the public an ideal example of their well-known eloquence.

The dedication of the auditorium will be the big event of the entire week and will be celebrated in becoming style. The "housewarming" will last several days.

VALUE OF CO-OPERATION.

Co-operation is a magnificent religion. Co-operation means helpfulness. It means harmony and upbuilding and that most results can be accomplished by reasoning together. It means fair dealing. Co-operation is the kind of helpfulness that in helping yourself you help others. It is not, as a rule, in the larger communities that you find the co-operative spirit best exemplified. Fortunate is the community in which this co-operatives spirit is early manifested and continues in operation.

THE PRICE TALKING MACHINE CO.

The Price Talking Machine Co., with offices at 54-56 Clinton street, Newark, N. J., has been incorporated with the Secretary of the State of New Jersey with a capital of $25,000. The incorporators are H. L. Price, M. G. Price and H. H. Wilcox.

The best way to trim a show window is to get in and trim it.

The New
BLEND-TONE HORNS
The most beautiful and perfect yet produced.
Send for assorted case of one dozen (six styles).
You can sell them, no matter how many Horns you may have in stock
Made by the Oldest and Most Up-to-date Horn Makers in the World.
HORN CRANES—Several Styles—WE MAKE THE BEST
THE TEA TRAY COMPANY of NEWARK, N. J.

THE TALKING MACHINE AS AN ENTERTAINER.

City Authorities All Over the World Realizing the Value of Such Music for Entertaining the Public With Good Music—Hotel Gardens Also Using the Talker.

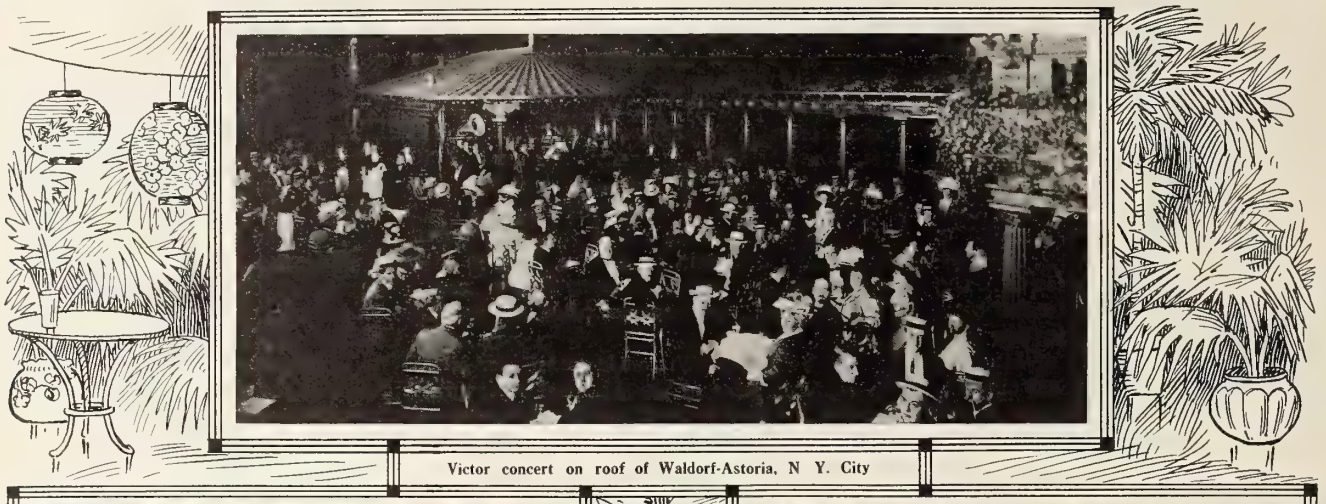
Each year, during the summer months, the use of talking machines in high class parks and other outdoor resorts is becoming more widespread. The idea of using the talker for furnishing outdoor music is claimed to have originated in England. Now, however, a large number of outdoor places of amusement in all sections of the United States find the talking machine well-nigh indispensable, for even where an orchestra is employed the Victor talking machine is utilized to render any number of all the popular or operatic vocal selections.

The big hotels have roof gardens where musical entertainment is required, while there is not a city without several public or amusement parks, and dealers who fail to impress upon the managers of these places the valuable properties of the talker and the actual money saved by installing one are losing the opportunity of making some good sales, and apart from the sales there is a distinct advertising value that must not be overlooked.

In connection with this article views are shown of American and English resorts where the Victor talking machine is used with much satisfaction to all concerned.

With the decline of summer the winter gardens are to be considered. And they are becoming more and more in evidence, especially in the larger cities. Here an attempt is made to represent summer conditions in midwinter and the public is generous in its patronage.

There are a number of these resorts in New York at present and only a couple have "talkers," the rest employing orchestra or piano and a few indifferent singers to entertain their patrons. Similar conditions prevail in all the large cities.



Victor concert on roof of Waldorf-Astoria, N Y. City

Victor concert, Roker Park, England

Victor concert on the Thames

In short, there is a big field wherein the talking machine can supply popular amusement all the year around and countless opportunities for the dealer to make big sales, for in public places fresh records must be supplied continually to hold the interest of patrons. It needs, however, planning and working. Customers will not always come to the store. You must go to them.

PORTLAND WANTS THE JOBBERS.

The Oregonian State the Place of Opportunity —F. W. Graves Enthusiastic Over His Home City and Wants the Talking Machine Jobbers to Hold Their Convention There.

Frederick W. Graves, president and manager of the Graves Music Co., of Portland, Ore., who came East to attend the convention of the National Association of Talking Machine Jobbers, held at Atlantic City, N. J., July 6, 7 and 8, informed The World in a recent chat that he had received a telegram from Thomas Richardson, manager of the Commercial Club, of Portland, Oregon, urging him to use every effort to have the talking machine jobbers hold their next convention in that city.

Mr. Graves is naturally enthusiastic about his home town, which he describes as the land that produces apples and strawberries in trainload lots for the millionaires of the United States and Europe, also the land where the roses are in bloom in profusion all the year round.

In his invitation to the association at Atlantic City to hold its 1910 meeting in Portland, Mr. Graves stated that every good American citizen who could possibly afford it should visit Oregon, where great fortunes in many instances were made by poor men in the twinkling of an eye, figuratively speaking, and that while you could not pick up gold in the street, brainy men could always make good.

Mr. Graves, in his chat with The World, proceeded to give the names of a number of men now eminent in Oregon who had started with actually nothing and added: "Take the case of D. E. Keasey, who practically a few years ago was a helper to a piano mover in Portland. He was ambitious, saw the opportunities in real estate around him, took advantage of them, and to-day ranks as one of the wealthy men of the city. The Portland Oregonian a few days ago contained the news of the sale of valuable water front property, near Riverdale Station, to Mr. Keasey, the amount changing hands being $22,500. This purchase was not for speculative purposes, but to build a home for himself and family. And, mark you, this man started in a humble station of life, and he is only one of dozens of men with similar records in our section. As a matter of fact you people in the East have no idea of our country, or the opportunities that prevail for men of ambition, brains and grit. We want the talking machine jobbers and all other members of the music trade to come out our way, see our country and know our people."

TRADE IN THE TWIN CITIES.

Talking Machine Dealers in Northwest Selling Goods Instead of Taking Vacations This Summer—Good Demand for All Makes.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Aug. 7, 1909.

Talking machine dealers throughout the territory tributary to Minneapolis and St. Paul are doing an unusually fine business for this time of the year, and instead of taking vacations are selling goods and booking orders. Lawrence H. Lucker, manager of the Minnesota Phonograph Co., general jobbers for the Victor and Edison goods, announces trade to be highly satisfactory.

"We are particularly well pleased with our wholesale business this summer," said Mr. Lucker. "The country dealers, without exception, are placing liberal orders for instruments, records and supplies and are justified in doing so by the prospects for great prosperity among the agriculturists. The retail or local trade also has been much better than is looked for at this time of the year. Edison records and supplies have been in good demand. The Victrolas have found a place and the sales are highly satisfactory."

Equally encouraging reports are made by W. J. Dyer & Bro., who handle the Victor and Edison machines and supplies, and by the Columbia Phonograph Co.'s northwestern branches.

VICTOR RECORD CABINET CATALOG

Just Issued—Shows Full Line of Cabinets—A Valuable Aid to the Dealer.

The Victor Talking Machine Co. have recently issued their new record cabinet catalog describing and illustrating their entire line of cabinets, including styles for use as stands for the various machines, among them being cabinet No. 50 for the new Victrola XII. The capacity of the cabinets ranges from 180 to 230 records, and the styles are sufficiently diversified to meet all demands, the finishes harmonizing with the machine cases. The catalog also shows the Victor record album, holding fifteen records. The booklet will be found of great value to the dealers.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Month of July Shows Awakening of the Talking Machine Industry—Traders Elated Over Turning of the Tide—Threatening Strike of Miners Settled—Colonial Trade Rapidly Increasing, Due to Special Efforts on the Part of the Manufacturers—More Litigation Involving Tapered Tone Arm Patents—Frank L. Dyer and Edward D. Easton Among Prominent Visitors—New Edison Machines in Heavy Demand—Fine August Gramophone Record List—Some Splendid Favorite Selections—The New Primaphone Machine—Gramophone Defends Budget—Beka Expansion—Gramophone Traveler's Long Trip—Gramophone Co.'s Plans for the Season—New Carton for Sterling Records—Decline to Revoke Amplifying Horn Patent.

(Special to The Talking Machine World.)

London, E. C., August 5, 1909.

July for a summer month has made itself very welcome and the talking machine trade will lose it with regret. For July came in company with substantial orders. During this month traders everywhere woke up to find that there was still some life left in this industry. The public were out to buy. Not individually to any great extent, but collectively something to be reckoned with, especially from the makers and factors' points of view. Trade has indeed been poor this year, and in consequence one is prone to magnify the improvement which set in during June, but there can be no doubt that the tide is steadily turning in our favor; an encouragement to stimulate our energies to hopes of a brighter future.

The holiday season is now in full swing. Many prominent traders have left town for a short rest before the season's rush, and their interests are in the hands of competent deputies. A welcome change from that prevailing last year.

Since my last report the dispute in certain sections of the coal industry has become sufficiently acute to warrant the friendly intervention of the Board of Trade. A strike, if decided upon, would affect about 500,000 wage-earners. Failing to reach an agreement the Scottish miners are promised the support of all their confreres throughout the United Kingdom. Such a state of things would prove intolerable, for within a month's time general business must practically come to a standstill. At the last moment of posting, news is to hand that a settlement has been arrived at. There will be no strike, and in consequence the condition of the talking machine trade will remain undisturbed by any labor trouble. A happy augury for the future!

Cultivating Colonial Trade.

There is no denying the fact that our trade in the Colonies is latterly very much on the increase; particularly is this the case in the South African and Australian markets. Both the Gramophone Co., and Barnett, Samuel & Sons, Ltd., are alive to the importance of cultivating these fields, which have from time to time been the objects of special visits on the part of the companies' representatives. Export figures for last year in relation to the South African market are not yet available, but for 1907 the total increase in comparison with 1906 was something just under £4,000, which is a very substantial improvement. German exports to that colony are also marked by a good increase during the same period, while the United States exports show a slight decline. These figures must be sufficient evidence of a desire on the part of our Colonial friends to trade with the mother country. It, therefore, behoves English talking machine manufacturers to meet this desire by putting forth their best efforts to help traders abroad with the right goods at the right price. To get into touch with one another no better means can be found than by publicity in the World, which has an exceptional sale among good class traders in the chief cities of our colonies and foreign countries. Do it now; it's a good investment.

The Tapered Tone Arm Question Again.

Since the famous action of 1906 we have had quite a rest from litigation involving talking machine patents of any material note, but from what I hear this sublime peacefulness is about to be disturbed. Since the matter is *sub judice* I am precluded from commenting upon it, yet I may say that the question of tone arm (alleged) infringements will again see the light of publicity in the courts; possibly this year. Writs have been issued against four companies, but injunctions will not be sought until the actions are tried. When this comes to pass we shall hope to give our readers detailed particulars with a full report of the proceedings.

Frank L. Dyer in London.

Frank L. Dyer, president of the National Phonograph Co., is a visitor to these shores, combining business with pleasure. He will visit Paris, Berlin, and possibly Italy before his return home on September 3. Interviewed by your correspondent, President Dyer had a few interesting words to say concerning conditions in this country. "As in America, I find that the British markets are experiencing a similar general depression, which reacts upon this industry. Business with us has, however, held up remarkably well, chiefly owing to the increased trade which usually follows the introduction of something different—to instance the Amberol records and attachment. In combination with these and our new machines next season's trade is likely to develop very rapidly."

To Give Evidence Before Copyright Committee.

We were glad to learn of Mr. Dyer's intention to give evidence before the Copyright Committee. His views are that if musical copyright must be recognized in relation to records, the Parliamentary Bill should be so framed as to disturb our interests as little as possible. No monopoly on any one piece of music must be allowed, as such would create an intolerable state of things very harmful to the industry as a whole. Mr. Dyer's contribution to this question will merit the appreciation it deserves throughout the trade.

Premier Mfg. Co. to be Heard from.

The Premier Manufacturing Co., who are ever to the fore with new and improved goods, promise some exceptionally interesting information shortly. Clarion sales are steadily on the increase, and much appreciation has been shown of the 200-thread Ebonoid record, which home and Colonial traders will find is a good competitive time to handle.

Summer Concerts in Parks.

Messrs. Pathé Frères have made arrangements with the L. C. C. to institute summer talking machine concerts in several of the London parks.

Closer Communication With India.

Messages can now be forwarded to India by telegraph to London, by post between London and Bombay, thence by telegraph from Bombay to their destination; a similar service being in use in the reverse direction.

The "Twins" First Anniversary.

On August 15 the Twin Record Co. celebrated their first year of existence. Under the able and fatherly guidance of Mr. Manson, the lusty youngsters have made tremendous progress far in advance of their age. May their life be long—humorous and merry, with an occasional splash of sentiment and pathos. Thus shall they be in full accord with nature.

President Easton's European Trip.

Edward D. Easton, president of the Columbia Phonograph Co., paid a short visit to London last week, and after looking over the Continental situation generally, left here July 24 on his return to New York.

Beyond All Expectation!

Such is the cheery report from the National Phonograph Co. regarding the reception of their new Fireside machine and Gem attachments, for which heavy orders have been placed by traders throughout the kingdom. The need for these two lines has therefore been amply justified, and by their generous support factors have shown keen appreciation of the National Co.'s foresight in thus issuing the products in good time for in-

THE ONLY
5-MINUTE CYLINDER RECORD
"EBONOID,"
COMBINATION ATTACHMENTS
(PATENT 2196-09)
FOR ALL EDISON MACHINES.
ALSO "CLARION"
CYLINDERS and 10-in. PHONO CUT DISCS.
WE CAN INTEREST YOU. WRITE US.
The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

HALT—DON'T RUSH

AND COMMIT YOURSELF TO BUY ANY AND EVERY FOREIGN THING DANGLED BEFORE YOU

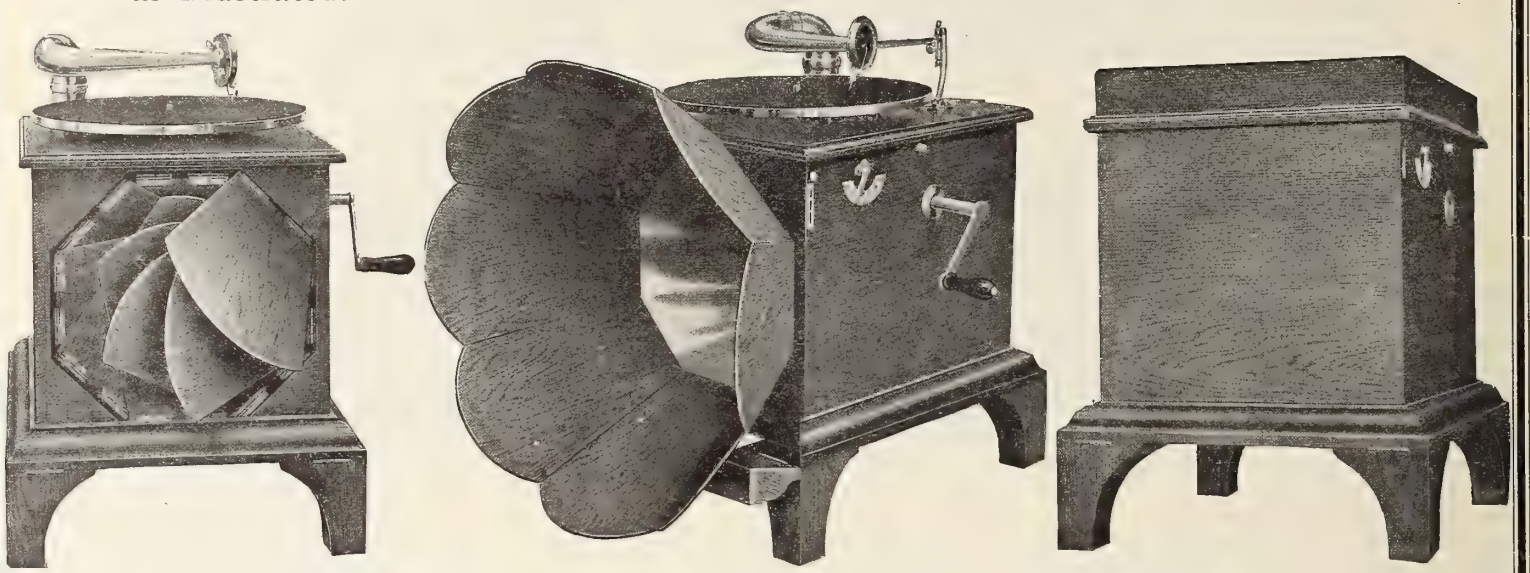
In the Guise of (so called)

HORNLESS MACHINES

Look out for the

Edison-Bell Primaphone

which gives out clear full tones, not choked, muffled and strangled in a restricted box—but amplified by means of the PATENT FOLDER HORN as illustrated.



MACHINES IN VARIOUS DESIGNS READY IN SEPTEMBER

The Primaphone machine and sound-box is upon an entirely new principle. The Tone-arm is fixed and, being stationary, does not rest upon and require to be carried by the record, in addition to the weight of the sound-box, as in all other machines.
This increases the life and beauty of expression of records by reducing the wear during operation.
The Sound-box itself is caused to advance and by an insulated Telescope connection the music, etc., is projected direct into the Taper Tone-arm and finds a clear passage without joint or obstruction of any kind into or through the trumpet, horn, or other amplifying chamber.
The volume and quality of tone is thus greatly improved. The insulated connector creates a natural beauty and excellence of sound free from the hard brassy emissions which are so objectionable. Wait till you see and hear the "PRIMAPHONE" and you will not be satisfied with any other.

PATENTED IN GREAT BRITAIN, AMERICA AND EUROPEAN COUNTRIES

OH! ABOUT RECORDS IN THE "LAND OF FREEDOM"!!

Is it any use talking about

EDISON-BELL and STERLING CYLINDER RECORDS or BELL-DOUBLE-SIDED DISCS?

It's a bit difficult isn't it?—With duty restricting freedom—BUT—ARE THERE ANY FREE DEALERS in Free U. S. who dare say their souls are their own? If so, let them communicate to

J. E. HOUGH, Ltd., EDISONIA WORKS, Peckham, London, S. E.

clusion in the various new season's catalogs and lists.

A Strong Gramophone List.

In the Gramophone August list of records we have two fine selections—"Ballet Egyptien, No. 1 and 2" (Luigini) and "Stately Dance, No. 1" (Cowen)—by the band of H. M. Coldstream Guards; "Overture," from Mendelssohn's famous "Midsummer Night's Dream," splendidly recorded and played by the La Scala Symphony Orchestra; "Et Punas de Rosas," by the Spanish Royal Band of Halberdiers. Some good concert music is given, "Where'er You Walk" (Handel) sung in fine style by John Harrison; "Rose of Killarney," by Mr. Hirwen Jones; "Good Night" (Balfe) by Evan Williams; "Who'll Marry Me?" (Newton) Maurice Farkoa; "A Bride Song," by Miss Agnes Nicholls; "Concert à la Cour—Noel" (Auber) beautifully sung by Mlle. Alice Verlet; while "Three Fishers," the first of a series of records by Mme. Kirkby Lunn, is rendered with exceptional power of expression in clear, rich tones; "Melisande in the Wood" (Goetz) is sympathetically sung by Miss Pelgrame Turner, as also is the duet "Sainted Mother" (Maritana) by Miss Perceval Allen and Edna Thornton. The inimitable Harry Lauder in "I've Loved Her Ever Since the Day She Was a Baby," almost brings tears to one's eyes. The Renard Quartet are always welcome and doubly so with their record of "Sizilietta" (von Blon); a fine violin record is "Capriccio All 'Antica, and Capriccio" (Bohm) played by Lady Speyer; and "Two Studies" (Chopin) by Herr Wilhelm Backhaus (piano) completes a splendid list of good selling records for August.

Favorite Records Much in Evidence.

During my runs around the trade I find the Favorite record much more in evidence of late. The splendid things in their current list may be some explanation, but the quality is going up all the time, while the price remains the same, 2/6 double. These are encouragements which traders are quick to recognize, as is manifested by their repeat orders.

Faster Mails to the Cape.

In order to bring the Cape within a 14 day journey from England, the Union Castle Co. will build faster boats.

"Primaphone," a New Interior Horn Machine.

"Primaphone" is the name given to a new interior home machine introduced by J. E. Hough, Ltd. It embodies many novel features. The sound is amplified by means of a sectional folding horn (metal) which projects about six inches beyond the face of the case. This extension is made in hinged flaps which can be closed in sections (See advt. illustration). The tone-arm is curved and is stationary. In playing a record the sound-box is caused to advance, the sound being conveyed through an insulated telescopic connection which projects into the taper tone-arm and finds a clear passage without joint or obstruction. The tone and volume is good and on this machine the wear and tear of records is much reduced.

Will Insure Quicker Transit.

By arrangement with some of the railway companies they will now accept and convey by the next available train or steamship, single post letters. Such conveyance after August 1 will include letters addressed to places abroad. A fee of 2d in addition to the ordinary postage rate is charged upon each letter not exceeding 4oz.

Another Gramophone Triumph!

Sir Henry Norman, M. P., stated at the House of Commons recently that the country is clamoring for explanations of the budget and every town and village wants a Cabinet Minister. This being impossible, it was decided that some of the provincial centers should be addressed by gramophone. The Gramophone Co. were therefore asked to send their installation to the official residence in Downing street to record the pronouncements of the three leading fighters. They replied that the apparatus weighed at least three tons. So Mahomet agreed to go to the mountain—a tripartite Mahomet, represented by Mr. Asquith (Prime Minister), Mr. Lloyd George (Chancellor of the Exchequer) and Mr. Churchill (President of the Board of Trade). There, in the proper environment, the three Ministers declaimed crisp, concise speeches into the mouth of the recording trumpet and an admirable summary of the budget from the Government's point of view will thereby be disseminated throughout the land. Like newspapers, however, the gramophone does not necessarily endorse the views of its contributors. In fact it holds no brief for any political party, since some very good conservative speeches have been recorded during the past year or so.

Beka Record Co. Expansion.

The expansion of the Beka Record Co.'s business throughout the world is as much due to their enterprising methods as the actual value and quality of the records offered. Local impressions from almost every civilized country are included in their "world" repertoire, and not the least remarkable is the recent issue of a new list containing over 600 titles from all the well known operas and sung by artists of renown. Many of these admirable records will sell freely in the United Kingdom, while a phenomenal sale is being experienced in Italy, South America, Europe generally, and other countries recognized by their musical characteristics. The Beka list for September will contain some wonderful operatic records sung in Russian and Italian at the extraordinary price of two shillings and sixpence per double-sided disc.

A Record Journey.

Occupying in all over nine months, a journey of something like 35,000 miles has just been completed by that veteran traveler, S. H. Sheard, of the Gramophone Co. His tour included the South African colonies and the chief centers of Australia, Tasmania and New Zealand Judg-

A Special Line for Colonial and Foreign Traders

Favorite Records

10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

Write for our August List which is replete with popular titles—All Good Sellers ! !

Astonishing Value
Better Than Ever

Latest Songs—Best Artistes—Best Bands

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INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

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58a Wells Street, Oxford St., London, W., Eng.

Telephone: 8522 & 12239 Central

FROM OUR LONDON HEADQUARTERS—(Continued.)

ing from the splendid orders which Mr. Sheard secured it is manifest that the colonial demand for high class goods is very much on the increase.

J. E. Hough, Ltd., Exchange Scheme.

There has been many attempts to imitate an equitable record exchange scheme; one that should be as profitable to either side, but no fair basis was reached until the issue of the above firm's system. With every pound of old wax returned, accompanied by an order for six new shilling records, the dealer is credited 1/; and 8 if the order is for ninepenny records. Thus as the average weight of six broken records is a pound, the dealer receives an allowance of 2d. per record, and is enabled to turn over a larger amount of business by always having new and up-to-date titles on hand. Disc or broken cylinder wax of any make may go to make up the pound for an allowance of 8d off on accompanying order for two Bell discs. We have not the space to reprint in full the letter which accompanies Messrs. J. E. Hough's exchange proposal, but here are some pertinent extracts: "The necessities of distributers are fully understood, particularly in reference to the question of exchanges and unsaleable records. This does not occur with any other class of merchandise —summer sales (as with Drapers) do not fit— prices ought to be maintained. But this is an impossibility unless some standard method of exchange, equitable alike to distributers and manufacturers, is devised. Stale records are of no value except as old material, they should therefore be taken off the market and destroyed, so as to make more room for the sale of new goods.

The American scheme known as the "Three for One" has the serious objection that it compels dealers to load their shelves and empty their pockets at a time when it may be inconvenient and frequently causes a future increase in their unsalables.

It is not intended to ask dealers to sign price agreements. We shall, however, take measures to protect respectable and responsible dealers by refusing to supply irresponsible upstarts and cutting off supplies to price-cutters by establishing fewer factors and a uniform system of control between ourselves and them.

There will be four exchange periods during each year, viz.: for fourteen days after the end of the month of January, April, July and October, and this combined with the generous discounts allowed should, we think, receive the whole-hearted support of the trade.

British Zonophone Co.'s Program.

The British Zonophone Co.'s program for the coming season will be marked by several new departures of interest, but right here let me say that the rumors of an impending double-sided disc from this company have no foundation whatever; at least there is no intention of issuing other than single-faced records this year. And now, it will be no breach of confidence to make public particulars of the two new lines to be introduced in good time for the autumn trade. Perhaps that of most importance is the new Zonophone sound-box, which I have been able to test personally. The construction is somewhat out of the ordinary, as it embodies what we term a front sound refractor plate and a special resonator at the back, which takes a form resembling the shape of a bell. The whole shell is in one piece, while the whole diaphragm is well insulated by the usual rubber rings. The mounting of the stylus bar and the tension springs is somewhat similar to the "Exhibition" model. As to reproduction powers, the new sound-box undoubtedly makes good the company's claims of loud, clear and natural tones, which all who have heard it endorse. One other point worth mentioning is that the box is detachable from the tone-arm, but it cannot be purchased separately; only with the new Zonophone two guinea machine, which I find is also equipped with the Gibson taper arm. Hitherto the Zonophone Co. have only issued 10-inch single records, but the September list will show a departure from this rule in the shape of twelve-inch discs. These records are single-sided and will retail at 3/. Very good artists contribute and the first issues will comprise ten numbers of a variety to suit the tastes of all. I have not yet had an opportunity of judging the quality, but traders may feel assured that it will not fall short of the average high standard which the Zonophone company maintains.

Latest "Twin" Records.

Selections by the band of H. M. First Life Guards, appear in the September list of "Twin" records—2/6 double-sided.

"Sterling" Record in New Carton.

J. E. Hough, Ltd., inform me that the "Sterling" record, which is now under their sole control, is to be put up in quite a new and attractive box of striking design.

Activity With Rena Mfg. Co.

That the sale of high class goods is a strong feature of this summer's trade is more than evidenced by the Rena Manufacturing Co.'s report. The month of July brought along phenomenal business for the new Rena "Sonola" cabinet machines and traders throughout the country have in addition placed heavy advance orders in view of the general opinion that next season will show a considerable improvement over last. The ordinary machines are receiving their share of sales, while of Rena double records the trade is getting quite enthusiastic, since they sell freely upon the quality point alone quite apart from the popular fixed price of 2/6 per double disc. Colonial and foreign traders should refer to the Rena Co.'s announcement elsewhere and write to Worship St. for lists, prices, and full particulars.

Some Excellent Sellers.

Some excellent Zonophone records from the August list are to hand and include the ninth grand opera record, entitled "Give Me Thy Hand, Oh Fairest," from "Don Giovanni"

ROYAL APPRECIATION

of the

GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

(Mozart) sung in fine style by Mr. Peter Dawson and Miss Alvena Yarrow. Other good records are "Songs d' Antomme," a pretty piece by the Black Diamond Band; "The Moon Has Raised Her Lamp Above," duet by Mr. Ernest Pike and Peter Dawson; "High Life in Vienna," whistling by Mon. Alexandre; "The Czarina" makes a good Tubaphone record by H. Muller; and "I'm In Love With the Slide Trombone" is a good comic song by Miss Ada Jones.

Important Patent Ruling.

The refusal of the British Comptroller-General to revoke the patent "for improvements in sound-magnifying horns for phonographs, talking machines, etc," specifically covered by patent No. 8401, issued in 1903, is the source of much bitter disappointment to German manufacturers particularly. Under the new law, if a patent granted by the British government is not placed on a working or manufacturing basis within two years after its issue, it is subject to revocation, within the discretion of the Comptroller-General.

In this particular instance the official in question declined to revoke the amplifying horn patent on the ground of inadequate manufacture in Great Britain, as applied for by Otto Ruhl. The horn is made by the Gramophone & Typewriter Co., Ltd., and the decision of the British patent office related to what is required in the manufacture of a machine, only a portion of which formed the subject matter of the invention. In patent No. 8,401 the invention is described in the specification as consisting "in constructing a curved, tapered, amplifying horn, with joints, such that the larger portion thereof may be adjustable on a fixed support, while the small end thereof, or that upon which the sound-box is mounted, is pivoted so as to swing horizontally, and also has a secondary joint which allows the sound-box to move vertically to follow the irregularities of the record and also to allow the needles being inserted and removed." The specification says that the sound-box is "the usual sound-box."

It appears there was no evidence or suggestion that the sound-magnifying horns themselves were solely made abroad, and the patentee's evidence, which the applicant was unable to shake, was to the effect that 11,000 of the horns had been made in Great Britain. The evidence of the applicants was directed only to show that the sound-boxes used in connection with the special horns were made in the United States, but, as above pointed out, the sound-box, according to the specification, was "the usual sound-box." No evidence having been produced to show that the parts had not been put together in England, the comptroller came to the conclusion that the applicant had not made out a *prima facie* case that the patented article was manufactured mainly or exclusively outside that country.

The comptroller, in his opinion furnishes some general statements as to what is incumbent upon a patentee whose invention forms part of a machine or an improvement in a machine. He is of opinion that as a general rule the patentee ought not to be called upon to manufacture any mechanism or machine which he had not specifically described and claimed in his specification, and he considers that the following general results follow from this principle:

"(1) If the patentee has claimed a wholly new machine or mechanism he must manufacture the whole in this country.

"(2) If he claims an improvement in a well-known machine he must manufacture the improvement and not necessarily the whole machine; but if he claims the improvement in combination with a machine consisting of well-known parts it may be that he must, besides manufacturing the improvement, put together the whole machine in this country, or at any rate the combination that he claims. And

"(3) If he claims a new combination of old and well-known elements it will apparently be sufficient for him to put together the whole machine in this country when manufacturing the old and well-known parts, although if important alterations have to be made in the known parts to produce the new combination more may be required to be manufactured. Of course it will be open to the patentee to give sufficient reasons for non-manufacture and such reasons may include considerations as to the special character and importance of the invention."

As above stated, the continental manufacturer who had aimed to flood the British market with tapering horns is now blocked out by this decision.

THE COPYRIGHT QUESTION.

The Other Side Presented by the London Music Trades Review—What Was Overlooked—Committee Takes Further Evidence—J. E. Hough's Interesting Views—Some Pointers That Are Worthy the Consideration of Those Framing the Bill—The Gentlemen Who Were Recently Heard.

(Special to The Talking Machine World.)

London, Eng., August 6, 1909.

Our contributor's views upon the copyright question in the last few issues of this paper seems to have aroused a veritable hornet's nest in the editorial sanctum of the London Music Trades Review, who comment with unnecessary force upon the naturally very partisan attitude of the talking machine manufacturers in the matter of the suggested tax upon records. The Review's statement that they hold no brief for any one branch of the trade may be true in substance, if not in fact, for their article appears to have been written with anything but an unbiased mind, which must very considerably distract from its value. Mr. Sterling drew attention to the points that sheet music sales were greatly diminished by the fact that the publishers have mortgaged their rights to the newspapers who print a complete song each week, thus distributing something like 500,000,000 copies free each year. The Review says: "Scarcely any of these songs are real sellers," which is hardly a fair statement to make, seeing that the newspapers have given us most of the popular songs and pantomime hits of the last year or so! We would also remind our friends that the publishers at the first Berne convention in agreeing that musical instruments were not an infringement of copyright, must certainly have had in view some mechanical instrument capable of reproducing the copyright subject and what more likely than a musical box which contains a record or perforated plate? The Review seems to have overlooked this and therefore their gibe against the then non-existent talking machine falls rather flat, to say the least. Further, their remark that "the new law when it does obtain, should prevent the piracy which is prevalent in the talking machine trade itself" only brings to light what little they do know of this trade, seeing that dubbing or record piracy is now and has been for the last three or four years practically of no account whatever. All said and done, the position is this: the publishers are out to rob the hen roosts, but so far they haven't been able to get there, and whether they will or not remains to be seen. In any case claims from publishers are unwelcome, and we can therefore only hope that the composer himself will receive the benefit of the royalties should such be passed into law through the recommendation of the Board of Trade Copyright Committee.

We are, however, very pleased to observe that the record-makers are continuing their strenuous opposition of all claims upon their purses and they have marshaled a formidable array of good fighting men, capable of putting before the committee a clear statement of the view of the whole trade, whose vital interests are so much dependent upon the findings of the conference now sitting. The committee took further evidence on July 15 and among those examined were James E. Hough, James Van Allen Shields (Columbia Co.) and Alexander Dow (Murdock & Co.). Mr. W. Force, of the Premier Manufacturing Co., was unfortunately prevented by illness from presenting himself for examination, as he intended. Mr. Force is now back in harness and we trust he will take the first opportunity of giving evidence. Since giving his views Mr. Hough, who rightly takes up a very strong attitude, has sent supplementary evidence to the committee and from which the following are pertinent extracts:

"It was sought to cast a somewhat unworthy inference upon composers of what are termed comic songs, etc. I should like to point out that at least two-thirds of the phonograms issued by any company are composed of works which are commonplace. These composers have their full rights as well as others, and at least two thirds of any income derived from copyright taxation would go to them. But we obtain solicitation from composers of higher class works, a recent request being from the author of such songs as "Sing Me to Sleep," "There is a Garden," and others, who requests the issue of a new song on a record in advance of sheet publications. Mr. Greene, the author in question, says that there are not a sufficient number of his songs issued in the shape of phonograms."

To obtain reliable information as to whether the issue of phonograms is or is not beneficial to copyright owners, Mr. Hough makes this suggestion to the committee: "That the Gramophone Co. be asked to supply the committee with the names of songs sung by such eminent singers as Caruso, Melba, Patti, etc., and the dates they were issued to the public in the

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The Stroh Violin

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¶ The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

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(Successor to CHAS. STROH)
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FROM OUR LONDON HEADQUARTERS—(Continued.)

shape of phonograms. Let these dates be supplied to the respective composers or publishers and ask them to give a list of the sales in sheet music of each for six months prior, and six months subsequent to such publication of the phonograms." This appeals to us as being a practical and common sense test.

Mr. Hough further submits the possibility of both parties, setting their case too high, and says, "If the copyright owners can say to the committee, 'It is true we get benefit by phonogram publicity, but we are not satisfied and wish for more,' it will be an honest representation and I submit that great importance lies in the fact that under those conditions a mere acknowledgment not sufficient to harass the production of the least profitable phonograms would be sufficient to meet the sentimental side of the case."

On the suggestion that the copyright owner should have the right of rejecting any bad reproduction in advance of issue, Mr. Hough says: "This matter opens an objectional field for the possibility of undue favoritism, and in any event might be highly restrictive to enterprise. No manufacturer would willingly issue a bad record which would be immediately vetoed, and thus lose all expenses of its production, while on the other hand a copyright owner would be reluctant to curtail his income by raising frivolous objections."

The foregoing embodies practical and concise views which merit serious consideration by the committee.

TRADE REPORTS FROM THE PROVINCES

LIVERPOOL NOTES.

Liverpool, August 4, 1909.

We are glad to say that trade in this district shows distinct signs of improvement. In several of the Liverpool houses, sales have been very good, summer season considered, and there are signs already, that the worst (as far as retail sales are concerned), has passed. Most of the traders are looking forward to a busy season, which should commence with September.

At Jake Graham's, they have had an exceptionally busy time; sales in the better class of gramophone machines predominating. Disc records also have been in good demand.

Messrs. Van Gruissen report that the disc business has been very good recently; "Pigmy Grands," gramophone, zonophone and Twin records being sold very freely.

Cramer & Co., Church street, report that business recently has held up very well, considering the summer season; some very nice sales in expensive machines having been effected this month.

At Messrs. Johnson's, they are hopeful regarding the future. They get through an enormous quantity of Zonophones and Twin Records, each month, and report that sales are going up steadily. Mr. Johnson is very enthusiastic over the new Zonophone machines, with which he expects to do a large business this summer. Zonophone machines, with Zonophone and Twin records, will be their leading line for next season, but they will also handle Clarion and Columbia goods, as in the past.

At Messrs. Richardson's, Mr. Abbott said that next season will be a "boom" year for the new Edison "Fireside" machine. Selling at £4 4s., he expects the demand to be exceptionally large. Fitted with the new K reproducer, to play both types of cylinder records, he considers it to be the finest value offered to the trade. They also anticipate that the other three new Edison combination machines will have large sales. Lists and circulars for the forthcoming season have already been issued. Their depot, at Blackburn, is meeting with great success.

Messrs. Archers report trade as fairly moderate; nothing startling, but there were indications that business would recover in the near future.

Messrs. Thompson, Helsby & Co. will specialize in Pathe goods, during the next season, in addition to one or two new models of their own.

At "The Gramophone Supply Stores," business has been somewhat slack, but during the past few weeks, has picked up considerably.

Trade at Crane & Sons was reported as exceptionally good up to the end of April. Since that time, however, like others, they have felt the depression, but hope for good things next season.

J. Foster, of Borough Road, Birkenhead, reports business as fairly moderate, for the summer season. Gramophone goods have sold fairly well; Zonophone and Twin records in proportion. The cylinder trade has not been quite so good as was expected, but he nevertheless, hopes to do well with the new Edison machines and records.

MANCHESTER NOTES.

Manchester, August 5, 1909.

Manchester generally, has not done nearly so well as Liverpool. We regret to say that the operatives in the various cotton mills in this district, are still working short time, three or four days a week, and as this will probably not be altered, for some time to come, the outlook is not quite so hopeful, as we should like it to be. Resumption of full time may be expected about the end of September.

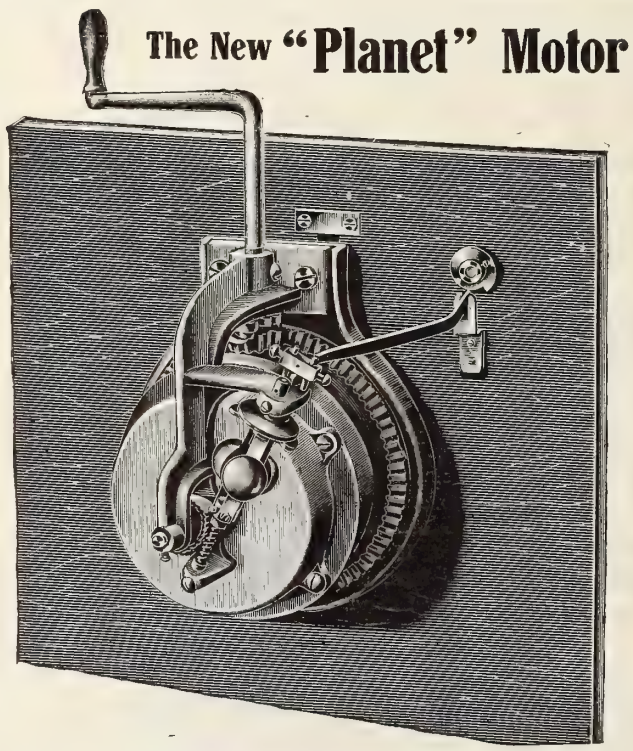
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor

—WE'VE GOT THE MOTOR!

"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 24-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

Manufactured by

THE RENA MANUFACTURING CO., Ltd.

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WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

Messrs. Brown Bros., Deansgate, have installed a full line of Zonophone machines, and Zonophone and Twin records for the forthcoming season. They will also handle one or two special lines of machines of their own, as well as the whole of the Edison Co.'s products. Mr. Jacks is most enthusiastic over the new "fireside" model, and anticipates that sales will be very large. A new list is in hand.

We were pleased to hear that Messrs. Burrows Co., of High street, find business in the Pathe and other machines looking up very considerably. They have also done a nice amount of business with their side lines, roller skates, etc., and altogether, have every reason to be pleased with present and future prospects.

At Messrs. Richardson's Manchester depot, business is exceptionally good in roller skates and cycle goods, while Zonophone, Twin and Edison products are selling well. They are just commencing a propaganda to try and enthuse the various agents, in the Blackburn district, to make special efforts to push the phono and disc business, during the whole of the summer as well as the winter months. In fact, to make an all round trade of it, instead of a season's trade only. Covering the ground, systematically with their travelers, in Manchester and Liverpool, Messrs. Richardson propose to do the same with the Blackburn district, and by this means will keep dealers alive to the various novelties and improvements that are continually cropping up.

Messrs. C. Duwe, of High street, report business slightly on the increase during the past two months. They anticipate a quick demand for the new 12-inch Zonophone records, as well as for Edison and other goods, which they handle in very large quantities.

Mr. Alker, of the Rena Manufacturing Co., states that they are fairly satisfied with the results, in both machines and records, up to date. They have appointed Mr. Karl Wagenhaus, of Shetford Road, their wholesale factor, and this gentleman, we are given to understand, is very pleased with the records, as well as the machines. He is stocking all the Rena models, and anticipates a very large demand from the dealers in the surrounding district.

LEEDS NOTES.

Leeds, Aug. 6, 1909.

Trade is apparently looking up in this district. The leading houses report business as progressive, and altogether a good season is anticipated.

As already mentioned in a previous issue, Messrs. Scott & Co., 8 York Place, are now devoting themselves to the wholesale trade entirely. They will handle, during the forthcoming season, Edison goods exclusively on the phono side, with Zonophone and Twin on the disc side. They are laying themselves out expensively for this business, and are equipping quite a new building, fitted up with all modern requirements.

Messrs. Hopkinson, who last year handled Gramophone and Pathe goods, report business as moderate, but look for a good season.

Messrs. Jenkins, of Queen Victoria street, report good business in view, for their portable inverted tone arm machine, particulars of which have already been given in a previous issue of this paper.

Business is fairly steady with Messrs. Hilton & Co., Aire street. There is a slight increase, as compared with the same period, last year.

Trade is on the increase at Messrs. Tilly & Co., of Queen's Arcade, and with their leading lines, such as Zonophone, Twins, etc., they are very optimistic regarding the future state of the trade.

In conclusion, notwithstanding the bright aspects of the trade in the North of England, and Yorkshire, we are sorry to say that owing to rumors regarding certain patents, there is not the confidence expressed in the trade that there should be. As we already know, when various patents are likely to be disputed, between rival manufacturers, the agent is generally placed in a very awkward position. It destroys stability and confidence, and the unfortunate result is, orders are not placed nearly so soon as they otherwise would be. We hope, however, that these little matters may be adjusted, and that nothing will crop up to disturb the relations between the manufacturer on the one hand, and the dealers and agents on the other.

TALKERS DEFEND BUDGET.

Liberal Party's Budget League Distributes Gramophones All Over the Country to Deliver Series of Speeches.

(Special to The Talking Machine World.)

London, England, August 1, 1909.

This week the Liberal Party's Budget League will inaugurate a gramophone campaign throughout England, explaining and defending Lloyd George's budget.

Sir Henry Norman, secretary of the League, explains that the country is clamoring for an explanation of the budget, and that demands are pouring in for speeches by Cabinet Ministers. As it was impossible for the Ministers to comply with all requests, Sir Henry brought the gramophone into use.

Premier Asquith, Winston Churchill and Lloyd George delivered speeches into the machines, which will be sent throughout England.

WIRELESS TELEPHONY.

Last month a successful test was made of a wireless telephone between Paris and Melun, covering a distance of 30 miles. The details of the apparatus have not been made public beyond the fact that electric oscillations, all possessing the same force, are directed by means of

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The Largest and Most Comprehensive Repertoire in

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Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
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Dutch	Shansinese	Hindi
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THE TALKING MACHINE & INDIAN RECORD COMPANY
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Sole Agent for Great Britain and Ireland:
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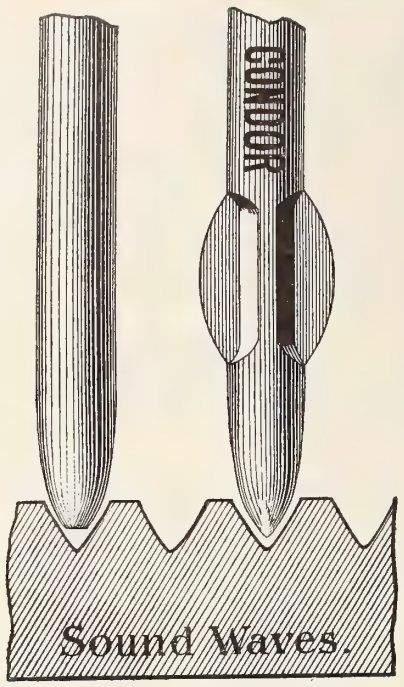

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AGENTS WANTED

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AACHEN, - GERMANY

an arc light onto antennæ, consisting of four metal wires hanging down to which a microphone is attached for the transmission, while antennæ are connected with a telephone for receiving.

The firm which manufactures this radio-telephonic apparatus had another set of antennæ at its works near the Eiffel Tower, where journalists who had been invited to witness the test could tap the sounds as they passed from the tower to Melun.

Last month a wireless telephone outfit was put into operation at Portland, Me. Four wireless phones were used at the same time, and each received its designated message. The messages are even more secret than the present wire phone systems. Over 400 messages were sent the first day.

SOUTH AFRICAN IMPORTS FOR 1907.

The figures relating to the imports of talking machines into South Africa during 1907 have just been published, and show a very marked improvement over the preceding year's figures. Imports from Germany led, being of the value of £7,303 in 1907 over £4,597 in 1906. Great Britain was next with £6,349 in 1907, as compared with £2,456 in 1906, while from the United States only £1,418 worth of talking machines were received in 1907, as compared to goods to the value of £1,446 during the preceding year. All other countries together contributed goods to the value of £382 during 1907 over £107 worth in 1906.

PATENT TREATY WITH GERMANY.

Ratifications Exchanged Between the Two Countries—Some Details.

(Special to The Talking Machine World.)

Washington, D. C., Aug. 4, 1909.

The following is the official text of the New Patent Treaty just signed by the Secretary of the State, Mr. Knox, and the German Ambassador, Count Bernstoff, in Washington:

Article I.—The provisions of the laws applicable, now existing or hereafter to be enacted of either of the contracting parties under which the non-working of the patent, working patent (Gebrauchsmuster), design or model carries the invalidation or some other restriction of the right, shall only be applied to the patents, working patterns (Gebrauchsmuster), designs or models enjoyed by the citizens of the other contracting party within the limits of the restrictions imposed by the said party upon its own citizens. The working of a patent, working pattern (Gebrauchsmuster), design or model in the territory of one of the contracting parties shall be considered as equivalent to its working in the territory of the other party.

Article II.—This agreement shall take effect from the date of its promulgation and remain in force until the expiration of twelve months following the notice of termination given by one of the contracting parties.

Article III.—The present agreement shall be ratified and the ratifications shall be exchanged at Washington as soon as possible.

Secretary of State Knox and Count von Bernstorff, the German Ambassador in Washington, exchanged ratifications of the new German-American patent treaty July 14.

OLD-TIME SALESMEN.

Be it known that one and a half centuries ago commercial travelers were termed riders (as journeying on horseback was the vogue).

These were the high and palmy days of travel, without the modern paraphernalia of gigs and oil-skins (animal raw skins steeped in oil, then dried—whence the name). Mounted on his stout and sleek palfrey, he would sally forth. He would be almost enveloped by saddle-bags of giant mold; and as he would thus issue forth upon his excursion of peril and adventure he would be cheered on his pilgrimage by the beacon of profit. No modern innovation of hurry and despatch clouded the calm dignity of the gentle trot of his staid steed. No goading fears of rivals and competition haunted him, to mar the mild method of the march. Conscious of bringing his own welcome with him; feeling that his exits and entrances were marked as events by his customers in each town, village or hamlet, what a pleasing sense of his own worth and dignity must have cheered his lonely ride! The almoner of practical benefits on the most comprehensive scale—from tea to tooth brushes—in each district he made joyous by his presence, what keen delight must his philanthropy have inspired him with.

In the present time the highwayman has ceased to be the confidant of the family secrets of each customer, possibly because their rapid progress through the country leaves too little time to elicit them. The modern bagman has ceased to be the "Sir Oracle" of the country shopkeeper.

See him arrive at his hostelry; with what care does the rosy-faced host help to extricate him from his pyramid of saddle!—with what ready zeal does the dame produce the savory rashers (of bacon) and the tankard? While these condiments recruit his strength the landlord spreads the glad tidings of his advent; and ere the snow-white cloth has disappeared, his customers throng into the little parlor with their hoarded money and the already transcribed order. Among those simple craftsmen exists no jealousy save that of being the most esteemed of him, "the observed of all observers."

Keep up your stock of staples; never be out of a staple article. If a consumer asks for some article that you are out of, and should have, you not only lose the sale of the goods, but are liable to lose the customer.

Mechanical and live displays as a rule rarely advertise anything shown in the window, yet it is well to use them once in a while if they have merit. "Variety is the spice of life."

Sprechmaschinen – Tonarme
Carl Schröter
Special- Fabrik.
Berlin S. 42.
Prinzessinnenstr. 21.
Phonographen - Schalldosen.

MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

IMPORTANT MEXICAN DEAL.

New Company With R. Cabanas as President Takes Over the Columbia Co. Interests in Mexico City on August 1.

An important deal has just been consummated in Mexico whereby the entire Mexican business of the Columbia Phonograph Co. was taken over by Compania Fonografica Mexicana, S. A., of City of Mexico, on August 1. The lease of the Columbia Co.'s premises at Avenida Juarez 20, Mexico, D. F., has been assumed and the stock on hand purchased by the Mexican company, financed by local capital, and of which R. Cabanas, formerly in charge of the Mexican National Phonograph Co., is president and general manager. Hereafter the Columbia business in the Republic will be handled entirely by the new concern, whose dealings are to be made direct with headquarters in New York. Joseph Hoffay, recent manager of the store in the City of Mexico, will call at the executive offices in New York and then be transferred to some other foreign field under the control of the export department.

WILL SUE ALL INFRINGERS.

The Victor Talking Machine Co. Again Caution the Trade Against Infringements of the Berliner and Other Patents Which They Control.

In important letters issued by Eldridge R. Johnson, president of the Victor Talking Machine Co., and General Manager Geissler recently, emphasis was placed on the fact that they intend to enforce their patent rights as regards infringements, and cautioned dealers and jobbers against lending support to any product which would infringe on the Berliner and other important patents which they control.

Supplementing this another important circular was issued by the Victor Co. on July 30th in which they emphasize afresh their intention of bringing suit against any concern or concerns producing machines which infringe or attempt an invasion on their patent rights. The position of the Victor Co. on this question should be clear to every member of the trade by this time.

NEW HEPPE QUARTERS.

Well-Known Philadelphia House Will Have One of the Largest Talking Machine Departments in the Country—The Growth of This Business Has Been Marked.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 9, 1909.

When C. J. Heppe & Son get in their new quarters at 1119 Chestnut street they will have one of the largest talking machine departments in the country, and the wonderful growth of this division of their business makes the increased space very necessary. Close attention has been given to the talking machine department, and its growth is the result of systematic hard work.

This house have been particularly successful with the Victor-Victrola, and have recently placed a large number of these machines and generous quantities of high-class records in cafés and hotels in this and neighboring cities. The July business of the department is reported as being close to the record volume, and when the fall trade is in full swing some great results are looked for.

VICTOR CO. SUES LINDSTROM

For Alleged Infringement of the Berliner Patent

Papers have been served in a suit of the Victor Talking Machine Co., Camden, N. J., against the New York branch of the Carl Lindstrom Co., whose headquarters are in Berlin, Ger., and one of their representatives, for alleged infringement of the Berliner patent. An order to show cause why a preliminary injunction should not be granted was issued by the Circuit Court of the United States Court, New York, last week. When the motion is argued Waldo G. Morse will appear for the defence.

LEEDS & CATLIN SALE

In New York City—Realizes Less Than 75 Per Cent. of Appraised Value.

The sale of the property and effects of the Leeds & Catlin Co., bankrupts, 53 East Eleventh street, New York City, at public auction realized $2,400, less than 75 per cent. of the appraised value, which was estimated at something over $3,500. The articles sold represented a small part of the assets, and consisted of office and laboratory equipment, etc. The larger portion of the bankrupt firm's property is embraced in the assets of the factory at Middletown, Conn., with which nothing as yet has been done, according to Receiver Taft. The patents, valued at a million and a half, are among the latter effects, and have caused some inquiry as to their nature, as they are comparatively unknown in the trade.

NEW CATALOG OF FRITZ PUPPEL.

Well-Known House of Berlin, Germany, Issue Sixty-two Page Volume in Four Languages and Showing Over Fifty Styles of Machines.

We are in receipt of the latest catalog of Fritz Puppel. G.m.b.H., Berlin, Germany, an impressive volume of sixty-two pages devoted entirely to the extensive line of talking machines and parts manufactured by that house, over fifty distinct styles of machines being shown.

A feature of the catalog that betokens real enterprise is the fact that it is printed in four languages—German, English, French and Italian—and is therefore especially adapted for the export trade, in which direction the house of Fritz Puppel is especially strong.

What particularly impresses the American who is used to talking machines with plain cabinets, as a rule, is the great number of ornate case design shown in the Puppel line, those in the L'art Nouveau style being very handsome.

The cover of the catalog bears a heavily embossed picture of the Elite style 10 machine in gold.

REINSTATED AS JOBBERS.

The Eilers Piano House, Portland, Ore., have been reinstated as jobbers of the National Phonograph Co., Orange, N. J. The difference between the two companies were amicably adjusted, and a large initial order placed under the new dispensation.

EAGER TO GET JOBBERS' CONVENTION.

The Eilers Piano House of Portland, Ore., have sent out a circular to the leading jobbers setting forth the claims of that city for the next convention of the National Association of Talking Machine Jobbers. In this connection they say: "Portland is unquestionably the ideal convention city. Its natural beauties are simply unsurpassed. Hotel accommodations are in every way first class and our summer weather is always thoroughly delightful and cool. The talking machine interests of Portland we know will be only too happy to make the visit of the National Association of Talking Machine Jobbers thoroughly pleasant and notable one next year."

Letters have been sent out by the officers of the association for the purpose of getting an idea from the jobbers where they desire the next convention to be held. Of course the majority will decide the place of meeting.

COLUMBIA RECORDS FOR PORTO RICO.

The export department of the Columbia Phonograph Co., General, have placed on sale in San Juan, P. I., W. I., the new records made by Wm. Friedburg, of the laboratory staff, who recently returned from Porto Rico, where he had been for a month on a recording trip. The special list, which will be off the press in about a week consists of nearly 120 numbers, including a number of vocals, but mostly instrumentals—dañzons—and military band pieces, the work of the best and highest class artists on the island.

HEARING ON MOTION MADE.

The motion for a preliminary injunction in the case of the American Graphophone Co. against the Universal Talking Machine Mfg. Co., Newark, N. J., that was on the calendar of the Circuit Court of the United States for argument August 13, was not postponed on request of Horace Pettit, counsel for the defendants. Mr. Pettit urged that with Mr. Mauro, of the American Graphophone Co.'s legal staff, absent; Eldridge R. Johnson, president of the Victor Co., away on a fishing trip; and B. G. Royal, president of the Universal Co., in the West, all material witnesses, he was in no position to proceed with the case. Counsel for the complainants were opposed to the postponement, but the court heard the case.

Max Landay, of Landay Bros., Victor distributers, and the Talking Machine Supply Co., New York, has been drinking the waters at Saratoga, for a week or so, getting back Aug. 9. Just which water Max preferred and indulged in he is chary in saying, possibly Hathorn; at any rate he is the picture of health and condition, preparatory to an extended selling trip through the West in the interest of the Supply Co. Max never fails to return without a well-filled order book, with needles as his long suit, and this time will be no exception.

Stimulants, like bees, won't hurt the man who leaves them alone.

Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

RELIEF FOR INVENTORS.

Onerous Restrictions in Germany Removed by Important Treaty.

(Special to The Talking Machine World.)
Washington, Aug. 8, 1909.

A reciprocal patent treaty with Germany was simultaneously promulgated at noon to-day by President Taft and the German Emperor. It is immediately effective, and is to remain in force until the expiration of twelve months following notice of termination by one of the contracting parties.

Under this treaty American manufacturers will be relieved of the existing requirement that in order to sell their products in Germany they must manufacture them upon the basis of patents in Germany, which called for investments of large sums of money in maintaining duplicate plants.

Inventors will be relieved from the German restriction under which their patents have hitherto been forfeited if not actually worked in Germany within three years. Under the new provision it will be sufficient to protect patents in both countries if they are used for manufacture in either.

SOL BLOOM'S NEW STORE

At 364 Fifth Avenue Is Now Complete.

The new store of Sol Bloom, Victor goods exclusively, 364 Fifth avenue, New York, is now complete as to furniture, furnishings and a number of unique demonstrating apartments in the basement. These include a small auditorium, capable of seating comfortably about 100 people; a ship's cabin, with the familiar port-holes and swimming fish in enclosure; a Japanese tea-room, cool and restful; a Greek room, in strictly classical style; and a nursery. The furniture and decorations in each of these respective quarters are of special design and in perfect harmony with the architectural features. Victor Victrolas are ready for demonstration purposes in the rooms. Mr. Bloom also displays in the show windows representations, in miniature figures, of the principal operatic characters in correct costume, as seen in their parts as they appeared at the Metropolitan and Manhattan Opera Houses, New York, last season. The figures were made by Freisinger, costumer for both companies, and are therefore absolutely correct. Some of them are "Rhadames" and "Faust" (Caruso); "Aida" (Destin); "Escamillio" (Campanari); "Carmen" (Calve), etc.

TRADING STAMPS FORBIDDEN.

Georgia Law Intended to Check Trade of a New York House.

(Special to The Talking Machine World.)
Atlanta, Ga., Aug. 9, 1909.

Trading stamps are now contraband in Georgia. Gov. Brown yesterday signed the bill which prohibits the use of little stickers for barter or trade inducements.

The bill was introduced at the request of the retail merchants of the State, who discovered that a New York mail order house was reaping a harvest by using the stamps.

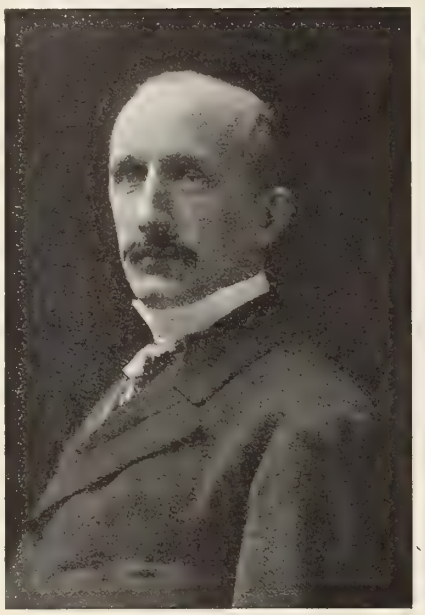
"TALKER" MEN AT CONEY ISLAND.

L. C. Wiswell, of Lyon & Healy, Chicago, and Mrs. Wiswell, J. C. and C. M. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and Lawrence H. Lucker, of the Minnesota Phonograph Co., Minneapolis, Minn., were all guests of J. Newcomb Blackman, of the Blackman Talking Machine Co., on a trip to Coney Island recently. George G. Blackman and F. B. Caldwell, of the Blackman Co., also accompanying the party. The Island was reached by steamboat, and all the amusements of Dreamland, Steeplechase and Luna Park indulged in to the limit, after which the party adjourned to Feltman's, for one of the famous clambakes. In the evening Pain's fireworks at Brighton Beach were witnessed. The party enjoyed the outing thoroughly, especially Mrs. Wiswell and C. M. Roush, who visited the world-famous pleasure resort for the first time on that occasion.

EDWARD D. EASTON RETURNS

From Enjoyable Visit to London and Other European Points of Interest.

Edward D. Easton, president of the Columbia Phonograph Co., General, who has been in Europe with his family since June 22, reached New York, Aug. 3, on the "Berlin," of the North German Lloyd Co., embarking at Genoa, Italy. He



EDWARD D. EASTON.

had a most enjoyable time, and found trade conditions, especially with the Columbia representatives, very much to his liking. Mr. Easton is in excellent health.

PROPHESIES A BUSINESS BOOM.

John W. Gates Says "The United States Is Entering a Period of the Greatest Prosperity the World Has Ever Known"—Need Free Raw Material to Open Our Workshops.

"The United States is entering into a period of the greatest prosperity the world has ever seen," said John W. Gates, who returned from Europe last Monday.

"Each year I come back I am more bullish on America and American securities, because I see the possibilities here and the impossibilities on the other side. Taxes are very high in England and Germany. There has been a large increase of taxation in Germany."

Mr. Gates was asked if the rich were alarmed at this taxation.

"I do not believe that the very wealthy men of England control her politics any more than they do here," he replied. "It is the trudger that carries the dinner pail and the torch that controls politics in America. The vote of a man worth $1,000 counts for as much as the vote of a man worth $1,000,000.

"I have been a Republican all my life, but I can see the value of getting in all the free raw materials we can to open up all the free American workshops. We have got to have free raw material if we want to be a great manufacturing country."

"Wouldn't Canada run us out of the market on free lumber?"

"You must remember that if we buy our lumber in Canada our forests will be growing. If Canada cuts all her forests then we will save ours. It is like wheat and cotton—a question of supply and demand. No matter what conditions are in the United States, supply and demand will ultimately govern.

"Gen Hancock, although people laughed at him, was right when he said: 'The tariff is purely a local question.'

"What of the tariff bill just passed and signed by President Taft, the surplus piling up in the banks and manufacturers accumulating their surplus?" Mr. Gates was asked.

"Two years ago," said he, "I made a statement that people would wear their old clothes, and now they are surprised to find out how much money they have saved. I said in 1907 that the people would economize. The extent of this economy is shown in the bank deposits to-day. Two years' economy means a world of money.

"I think we are going into the period of the greatest prosperity that the world has ever seen. It will be for three or four years the period of the greatest industrial development the world has ever seen."

TRAVELING STAFF MEETS.

The National Phonograph Co.'s Forces Developing Plans for Fall Campaign.

The traveling staff of the National Phonograph Co. have been visiting the factory at Orange, N. J., during the past month. It is the custom of the company to have their road force from all parts of the country come in at this time and have a formal conference with the selling department and the officers preparatory to the fall campaign. The men from the Eastern States were first on the ground, and after inspecting the line and works and exchanging views and receiving suggestions from C. E. Goodwin, manager of traveling salesmen; F. K. Dolbeer, sales manager; C. H. Wilson, general manager, etc., they adjourned to their respective fields of activity. The western contingent is now in session, going through the same program, and will probably scatter in about a week, so as to be ready for the work before them in September. Dinners were enjoyed at the Orange Club and other divertisements indulged in by the "boys" while here.

PFISTER BUYS COLUMBIA BRANCH.

(Special to The Talking Machine World.)
Memphis, Tenn., Aug. 11, 1909.

William Pfister, manager of the Columbia Co.'s branch, of this city, has purchased the business, taking over the lease, buying the entire fixtures, stock, etc. He will continue the retail business as usual and will also have the exclusive jobbing agency for the Columbia product for western Tennessee.

TO CHOOSE NEXT CONVENTION CITY.

Letters have been sent out to all members of the National Association of Talking Machine Jobbers by the secretary requesting opinions as to the most desirable place to hold the annual convention in 1910. Replies have not yet been received in full, but a concensus of opinion is expected to be arrived at shortly, the city favored by the majority naturally being chosen.

SUPPLYING FOURTEEN TOWNS.

The Yeager Piano Co., Waterbury, Conn., Columbia jobbers, now supply stock to dealers in fourteen towns of that State.

L. C. McChesney, manager of the advertising department, and Walter Stevens, chief of the National Phonograph Co.'s export branch, started on a fortnight's vacation Saturday last.

During the absence of Frank L. Dyer, president, in Europe, C. H. Wilson, general manager, has become the temporary chief executive of the National Phonograph Co.

The New York Talking Machine Co., New York, have recently closed several important sales for high priced Victor outfits and Auxetophones. They say business is brightening and that dealers are preparing to place orders for strong Victor stocks for the fall. The new $125 Victrola XII is reported as having scored a success, judging from the sales and the opinions of progressive dealers in the metropolitan territory and throughout the East.

VICTORY FOR THE RIGHT IN "DUBBING" SUIT

Judge Chatfield Hands Down a Most Exhaustive and Interesting Decision Upholding the Contention of the Victor Talking Machine Co. and the Columbia Phonograph Co. in Their Suit Against W. V. P. Bradley and the Continental Record Co. in Granting a Permanent Injunction Enjoining the "Dubbing" of Records—This Is One of the Most Important Decisions Handed Down in Years and Closes the Market to a Dishonest Species of Competition.

Another important suit at law has been decided in the Federal courts that will make "dubbing" in the future more "honored in the breach than in the observance," so to speak. This is the meaning and intent of Judge Chatfield's decision handed down August 7 in the Circuit Court of the United States, Brooklyn, N. Y. For five years it has been an open question whether the manufacture of imitation, fraudulent and spurious records could be carried on with impunity. A number of "sea lawyers" in the trade openly contended the production of such goods was legitimate, and no court would enjoin the practice. Further, men holding this erroneous opinion went ahead and placed a line of "dubbed" operatic and high-class records on the market.

Finally the owners of the property got busy and instituted a suit against one W. V. P. Bradley, of Brooklyn, N. Y., who advertised himself as sales agent of the Continental Record Co., New Baltimore, N. Y., with no plant there and so-called offices in a storage building in New York, where no signs were displayed or other evidence furnished to prove the tenancy of the company. The contentions of the defendant in the case were declared untenable by Judge Chatfield, and on the general principles of unfair competition and the "unfair taking of complainants' property" relief was granted in equity and a permanent restraining order issued, subject to appeal, of course.

The Columbia Co. were the first to open fire on Bradley and whoever might be under cover, with the Victor Co. joining issue subsequently. Argument was submitted in March, and at the request of Judge Chatfield the pleadings and affidavits then presented were allowed to stand by stipulation as on final hearing. Meanwhile it was agreed that the Continental Co. would suspend manufacturing until the decision was rendered, and of which the subjoined are the essential portions:

Following a summary recital of the record in the case the Justice said:

SUMMARY OF JUDGE CHATFIELD'S OPINION.

"The court must take into account in any such matter not only questions of public policy, but questions of public benefit. * * * The defendant has been for some months advertising by circular letter and in other ways his ability to sell records of the Continental Record Co., stating in these advertisements that the records are sold at prices not more than half those now charged for the original records. The advertisements claim that the records themselves are pressed upon the very highest class of material, finished equal to the original; that the character of the record itself is identical with the original record, and that experts who have listened to samples are unable to determine between the original and the copy. The catalog contains a statement that the records offered by Bradley are 'all duplicates from the original records made by the artists whose names are used herein.' * * * But the defendant's records are not duplicates. The testimony shows that the defendant, the Continental Record Co., makes its records from commercial discs of the complainants.

ELEMENT OF FRAUDULENT IMPOSITION PRESENT.

"The imitation or use of centers or seals, calculated or likely to deceive the purchaser into thinking that he was buying these so-called 'red seal' or other records, has been enjoined by Judge Lacombe, in the case of the Victor Talking Machine Co. against Armstrong et al. (132 Fed. 711), and there would seem to be no room for argument about that particular question. * * * The Fonotipia, Ltd., and the Columbia Co. urge that the defendant is intentionally offering to the public a disc with a center or label of the same general style and character as those of the Fonotipia, Ltd., and Columbia Co., and which purport to be guarantees of a careful reproduction of the original record; and thus the element of imposing upon the public, or of imitating and appropriating the complainants' property rights, is present, even if the appearance of the label be not an imitation.

"It would seem to be true in a sense (and the evidence tending to show likeness between the original records of the complainant companies and the particular records sold by the defendant only accentuates this testimony) that the records put upon the market by the defendant have been made, through some transmutation, from original songs sung under contract by the artist to whom the disc is accredited, and to whom a royalty is being paid by one of the complainants and with whom the defendant has no contractural or business relations whatever.

SPURIOUS DISC RECORDS GREATLY INFERIOR.

"But a more serious question comes from the testimony offered by the discs presented in the case themselves. If the defendant is selling to customers records reproduced by processes of the Continental Record Co., are all in restraint of trade and contrary to the that company for the purpose, and if he advertises and guarantees to his customers that the Continental records are duplicates equal in all respects, including composition and finish; and that it is impossible to distinguish between the Continental records and those produced by the complainants, we have a question of fact presented in which the public is interested; namely, do the records submitted as evidence in the case lead to any determination upon the question of deception or imitation of the product, and the resultant benefit to the imitator, with corresponding injury to the imitated, by the results of the sales, and by the effect upon future sales if the product of the imitation be unsatisfactory?

"A comparison in order to observe points of similarity between the records put in evidence by the complainants, and made by themselves, with the records produced by the defendant and introduced as purchases from him, leads irresistibly to the conclusion that the material used in the Continental Record Co.'s discs is greatly inferior. Actual comparison of the discs warrants the finding that the Continental records are not in every way the equal, even when played upon the same machine, of the complainants' records, and it is impossible to hold that they are duplicates in the sense that they cannot, in most cases, be distinguished from the genuine, or that the imitation product is the duplicate in the sense of being the equal of the original.

SPECIOUS ARGUMENTS BRUSHED ASIDE.

"The defendant contends that the complainants should be compelled to rely upon their patent rights; and inasmuch as their rights under their patents would prevent infringing, making and sale of discs of the form in question, the defendant attempts to urge the converse of the proposition. * * * The license system of the complainant companies, as shown by the notices printed upon the discs when sold, is based upon patent rights, and upon the legality of the use of patented articles in order to give the person owning the patent the full enjoyment of the monopoly secured thereby.

"The answer of the defendant, to the effect that the records reproduced by him were purchased out of the United States, is evidence of his knowledge of the existence of the license system in the United States; and in so far as sales of the defendant's discs might be effected to dealers having knowledge of the license system of the complainants, the question of contributory infringement or of inequitable inducement to violate a contract agreement, would immediately present itself and would render a court of equity more willing to prevent that situation by a decree forbidding the sale of a product which would cause the injuries described.

LICENSE AGREEMENTS NOT IN RESTRAINT OF TRADE.

"It is also contended by the defendant that the license agreement of the Victor Co., and its attempt to restrict or control the retail price at which its records shall be sold, by printing a notice upon its discs that the record is sold only to be retailed at a certain rate; and an agreement which has been entered into between the Victor Co. and the Columbia Co. are all in restraint of trade and contrary to the so-called anti-trust law forbidding monopolies.

"But if we are dealing with a patented product, a monopoly in the sense of right to control the sale of the product and the price which shall be asked therefor, is admittedly within the legal benefits conveyed, to the patentee by the issuance of the patent. If the patents be disregarded and the matter be considered as a purely business arrangement, it is impossible to see where any offense against the statute mentioned has been shown.

"We therefore reach the broad question of the power of a court of equity to secure to an individual by injunction the full enjoyment of both corporeal and incorporeal rights in property created by him or at his expense, and capable of a taking by another, where such taking either diminishes or destroys the enjoyment of those rights by the owner and diverts a part of the enjoyment or profits from the rights to the one complained of.

UNFAIR APPROPRIATION OF PROPERTY NOT EQUITABLE.

"Equity has granted relief in certain typical lines of cases where the doctrine of unfair competition seems to have been the guide to the decision, but where the basis upon which the relief was granted was the unfair taking of the complainant's property, rather than the deception of the purchaser, or the imitation of a patented or copyrighted article or a registered trade mark or trade name."

After citing a number of cases that applied, the Court remarked:

"In the ticket-scalper cases injunctions were granted, not because the purchasers of tickets were deceived by imitation or fraudulent tickets, but because the railroads issuing the tickets were injured by the trade in tickets obtained from them under special contracts and then sold to other individuals who were not entitled to enjoy those contracts. The present case is extremely like these just considered, in principle. The principle involved is far reaching, especially in that it carries the scope of equitable jurisdiction into matters frequently considered to be purely the result of business competition, and which even if in themselves morally or financially wrong, are supposed to be without remedy where no contractual relations have existed from which suits for damages could arise.

DEFENDANTS PERMANENTLY ENJOINED.

"The relief asked in this case would protect those who have already sung or played compositions having a pecuniary value because of their musical excellence; and also the persons who have invested capital and labor in putting a valuable product upon the market. The education of the public by the dissemination of good music is an object worthy of protection, and it is apparent that such results could not be attained if the production of the original records was stopped by the wrongful taking of both product and profit by any one who could produce sound-discs free from the expense of obtaining the original record.

"It cannot now be determined how far such appropriation of ideas could be prevented, but it would seem that where a product is placed upon the market, under advertisement and statement that the substitute or imitating product is a duplicate of the original, and where the commercial value of the imitation lies in the fact that it takes advantage of and appropriates to itself the commercial qualities, reputation and salable properties of the original, equity should grant relief. That is the particular proposition presented in the present case, and to that extent it seems to the court that the principles applied in the stock-ticker and similar cases above recited should be followed and relief by injunction granted."

Appearances: Ralph L. Scott, solicitor for Fonotipia, Ltd., and the Columbia Phonograph Co., Philip Mauro and C. A. L. Massie, of counsel. Horace Pettit, of counsel for Victor Talking Machine Co. Waldo G. Morse, solicitor for defendant, Bradley.

GREAT ADVERTISING CAMPAIGN

To be Conducted by the National Phonograph Co. This Fall.

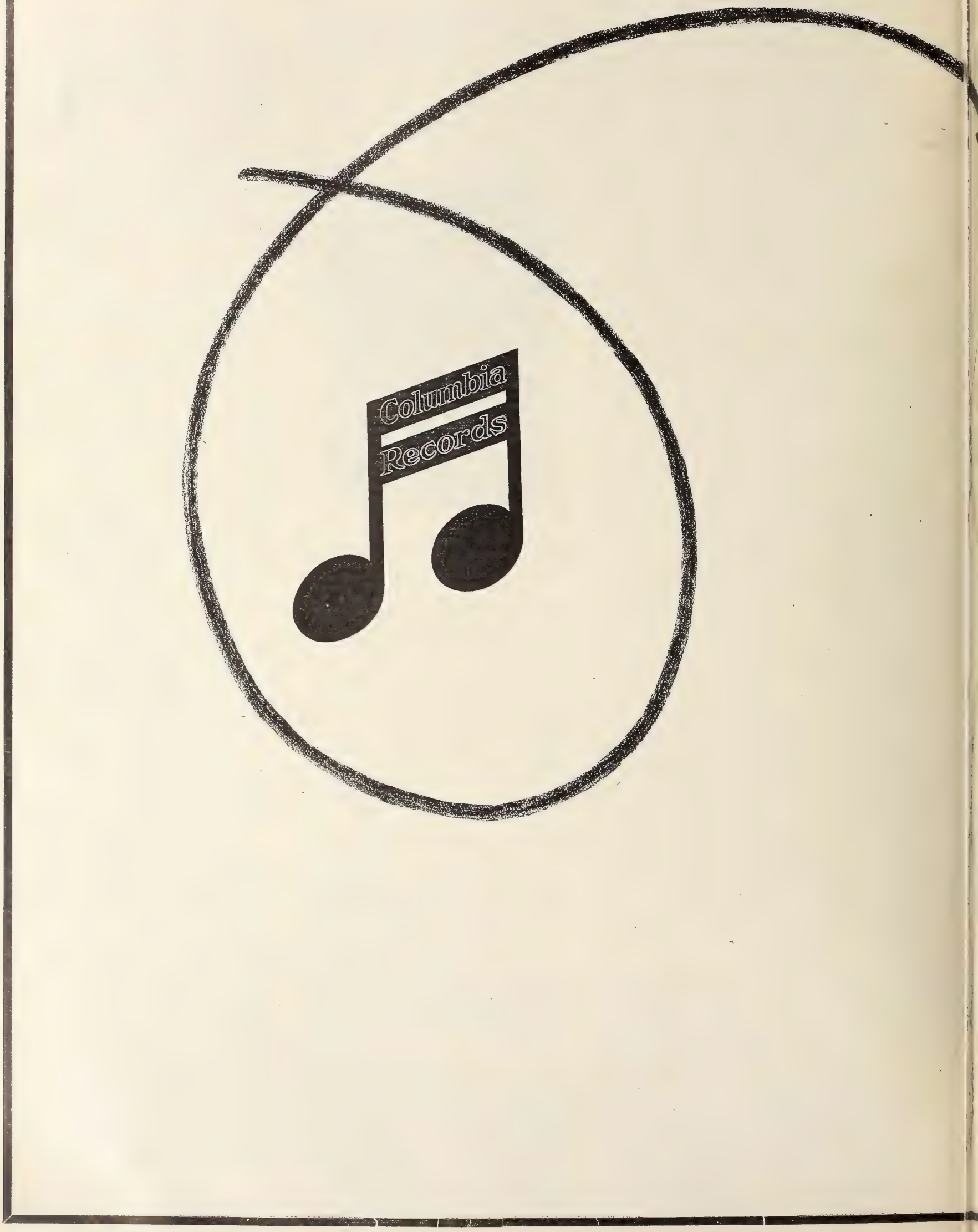
Concerning the statement, first given the trade at the recent convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., that they proposed to appropriate the enormous sum of $500,000 for advertising, publicity and general exploitation of their products, the National Phonograph Co., Orange, N. J., say in part:

"During the period of financial depression from which the country is fast emerging we did not pursue a policy of retrenchment in this or any other public feature of our business, for we realize the necessity of sustaining the established reputation of the company. On the contrary, in the face of decreased sales and an apathetic trade situation we maintained our high standard and improved the opportunity by aiming to attain perfection in many things to which the previous rush of business did not permit us to give our full attention.

"In the campaign that we propose we are not actuated by motives of self-preservation. We believe that this fall and winter will see a restoration of normal business conditions in all lines, and we propose to share in the harvest that will follow. We have the most sublime confidence and faith in the future of the talking machine business, and we intend to display that confidence by a carefully planned expenditure of this extraordinarily large appropriation.

"We are optimists, first, last, and always! We share the feeling that characterized the recent convention at Atlantic City. We believe that the future of this industry is assured; it is not problematical, it is established. And so, in a spirit of the most cheerful optimism, we are facing the future, determined to give to the further development of the business the best that is in us of enterprise, encouragement and moral and financial support."

Glance at your ledgers and you will realize that your sales are largely made to people who constantly visit your store.


Columbia
Records

You ought to secure the exclusive Columbia selling rights for your town

When you sign up with us for exclusive territory it means that every user of Columbia product in that territory must come to **you.** It is an exclusive arrangement that **excludes**—competition, attempted price-cutting, and all other evils of the sort.

It ties all ends of the business together and makes them all pay. Complete lines of **DOUBLE-DISC** and Indestructible Cylinder Records —and of disc and cylinder Graphophones. Everything you need and your customers can ask for supplied through one organization.

There is nothing compulsory about the Columbia exclusive arrangement; we merely make it **unnecessary** for you to go outside of the Columbia Company in order to handle the territory for which you have the exclusive right.

In the Fonotipia Series of **DOUBLE-DISC** Grand Opera Records alone there is enough prestige and profit to make such a contract valuable to you. In the complete line of Columbia product there is strength enough to make argument unnecessary.

SOMEBODY GETS IT. WRITE IN, ANYWAY

Columbia Phonograph Company, Gen'l

Wholesale Department

TRIBUNE BUILDING, NEW YORK

TIMELY TALKS ON TIMELY TOPICS

It is almost unnecessary to call special attention to the judicial decision that knocks the nefarious, not to say swindling, practice of "dubbing" into smithereens. The opinion of Judge Chatfield dealing this only too long deferred blow is reported elsewhere, and it will repay reading by every dealer and others who are twisted on property rights as defined by law. The Columbia Phonograph Co., General, New York, and the Victor Talking Machine Co., Camden, N. J., are to be congratulated upon their sweeping victory that establishes, beyond the peradventure of a doubt, the undisputed privilege of enjoying the emoluments and profits of property created by them at great expense, unremitting effort and praiseworthy enterprise. Judge Chatfield is also to be felicitated upon his clear and adequate handling of a complex question. Every contention of The World regard "dubbing" and its legal suppression has been upheld in this able opinion, sufficient cause, indeed, for such modest self-congratulation as may be indulged in.

In these days of expensive publicity campaigns carried on by the talking machine manufacturing companies the writer is reminded of an incident that caused great hilarity in the office of The World. The company in point was quite prominent at the time, but now in eclipse, and their advertising manager was an experienced newspaper man, with peculiar ideas as to the scope, intent and functions of his position. The company referred to his opinions, of course, one of which was that the talking machine was primarily intended for the amusement and entertainment of wage-earners only. Ergo, his advertising should be placed in mediums read chiefly by the working people. The advertising manager's arguments on this contention were lengthy—often wearisome—and had a tendency to make his principals weary.

Well, to make a long story short, as the fellow says who indulges in long-winded narrations, Mr. Advertising Manager selected an obscure paper in a quarter of Greater New York, where a large number of manufacturing plants are located, with the operatives living in the same section. He contracted for eight inches of space, "top of column, next to pure reading matter," as the professional advertising agent would technically describe the position occupied by the ad. The manager was sanguine of the results, and when a salesman was despatched to visit the dealers in that part of the city and take their orders he found them all in profound ignorance of the line so "liberally" exploited. Of course, the salesman expected nothing and he was not disappointed, while the advertising manager expressed his surprise. Think of this alongside of the National Phonograph Co.'s announcement that they would expend a half-million dollars this year for advertising, with the Victor Talking Machine Co., the Columbia Phonograph Co. and the Universal Talking Machine Manufacturing Co. using amounts for the same purpose running into equally altitudinous, if not higher, figures!

With the basic patents of the talking machine industry adjudicated, the next litigation in order is said to be over the tone-arm inventions. The tone-arm horn is now in general use, and doubtless the basic patent—claimed by several—will come into its own some day, and then there will be more trouble and readjustment of conditions. The English decision referred to at length in another part of The World in no wise treats this matter on its patent merits, but only as to the maintenance of manufacturing rights in the United Kingdom under the recently enacted British law.

From what has been going on in the trade for the past few months regarding the retirement and elimination of financially weak dealers, representative jobbers and distributers are satisfied conditions will be greatly improved, from a selling point of view at least. In other words, the trade will be on a firmer and more substantial basis, and greater enterprise and more energy and versatility will undoubtedly be displayed in marketing goods. This is a blessing, and a spirit of thankfulness is therefore in order.

Finally, the tariff act is on the statute books, President Taft affixing his signature to the bill, thereby making it a law, August 5, and it went into effect the following day. Paragraph 468 of section 1 of the dutiable list provides: "Phonographs, gramophones, graphophones and similar articles and parts thereof, 45 per cent. ad valorem." This schedule, originally appearing in the House bill, remained unchanged throughout the vicissitudes attending the progress of the measure through both branches of Congress and into and out of the Conference Committees. The rate is the same as it was under the old law, so far as machines, etc., were concerned, but on some requisites there has been an increase of 10 per cent. If the passage of the tariff law has held the talking machine trade in restraint, the cloud has passed. Therefore, no other reasonable excuse for business lethargy being urged in extenuation thereof, no excuse can be made why things should not hum, and once more prosperity be restored and abide for an indefinite period, should that not be asking too much.

While waiting upon Congress to pass the tariff bill President Taft had a few leisure moments between conferences which he turned to good account for himself and his friends. Of course, Washington weather during the summer is of the frizzling kind, and no one does anything more than was actually compulsory or to "hold down his job," and the rules were relaxed in this respect almost to the point of breaking. In the evenings, however, a different condition prevails. The inhabitants rouse from their siestas and "get a move on." At the White House the President, who had a Victor-Victrola installed (who was the lucky dealer to get the order?) entertained his callers and intimates with Red Seal numbers—operatic selections and classical gems. The favored audience were delighted, and the wonders of the Victrola contributed not a little to the enjoyment of these pleasurable occasions, besides being largely beneficial in distributing among otherwise discordant political elements much of the hearty good nature, congeniality and *savoir faire* of the affable chief executive.

Now and again reports go forth that the disc record with the vertical line or up and down-cut sound wave, such as is familiar in connection with the cylinder record, is about to be introduced here on discs, and the sapphire reproducing point used in connection therewith. Once more the same declaration is made, and this time from a factor of machines who must either market that description of record or stay out of the business. To be sure the patent situation is not altogether to the liking of people who have been waiting to "butt in" for lo! these many years, and get a slice of the money which others have made possible by the expenditure of large sums, creating salable goods and protecting their rights under the law. Neither ridicule, coarse abuse or specious argument can change the legal aspect of affairs; nor is a market, even if only in a sympathetic sense, created by such questionable tactics. If a line of machines, records or any essential requisite possesses intrinsic merit, and can stand up against charges of infringement as conditions now exist, their recognition will not be long delayed. Everyone knows precisely the position occupied by sentiment in business.

But all this is beside the sapphire point and the "hill-and-valley" disc record. Were one brought to the front that would stand the test, buyers would not be lacking. Laboratory experts aver that the same brilliant results cannot be obtained from a vertical cut on a disc record as with the lateral or zig-zag line, now used almost to the exclusion of the former. In this country it is absolutely unknown outside of perhaps the recording laboratory. A French company of repute contemplated placing such a disc on sale here—and the records were pronounced A1 by those competent to judge—but for reasons unknown to the deponent the intention was abandoned. Possibly fear of litigation may have occasioned this weakness of heart, for the concern in question was amply buttressed with capital. At any rate, the trial was never made. Are we on the eve of its introduction now, or is the report merely idle gossip?

As a general proposition mail order houses are looked at askance by the trade at large. Notwithstanding this strong prejudice, however, a few concerns who have embarked in the line on a large scale have been successful. As the selling prices are the same as any other jobber or dealer handling the same goods, no objection can be urged on this score. Curious tales are reported about some of these houses; that is, of their experience and not anything to their business discredit. Of course, firms of this calibre are obliged to carry heavy stocks, so as to be prepared to meet any delivering emergency. In this connection the principal of a western jobbing enterprise of magnitude recently stated that while their energies and resources were employed to promote the mail order business, not an effort was made to attract or obtain the trade of dealers. Despite this, however, dealers were regularly buying goods from them, possibly on the score that their orders could and would be filled promptly and completely. At first this part of the business was given little if any specific attention, but it had grown so that the firms were compelled to assign a special clerk to care for the orders, and so rapidly had it increased that $30,000 monthly was the net aggregate. The amounts occasion no trouble, as the terms of payment—30 days net—are strictly enforced. In narrating this incident, the senior member of the firm laughingly remarked: "This trade does not cost us a penny; it simply comes to us without solicitation, and when you can turn over $30,000 a month so easily it is like finding money."

Another field of usefulness has opened up for the talking machine. The leading railroads of the country are seriously considering the entertainment possibilities of the "greatest discovery of modern times," and are installing them on their fast trains for the diversion of travelers. It is an excedingly happy thought. Recently it was officially announced that the Chicago, Rock Island & Pacific line decided to equip all its limited service with Victor talking machines, contracting for a dozen high-grade numbers and a stock of records at an expense of $5,000. Experimental trials were first made on this road's Mountaineer Limited, and they were so great a success and gave so much pleasure to the passengers constituting the audience that the officials lost no time in recommending the installation of the machines on the system's de luxe trains, where they will be placed in the observation car. The lucky dealer who landed the order is to be congratulated, especially if he originated the idea. As a suggestion for other progressive dealers all over the country it is a "pointer" of no small value to seize and act upon immediately, if not sooner.

RAISED PRICES.

A traveling man stopped at a small hotel one day and was charged 50 cents for his dinner. He asked the boy if he did not pay 25 cents about six weeks previous for the same meal.

"Yes, sir," he said. "But a fellow come along and told dad that drummers would pay 50 cents as quick as they would a quarter, so dad riz the price."

NEWS FROM BOSTON TOWN.

Business Makes Splendid Showing for Summer—Grand Opera Records in Demand—Ditson's Victrola Campaign—Rosen Opens Up—Anent the Eastern Co.—Columbia Activity—Remick Has the Victor—Osgood's Display—Anxious for Lauder's Return.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 14, 1909.

Generally speaking, the talking machine business in Boston may be said to be unusually and unexpectedly good this summer, for money is easier, more people are taking vacations than was the case last year, and the canoeing on the Charles, in which the talking machines play an important factor, is much larger than ever before. As a result there is a steady demand for the newer records and the medium priced machines. The increase in the number of summer bungalows of the wealthy and the near-wealthy accounts for the increase in the sales of the high priced machines, in the sale of which the double-disc records have almost proven a revolutionary factor.

Interest in grand opera records, both instrumental and vocal, still continues and the announcement of the forthcoming opening of Boston's own grand opera company's season has stimulated the demand. The Columbia Phonograph Co. have for some time made a window feature of grand opera records and photographs of the leading artists. The Oliver Ditson Co. and the Eastern Talking Machine Co. are "playing up" the Melba and Caruso records to a great extent, and there is an enormous sale for these records here.

The Ditson house, which deals in Victors exclusively, has been doing some unusual advertising and the effect has been evident in the increased trade. This firm has the advantage of very quiet surroundings and an entire floor for its talking machine department so that every good quality in a record or a machine may be brought out. Manager Winkelman has made a special feature this season of the Victrola and as a result the cottages and bungalows of the wealthy all along the North Shore contain many of these instruments. The sale of grand opera records there is big.

J. B. Cook, the piano man, is one of the latest additions to the list of Victor dealers, and he makes a feature of them in the Colonial Theater building.

Harry Rosen has recently opened a new store on School street here for the sale of Victor and Edison goods. Although on the second floor he succeeds in making a great window display and attracts attention by playing a big horn through the open window. Mr. Rosen says that business has been excellent this summer.

Although the meetings of the Talking Machine Club at the Eastern Talking Machine Co.'s store have been adjourned until fall, there is much interest among the men this summer to see who shall make the largest number of retail sales between July 1 and Sept. 1. It is planned to have a very interesting series of meetings this fall and the scope of the discussions will be very broad. Wholesale Manager Chamberlain has been enjoying a vacation. The new style Victrola has become very popular here and there are indications that this style will constitute the larger portion of the total sales made. One interesting feature at this store is the fact that every old customer comments very favorably upon the recent change in the arrangement of the lower floor. The business has been much simplified and the sales floor looks much better. Manager Taft is very confident that the early fall will see a big boom in the talking machine business.

At the Columbia Phonograph Co. Manager Erisman spoke very confidently this week about the general condition of trade. This firm has but recently moved into its new store, which is much better arranged and more convenient for buyer and seller. The advantage gained by better show windows is also appreciated. Business here has increased greatly over that at the other store on account of the better location and greater convenience.

Advantage was taken recently by the talking machine department at the C. E. Osgood Co. to make another attractive window display of talking machine goods. This firm has an enormous, long series of windows fronting Washington street and the different departments alternate in using it. The talking machine display of Victors was unusually attractive. Business is reported as excellent. Mr. Osgood, the head of the company, has expressed himself many times as greatly pleased with the department's progress and it is planned to enlarge it considerably before the end of the year.

At Remick's Song Store on Washington street a new line of Victors has been put in, and the sheet music works in very well with it.

The Iver Johnson Co., despite the fact that it has just moved into a fine new building, is feeling that a little more room would be enjoyable, and the talking machine department is now trying to arrange things so that it can secure an additional lot of floor space. This firm makes a special bid for the sporting goods trade and a large sale was reported this summer of talking machines for campers and canoeists.

Manager Howe, at the Houghton & Dutton store, is praying for Harry Lauder to return to America, for he says the Scotch comedian was a great boomer for the talking machine trade. This firm makes a specialty of the so-called "popular" records and is working up a very excellent Victor trade.

NATIONAL PHONOGRAPH CO. BRING SUIT.

On August 5 the New Jersey Patents Co., Orange, N. J., instituted a suit for its licensee, the National Phonograph Co., against the Columbia Phonograph Co., General, New York, charging infringement of patent No. 744266, covering phonograph recorders and reproducers. The invention is that of Peter Weber, superintendent of the National Phonograph Co.'s plant, and was issued November 19, 1903. The subpœna is returnable in the Circuit Court of the United States, Southern District of New York, on September 7. Louis Hicks is counsel for the complainants.

A NEW UDELL CABINET.

The Udell Works of Indianapolis, Ind., have just put on the market a new cabinet which will match the new Victrola No. 12. This cabinet, the Udell people have had designed especially to match the Victrola No. 12. In every way it will be a cabinet that dealers can handle to their advantage and profit. The cabinet is to be mahogany, and, of course, can be shipped either dull or polished. The interior arrangement will be very fine, and the capacity of the cabinet will be 180 twelve-inch disc records. This will be the capacity, figuring that the records will be kept in the cabinet in envelopes. Not only will the style and finish be all that could be asked for in a cabinet of this kind, but the price is very attractive. This cabinet is colonial in design, there is a needle box on the door for the points, and each cabinet will be equipped with a sliding shelf on which to conveniently handle a record. On the door of each cabinet there will be a card on which the owner can list his records, and as the compartments in which the records are to be kept, are also numbered, it will be possible to find a record instantly. The Udell people have ready a new catalogue showing their complete line of cabinets for disc and cylinder records, and also showing this new cabinet.

COLUMBIA CO.'S PHILADELPHIA STORE.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 8, 1909.

The store of the Columbia Phonograph Co., at 1109 Chestnut street, which was damaged by fire several months ago, is now being handsomely refitted and redecorated and will be reopened shortly, when the company will move back from their present temporary quarters. The interior furnishings and arrangements are similar to that of the company's Boston establishment, which is considered one of the best appointed in the country. The wholesale stock carried by the Philadelphia establishment supplies the dealers in the entire eastern part of the State. H. A. Yerkes, manager of the wholesale department at headquarters, was here to-day looking over the situation. He left for New Haven, Hartford, Waterbury and Bridgeport, Conn., to night, and expects to be back in New York Monday.

WOOD JOINS DITSON FORCES.

On August 2 John J. Wood, for many years with the Regina Co., entered the talking machine department of Chas. H. Ditson & Co., New York, as assistant to Harry L. Hunt, the manager also of the small goods branch of this veteran gilt-edge house, widely known as musical instrument manufacturers and dealers, as well as music publishers. Mr. Wood is a particularly well equipped man for this position, both as an outside and inside salesman, and with a special knowledge of store management besides; and therefore an expansion of this important department of the Ditson Co. along progressive lines would not be a surprise to those who know something of the capabilities of the gentleman. The Ditsons are exclusively Victor dealers in their extensive Boston, New York and Philadelphia establishments. The talking machine departments in the several places are magnificently equipped in every way with facilities for handling and storing stock and the demonstration of goods.

SNELLENBERG HAS COLUMBIA LINE.

N. Snellenburg & Co., Philadelphia, Pa., whose talking machine department is under the experienced and skilful management of Newton Bachrach, has added the Columbia line, placing a large initial order with the Columbia Phonograph Co., General. B. Feinberg, the company's special representative, negotiated the deal.

On Aug. 9 B Feinberg, special representative of the wholesale department of the Columbia Phonograph Co., General, left New York for a trip through the Middle West. He will be gone a month.

Good Opening for Solicitor.

WANTED—Energetic man. Good opening for A1 phonograph solicitor. Fine territory; easy to cover. Address "Opportunity," care Talking Machine World, 1 Madison avenue, New York, N. Y.

REPAIR MAN WANTED.

WANTED—A repair man; must be familiar with Victor and Edison machines. Good opening for right man. Give references. Address "Competent," Talking Machine World, 1 Madison avenue, New York.

SALESMEN WANTED.

WANTED—Several first-class salesmen experienced in calling on the talking machine trade to sell a line of high-grade record cabinets; commission basis. Address "Cabinets," care of Talking Machine World, 1 Madison avenue, New York.

MANAGER WANTED.

WANTED—Experienced man as manager talking machine department, large western piano house. Address "500," care of Talking Machine World, 1 Madison avenue, New York.

FOR SALE.

Elegant Corner Store, finest location downtown (New York) for retailing Italian Grand Opera Records among refined Italian people. Good trade. Established 3 years. Chance for good house who want a first-class branch store. Must sacrifice. Compelled to leave city. Address G, CROCCHIOLO, 141 Second Ave., New York City.

"The House Beautiful"

¶ A man once said to the writer, *"Before you write one word in favor of your goods, think of the other fellow's views."*

¶ Good advice, that. Pity we can't all be reminded of it once a week. But you, Mr. Dealer, do you think of your customer's home when you sell him a machine? Do you find a place to put it? Do you suggest a way to keep his records from being strewn about—from being broken up and scratched?

¶ Do you plan his Talking Machine future so that he will continue an interested and enthusiastic buyer?

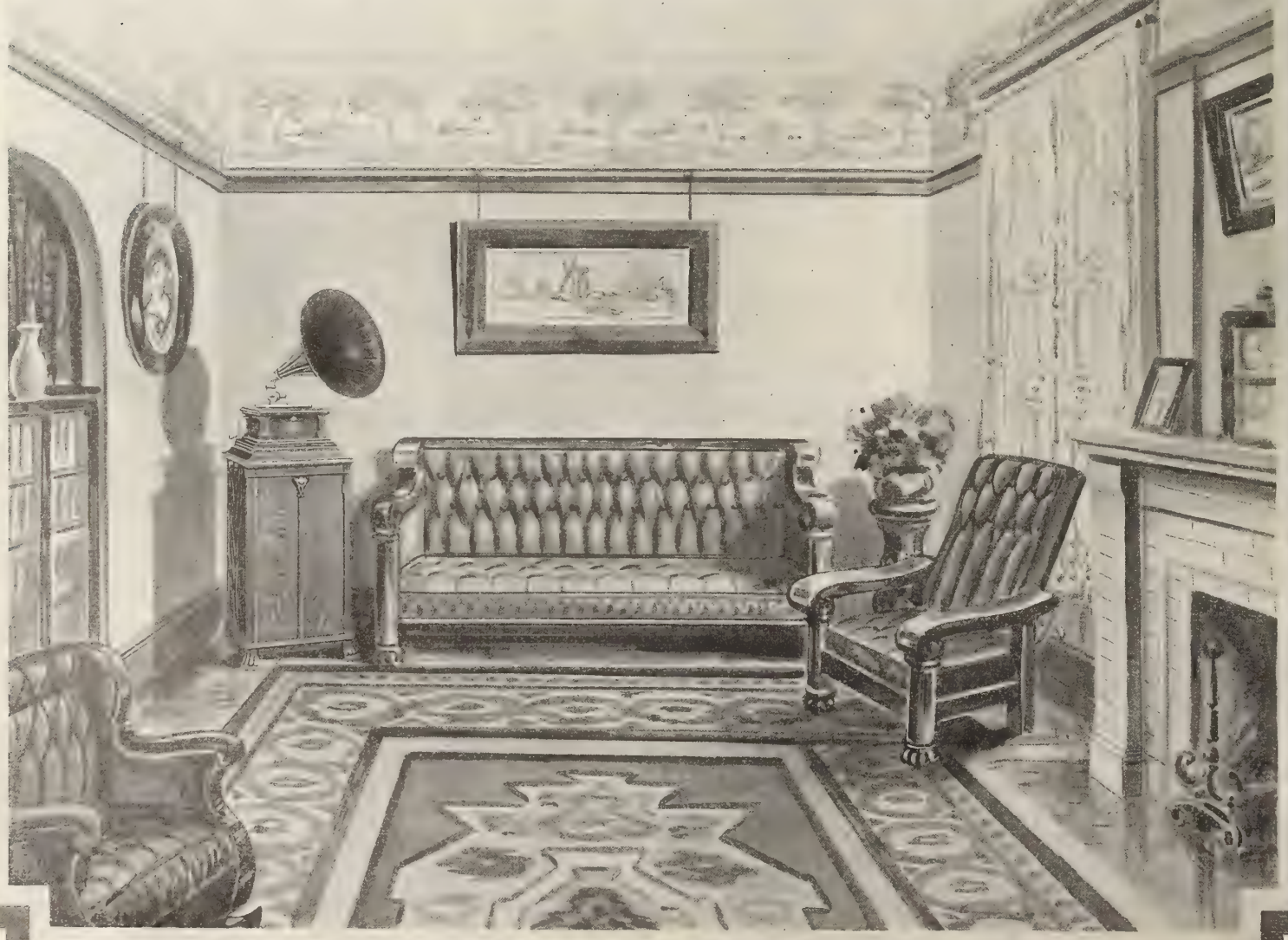
¶ This Cabinet game is worth while. The "Cabinet that Matches" is the one thing necessary to make a complete Talking Machine outfit. It is a distinctive piece of furniture. It has a place in the parlor.

You may have one or the whole line on approval.

"Mark." We have Victrola XII's and XVI's in abundance.

A postal card to us will bring you information and plans to aid you in selling Victrolas.

The Talking Machine Company
72-74 Wabash Avenue, Chicago



FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

July Wholesale Trade Very Satisfactory—Lull Looked for This Month—Good Demand for New Victrola 12—G. M. Nisbett's Mexican Experience—E. C. Plume's Vacation—Edison Phonographs in Canada—German Talking Machine Men in Town—Daynes-Beebe Music Co., Salt Lake City, Appointed Columbia Jobbers—A New Cylinder Record Cabinet—Some Recent Trade Visitors—High-Class Advertising.

(Special to The Talking Machine World.)

Chicago, Ill., August 7, 1909.

Talking machine jobbers say that trade in July more than held its own with a year ago. Prospects are for a quiet August, but orders already in hand for September shipment furnish a foundation for a belief in an unusually strong fall trade. All conditions are favorable. Travelers returning from the West say the wheat in nearly all sections is in excellent condition as the yield has been good and the berry large and the standing wheat in fine condition. Oats and barley also make a fine showing.

The new Victrola 12, which was described fully in last month's World, is selling nicely and the demand is beyond expectations.

Nisbett in Role of Toreador

It is always pleasing to record notable instances of heroism and particularly if the heroes happen to be members of the trade in which the recorder is interested. The many friends of George M. Nisbett know him to be a fine fellow and an excellent phonograph man, but few perhaps realize that he has in him the stuff of which Kosciuskos, Admiral Deweys and Grace Darlings are made. Read the following from the Mexican Herald, published in the City of Mexico, issue of July 15, and judge for yourself.

"A party of ladies, in charge of G. M. Nisbett, general manager of the Mexican National Phonograph Co., had a thrilling experience at Cuernevaca a couple of days ago. The party consisted of Mrs. G. M. Nisbett, Miss Margaret McCarty, Miss Kathleen McCarty and Miss Donnelley.

"While descending the steep trail to the famous falls of San Antonio the party was met by half a dozen bulls which were coming up the trail after having been to water. At sight of the bulls, even before the animals made the least demonstration, the ladies scattered in all directions, leaving Mr. Nisbett to dispute the path single-handed with the bulls.

"The animals had by this time become frightened at the antics of the ladies and began to toss their heads in ominous fashion, but Mr. Nisbett proved a valiant fighter and with the aid of a handful of rocks succeeded in forcing the animals from the trail. But they rushed wildly to and fro and several of the ladies had narrow escapes from being gored by the animals.

"After the bulls had finally been forced from the path, Mr. Nisbett began his search for the fair members of his party, and it took him considerable time to round them all up and lead them in safety up the steep hill."

Plume Family Take the Plume.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., is, as usual, spending his summer vacation of a fortnight's duration, at Penelwood Farm, Berriem Springs, Mich. He is accompanied by the whole blessed family. It's a great combination. When Plume returns in the evening, after a hard day's combined work and pleasure shooting alligators, Mrs. Plume, as a prelude to supper, brews him, with her own fair hands, a cup of the finest coffee that mortal ever quaffed. Plume, Jr., besides being an expert golfist, has cultivated things domestic to the extent that he can bake the most delicious rolls which serve to make the coffee kaffee klatsch a most distinguished success.

Bagshaws Visiting the Trade.

The Bagshaw Brothers, of Lowell, Mass., and of talking machine needle fame, were here recently on one of their joint trips, which always proves most welcome to their many friends in the trade.

Opportunities in Canada.

"System," the business magazine published in this city, has an article on winning trade in the new Canada, which describes the opportunities for United States manufacturers in the great Northwest territory of the country to our North. It describes the methods used by different companies in their invasion of Canada. Some establish a subsidiary company, with a branch factory on Canadian soil. Others do business direct with Canadian concerns and while framing their advertising to appeal to Canadians make no effort to identify themselves as Dominion industries. The latter is the case with the National Phonograph Co., and "System" reproduces a couple of Edison advertisements, in which the address is given as 124 Lakeside avenue, Orange, N. J. One of the these advertisements bears a picture of a Highland laddie with his bagpipes, and among other things says this:

Carlisle Said

"That music was the least disagreeable noise he knew. Few people will agree with Carlisle. Some people like noisy music.

"Did you ever hear the skirl of the bagpipes, for instance? You can hear it perfectly on an Edison phonograph. The point is to have an Edison phonograph, a great household entertainer, which brings into the home just the sort of music or other entertainment that you like."

Then the consumer is told that there is a dealer near him who will take pleasure in demonstrating the phonograph, etc.

Visitors from Germany.

Chicago has had a couple of very interesting visitors the past week. They were Otto Heinemann, director of the Carl Lindstrom corporation of Berlin, one of the largest talking machine manufacturers in the world, and Paul Kretschmer, the manager, and who a few months ago opened an office in New York City for the purpose of showing their goods to exporters with a view of inducing them to buy the German machines for export to South America, Mexico, etc. Mr. Heinemann, who is accompanied by his wife, arrived recently in New York and with Mr. Kretschmer, is making a tour of the country, studying the conditions of the American market. He is a courteous gentleman of aristocratic appearance and while speaking little English, speaks that little well. For an extended conversation he uses Mr. Kretschmer as an interpreter.

An Interesting Chat.

"To my mind the talking machine industry, with all of its marvelous development, is still little more than in its infancy," said Mr. Kretschmer in a talk with The World. "The taste for music is constantly growing and in no manner can people satisfy this desire in such a varied manner or at such small cost as through the talking machine.

"As regards conditions in the United States a few leading concerns by their commendable activity and remarkable cleverness have succeeded in creating a great market. It seems to me that without infringing on any of their devices possessing intrinsic value that it is possible for foreign manufacturers to do business in this country as they do in other parts of the world. Our company, for instance, would like a fair share of the American business just as the American companies are getting their share in other countries. For instance—The Gramophone companies in Europe control practically the same patents and trade marks as the Victor Co. You are, of course, aware that the German Gramophone Co. has opened retail stores in such cities as have no distributors under their own name. These stores are all handling our machines in order to meet the demand for a cheaper machine than the Gramophone and thus enable them to increase their sale of records. I think that there is a market for a cheaper machine in this country and it would not interfere, in my opinion, with existing lines but would increase the business by reaching different classes of trade, who would prove good record buyers in the aggregate."

Whatever the American view may be on the subject treated in the above interview the opinions quoted are interesting as showing the attitude of the other fellow. Mr. and Mrs. Heine-

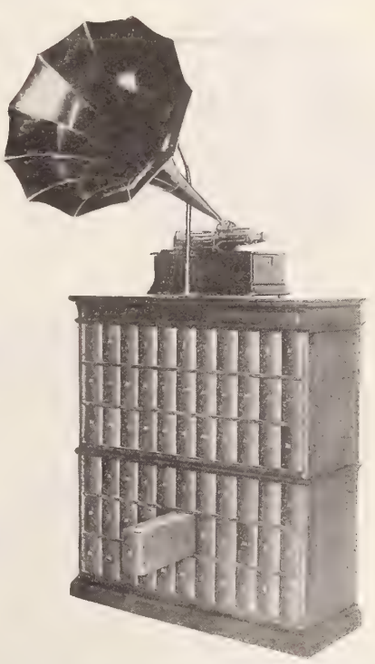
SECTIONAL CYLINDER AND DISC RECORD CABINETS

Resembles a Handsome Sectional Book - Case.

The sections for cylinder records are equipped with thirty three compartments, each compartment holding four cylinder records, each section having a total capacity of 132 cylinder records.

The sections for disc records are equipped with forty compartments, each compartment being subdivided for three disc records, each section having a total capacity of 120 records.

The record filing capacity in these cabinets is unlimited.



Write for descriptive catalogue and dealers' special prices.

COMPARTMENT FILING CABINET CO.

426-28-30 TWENTY-NINTH STREET, CHICAGO, ILL.

mann and Mr. Kretschmer left on Thursday evening for the east; intending to spend a day or two viewing the glories of Niagara Falls.

Discusses Victor Expansion.

Mr. Dennison, mechanical engineer of the Victor Co., was in Chicago the latter part of last month. He was very enthusiastic regarding the rapid development of the talking machine industry and of big things to come. He referred to the large cabinet facilities of his company and also to the immense new addition to the machine shop now under construction. Mr. Dennison, while a very conservative man and not exactly a news source from the trade paper point of view, possesses a most interesting personality and his visits here are eagerly looked for.

Important Columbia Deal.

W. C. Fuhri, district manager of the Columbia Phonograph Co., has just closed a deal whereby the Daynes-Beebe Music Co., of Salt Lake City, Utah, become the exclusive jobbing representatives for Utah and a portion of Nevada. The initial order is one of ample dimensions. The deal involves the discontinuance of the branch store formerly conducted in Salt Lake City by the Columbia Co. George F. Standke, the former manager of the Salt Lake City office, has been transferred to an important position with the Kansas City branch. The Daynes-Beebe Co. have fitted up fine retail quarters occupying large space on the main floor. W. J. Clawson, who has the management of the department, is not only a good business man but an accomplished musician and will go after the high grade trade.

Cylinder Cabinet Now Ready.

The Compartment Cabinet Filing Co., of this city, in addition to their disc record cabinet have now ready for the market a cylinder cabinet on the same general lines. There are 33 compartments in a section each having a capacity of four cylinder records, and thus each section accommodates 132 records. The sections are 33 inches wide, 17 inches high, and 13 inches deep. The compartments have rounded, rigid outer-ends bound in leatherette to resemble books. The fronts are tinted in gold bronze and are placed in the section in numerical order. The whole makes an exceedingly attractive cabinet and should meet with great favor with the trade. The company are booking many orders.

Arthur D. Geissler Off to Pacific Coast.

Arthur D. Giessler, general manager of the Talking Machine Co., left on Wednesday of this week, accompanied by his wife, for a trip to San Francisco and Los Angeles to visit relatives and friends.

Chandler Entertains Renner.

A. V. Chandler, Illinois representative of the National Phonograph Co., had the pleasure of entertaining Mr. Renner, one of the company's far western men, whose particular territory is Colorado, for a couple of weeks. The twain left here Saturday for Orange, N. J., for the annual round-up of the travelers and incidentally to get in touch with C. E. Goodwin, the National's new manager of traveling salesmen. Gill, of California, Lyons and others of the Edison force, stopped over in Chicago en route to Orange.

Rudolf Wurlitzer, Jr., a Visitor.

Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., was in Chicago this week on a visit to their local branch and incidentally inspected the alterations and improvements being made to the company's local store and pronounced them good.

J. C. Roush Visiting Western Points.

George Ornstein, manager of traveling salesmen of the Victor Co., was in Chicago this week on one of his ever welcome journeys among the jobbers. He was accompanied by J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, and who was honored by the position of secretary of the National Talking Machine Jobbers' Association at their recent convention at Atlantic City. The Standard Co. are about to move into a fine new building and Mr. Roush is accompanying Mr. Ornstein on his trip in order to visit some of the up-to-date retail and wholesale establishments and to get pointers to aid him regarding the arrangement of the store, fixtures, stock keeping methods, etc. He obtained many valuable hints in the Windy City.

F. H. Harnden has been appointed private secretary to Arthur D. Geissler, general manager of the Talking Machine Co.

Pertinent Trade Sermon.

"As ye sow so shall ye reap," is the text of a very pertinent trade sermon preached by Lyon & Healy in their page in this issue of The World. It gives some valuable points on preparation for the fall trade and will no doubt be read and harkened unto by the brethren and also by such of the sistern as help their hubbies "in the store."

Baer's Hot Weather Trip.

C. F. Baer, local manager of the Columbia Phonograph Co., is on a brief hot weather trip among some of the dealers in the territory covered by the Chicago office.

An Artistic Announcement.

The Talking Machine Co.'s advertisements in The World because of their pertinency and artistic beauty, have attracted wide attention. The page in this issue is right up to the standard of its predecessors. It shows a Victor outfit with the "Cabinet that Matches," in the environment for which it is intended. Dealers who are in a position to supply these outfits would do well to cut out the page, frame it and use it in connection with a window display. It would unquestionably prove a good missionary.

H. H. Brown a Visitor.

H. H. Brown, whom Chicagoans will remember as the local representative of the Talkaphone Co., some years ago, is now a prosperous talking machine dealer of Toledo, O. He was in the city a couple of weeks ago and placed a good round order for machines and records.

A HORN OF CUT GLASS.

Charles P. Schuller has introduced a distinct novelty to the trade in the form of a cut glass horn for talking machines, which is to be sold at $15 wholesale. The inventor claims that the horn, outside of being ornamental, has specific acoustic advantages, stating that it gives a rich and mellow volume of tone that is both surprising and pleasing. The horn is of regulation size, 15 inches long and 14 inches across, and fitted with a rim to adjust to the record arm.

Arthur J. O'Neill, president of the Aretino Co., Chicago, is the originator of a plan for the distribution of talking machines throughout the United States, which has been the means of supplying the needs of country people, as well as many dwellers in large cities with practical machines of decided musical merit. Through this plan more than 250,000 machines have been placed in homes and have created a permanent market for records.

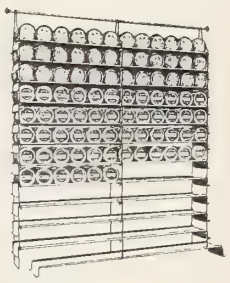
Mr. O'Neill is a decided optimist regarding the talking machine industry and believes that it is on the eve of the greatest prosperity that was ever known. Following out this conviction of its president the Aretino Co. are seriously considering the carrying of a general jobbing line besides working along the lines of their premium proposition. From evidence already piling up in their office they anticipate that their business this fall will prove a record-breaker.

Edison Jobber
Zonophone Distributer

New Design Wooden Disc Record Racks and Cabinets

Wire Record Racks

SCHUBERT EXTENSIBLE CYLINDER RECORD RACKS



Send for Special Offer

SPRINGS for all makes and sizes of machines

Stereopticons, Post Card Projectors and Moving Picture Machines

JAMES I. LYONS
265 FIFTH AVENUE CHICAGO

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

"As Ye Sow, So Shall Ye Reap"

The basis of every farmer's crop is the *seed.*

Upon the manner in which that seed is sown and the care with which it is later cultivated depends the success or failure of the harvest.

The Talking Machine dealer who fails to sow the seed of a profitable business will likewise fail to reap the profits which might easily have been his.

Plant a dozen Victor Talking Machines or Edison Phonographs in your local field; cultivate these purchasers with monthly circulars, and you are bound to reap a handsome harvest in the way of *record sales.*

The sale of records to Victor and Edison owners is an endless chain in the harvesting machine. It is up to you to apply the necessary oil in the way of circularization.

Then you simply stand by and reap the harvest—the result of a little effort once a month on your part, and of the care and attention given your orders on *our* part.

Our New Talking Machine proposition is interesting.

Write to-day for particulars.

DISTRIBUTORS OF
VICTOR
TALKING MACHINES
AND RECORDS

Lyon & Healy
CHICAGO

JOBBERS OF
EDISON
PHONOGRAPHS
AND RECORDS

AROUND THE BALTIMORE TRADE.

Dealers Well Pleased With Improvement in Business—Look for Old-Time Prosperity—Vacations Now Under Way—Items of News.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 5, 1909.

The talking machine dealers of this city are a brighter lot just now than what they were at the same time last year. At that time business was at a complete standstill and the prospects were extremely gloomy. But now the reports come from all sections that business for July has been fairly brisk, while August has started in as though the long-looked-for brace will be on hand at the time anticipated—during the very early fall. Wholesalers and retailers alike are of the opinion that they hit the right dope when they predicted that business would get back to its old-time form of the days of prosperity, and they are satisfied that they were not mistaken in making early arrangements and having their forces finish up their vacations by the middle of August. The dealers have about completed these preparations, with the exceptions of the last vacations, and are ready to tackle all the business that comes their way.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., says that the summer business has been quite satisfactory in both the wholesale and retail lines, and that the prospects for the territory that the local store covers are very rosy. The reduction sale of the wax cylinder records continues to be popular at the Columbia store, while the demand for the Columbia indestructible cylinders proves that they are becoming more and more popular every day. Mr. Lyle expects to receive the new hornless cabinet machines at the local branch shortly. These will be in the form of a library table and take up less room than the other styles of talking machines. He believes that the demand for the latest line of instruments will be heavy, if the way that Baltimoreans have taken hold of the newest things in the talking machine line heretofore counts for anything. Mr. Lyle will spend the remainder of his vacation, which starts within a week or two, at his home in Hackensack, N. J.

Joseph A. Grottendick, manager of E. A. Droop & Sons Co., the Victor and Edison representatives here, reports that August business has started in well, and that fall prospects are encouraging. He will leave for the mountains on August 14 for a two weeks' vacation.

Robert Ansell, of the sales force of Cohen & Hughes, who handle the Victor line in this city, is away on a two weeks' holiday.

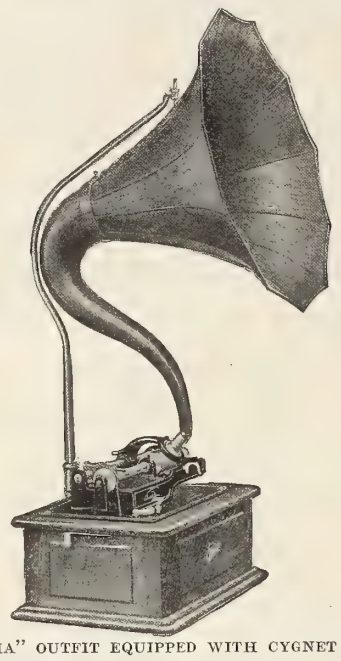
Albert Bowden, of the talking machine department of Sanders & Stayman, states that July and early August sales are brisk, and that he has excellent prospects for the fall. The high-priced Victors and Columbias have been in the greatest demand.

THE NEW EDISON CYGNET HORN

Will be Placed on Sale September 1st—The Special Acoustic Merits of This Creation—Saves Space Also on Front of Machine.

On September 1 the National Phonograph Co., Orange, N. J., will place on sale through their dealers the new Edison Cygnet horn, herewith illustrated. Samples were placed with jobbers at the usual advance time and orders from all parts of the country assure its success. As the company say:

"The necessity of a new style horn has long been apparent. Its introduction to the trade was a matter of time depending upon the success of our efforts to devise a model whose attractiveness of style would not be secured at the expense of volume of sound, clarity of tone or distinctness of enunciation.



"IDELIA" OUTFIT EQUIPPED WITH CYGNET HORN.

"The only objection that was raised against the old style horn was the fact that because of its shape it occupied considerable space. In this respect the new horn will have a distinct advantage, the space in front of the machine being free and clear. This, together with the fact that it is possible to point it in almost any direction, assuring convenience of position, are its chief recommendations.

"Hereafter all 'Idelia' phonographs will be equipped with mahogany Cygnet horns without additional cost. It is the company's intention to continue to supply their regular horn with all of the present types of machines."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., August 9, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JULY 14.

Buenos Ayres, 9 pkgs., $195; Callao, 21 pkgs., $218; Havana, 2 pkgs., $146; London, 287 pkgs., $6,544; Montevideo, 3 pkgs., $135; Rangoon, 11 pkgs., $294; Rio de Janeiro, 27 pkgs., $1,171; St. Kitts, 14 pkgs., $181; Santiago, 2 pkgs., $347; Savanilla, 2 pkgs., $235; St. Johns, 1 pkg., $100; Vera Cruz, 63 pkgs., $2,570.

JULY 21.

Berlin, 334 pkgs., $2,575; Bombay, 7 pkgs., $119; Buenos Ayres, 13 pkgs., $2,963; 490 pkgs., $6,594; Callao, 5 pkgs., $103; Cartagena, 2 pkgs., $182; Colon, 4 pkgs., $108; Curacao, 3 pkgs., $170; Guayaquil, 5 pkgs., $392; Havana, 25 pkgs., $919; 4 pkgs., $364; 2 pkgs., $240; Havre, 3 pkgs., $156; Kingston, 3 pkgs., $201; La Guayra, 5 pkgs., $177; La Libertad, 3 pkgs., $934; London, 8 pkgs., $406; 2 pkgs., $175; Mallendo, 8 pkgs., $203; Melbourne, 7 pkgs., $371; Mazatlin, 31 pkgs., $1,073; Para, 7 pkgs., $716; Rio de Janeiro, 1 pkg., $100; Shanghai, 2 pkgs., $168; St. Johns, 10 pkgs., $203; Sydney, 26 pkgs., $848.

JULY 28.

Berlin, 10 pkgs., $247; 42 pkgs., $1,025; Brussels, 127 pkgs., $886; Buenos Ayres, 52 pkgs., $4,023; Cape Town, 3 pkgs., $452; Demerara, 4 pkgs., $437; Havana, 17 pkgs., $429; 34 pkgs., $377; Havre, 3 pkgs., $155; Limon, 258 pkgs., $1,568; London, 38 pkgs., $1,336; 5 pkgs., $625; 162 pkgs., $3,844; Melbourne, 1,383 pkgs., $22,459; Punta Arenas 3 pkgs., $213; Rio de Janeiro, 3 pkgs., $117; Santiago, 2 pkgs., $150.

AUGUST 4.

Antwerp, 2 pkgs., $111; Amapala, 3 pkgs., $154; Buenos Ayres, 61 pkgs., $2,675; Callao, 10 pkgs., $195; 11 pkgs., $128; Cienfuegos, 24 pkgs., $992; Guayaquil, 4 pkgs., $148, Havana, 3 pkgs., $130; 8 pkgs., $600; Kingston, 36 pkgs., $2,243; London, 7 pkgs., $649; 65 pkgs., $1,748; Mazaltan, 3 pkgs., $115; Savanilla, 46 pkgs., $2,025; Valparaiso, 10 pkgs., $290; Vera Cruz, 104 pkgs.,

DISC RECORD AUTOMATIC STOP.

Every dealer knows that a device for stopping records automatically when through playing is desired by every owner of a machine. The Chambers Automatic Stop Co., 622 Tribune building, New York, have introduced to the trade an appliance that stops the revolution of the record automatically on all disc machines. It is simple in construction and sure and accurate, with nothing to get out of order. They are proving good sellers.

A MESSAGE OF OPTIMISM.

As an evidence of great faith in the future of the talking machine industry, J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York City, sends a message to Edison and Victor dealers over his signature, which will be well worth their consideration. This will be found in their advertisement on page 15 of this issue.

"That's the Point"

For Talking Machine Dealers

THE TUSKO NEEDLE

which realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the scratch and preserves the record.

The Racking Question of the Preservation of Records is solved by

The ECONOMY and the PERFECTION

DISC RECORD CABINETS

The only perfect way to handle double-faced records.
Prices and terms on application.

R. H. JONES

5513-25 Monroe Avenue **CHICAGO**

ACTIVITY IN CINCINNATI.

July Makes Fine Showing—Leading Concerns Getting Back to Old-Time Conditions—Victrolas Being Pushed by Wurlitzer in Various Ways With Success.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 7, 1909.

The dealers in talking machines and records report that the month of July showed a satisfactory volume of business for a summer month and was marked by indications that give promise of a better condition of trade with the coming of fall. The fact that more of the working people are getting back on a sound financial basis is having much to do with the dealers' confidence in future business. Few are still out of employment. Cash receipts are showing a better form than usual, and the amount of local trade being done shows that there is more confidence in the public's view of the future. Local business continues to show material improvement. This month will hold its own, with the outlook for September very encouraging.

The Columbia Phonograph Co. continued their sale of wax X P cylinder records at 15 cents throughout the past month, with fine results. A large sign above the store's front door proves a good eye-catcher. Manager Nichols said of July trade: "We are very much pleased with the way July business showed improvement. The month brought out a larger volume of local business than we have had for some time, the out-of-town business heretofore having been relied upon to make up the showing that ordinarily would have been made with city business. The demand for machines and records last month was equally satisfactory. I am confident that this month will see a fine lot of business put on record, and that next month will surely see a long step toward a return of the splendid times we enjoyed two years ago. The general condition of the working people, which is showing splendid improvement right along, is a sure sign of better trade. The higher class of business has shown up well, but the smaller buyer is a strong factor in trade when he enjoys a well-filled coffer." Manager Nichol leaves for his vacation next week at Atlantic City for two weeks. In the fall he contemplates making a few changes in the arrangement of his store room for the better display of the machines. Small parlors will be provided for the use of customers who visit the store for the purpose of hearing the machines.

The Milner Musical Co. sent out a letter the last of July calling attention to the August list of Victor records. In the letter Manager Strief called attention to the fact that he had tried out certain of the records in this booklet, and that he had checked them in red ink. These he recommended to the purchaser as being very good—the best contained in the new August list. The letter calls attention to the five parlors of the store that are used for demonstration purposes, kept cool with electric fans, and presided over by lady attendants. These letters were sent out to a large mailing list, and with very satisfactory results thus far. The new Victrola XII for $125 was a feature of the July trade. Records had a good call. Cash business showed improvement, and collections are getting better every week. This store will open a booth at the county fair to be held at Coney Island this month between the 13th and 22d. It will contain a fine display of all the goods handled by this store. Mr. Kenney will have charge of this display. The outlook for this month is considered good.

The month of July was a very satisfactory one with the R. Wurlitzer Co. High-grade talking machines and Victrolas had a very satisfactory sale and a number of expensive outfits were delivered. The Victrola No. 12, which went on sale on July 20, was a record-breaker in Cincinnati. Very few were delivered in comparison with the large number that were sold for September delivery. The reason of this is obvious. Every family in Cincinnati that can afford it has gone to the north or to the seashore, and only the business men remain in town. These are the people that the announcement of the new Victrola has brought into the talking machine stores, but they do not want the goods delivered until September.

The new Victrola No. 12 has filled the purpose for which it was designed—namely, to stimulate the demand for talking machines of a high grade.

The Rudolph Wurlitzer Co. have been making very attractive window displays of the new Victrola. Many comments have been made on these artistic displays, and they have done much to attract the public to the store. This concern is now waiting on practically all of their talking machine trade on the main floor. This has been very much appreciated by the Red Seal customers, who dislike to buy goods in the basement department.

The basement has been handsomely fitted up in wood panel work and handsome decorations, to be used as a reserve record sale department and a machine display room. One portion will be arranged as a little auditorium, in which continuous concerts will be given through the main hours of the day.

The Rudolph Wurlitzer Co. are now engaged in an active campaign, which includes giving concerts at schools and churches, in which the Victrola is always used in preference to the Auxetophone. The reason for this preference is obvious. The Auxetophone is an instrument which is out of the reach of the average club or school, while the Victrola is a moderate-priced instrument, and appeals also to those people who want an instrument for the home. From present indications the fall trade will be a great improvement over that of last year, and may possibly exceed the retail business of any past year in Cincinnati.

WIN PRIZES IN DRUM CORPS CONTEST.

The American Graphophone Drum Corps, of Bridgeport, Conn., the members being employes of the American Graphophone Co., won three prizes in the contest conducted during the annual convention of the New York Drum Corps Association held in Poughkeepsie last month.

A FIRESIDE MACHINE equipped with a

LIN-O-TONE HORN

MAKES A PERFECT COMBINATION

THE material from which the Lin-O-Tone is made, pure linen, gives better results acoustically than any other. The tone is round and full and marvellously natural. The Lin-O-Tone pleases not only the ear, but the eye as well. The horns are finished in either red, black or blue, gold striped and furnished with heavily nickeled ferrule. Make up your mind, Mr. Dealer, to sell a Lin-O-Tone with every Fireside and you will please your customer, and incidentally increase your profits.

Length, 21 inches; Width of Bell, 17 inches. Retail Price, $3.00

THESE JOBBERS CAN SUPPLY YOU:

ALBANY, N. Y.,
Finch & Hahn.
ALLENTOWN, PA.,
G. C. Aschbach.
BANGOR, ME.,
S. L. Crosby Co.
BOSTON, MASS.,
Iver Johnson Sporting Goods Co.
BUFFALO, N. Y.,
W. D. Andrews.
BURLINGTON, VT.,
American Phonograph Co.
COLUMBUS, OHIO,
Perry B. Whitsit Co.
DES MOINES, IOWA,
Harger & Blish.
DUBUQUE, IOWA,
Harger & Blish.
GLOVERSVILLE, N. Y.,
American Phonograph Co.
HOBOKEN, N. J.,
Eclipse Phonograph Co.
KANSAS CITY, MO.,
J. W. Jenkins' Sons Music Co.
MINNEAPOLIS, MINN.,
Minnesota Phonograph Co.
MILWAUKEE, WIS.,
Lawrence McGreal.
MOBILE, ALA.,
W. H. Reynalds.
NEW HAVEN, CONN.,
Pardee-Ellenberger Co.
NEW YORK CITY, N. Y.,
Blackman Talking Machine Co.
Jacot Music Box Co.
OMAHA, NEB.,
Nebraska Cycle Co.
PHILADELPHIA, PA.,
Louis Buehn & Bro.
Penn Phonograph Co.
H. A. Weymann & Son.
PITTSBURG, PA.,
Standard Talking Machine Co.
PROVIDENCE, R. I.
J. A. Foster Co.
RICHMOND, VA.,
C. B. Haynes & Co.
ROCHESTER, N. Y.,
Mackie Piano, O. & M. Co.
SCHENECTADY, N. Y.
Finch & Hahn.
SPRINGFIELD, MASS.,
Flint & Brickett Co.
ST. PAUL, MINN.,
Minnesota Phonograph Co.
SYRACUSE, N. Y.,
W. D. Andrews.
TROY, N. Y.
Finch & Hahn.

Bonci, Zenatello, Amato, Anselmi, Bassi, Constantino, Bispham, Gilibert, Van

Isn't that a list of names to conjure with? All, and many others in is in the quality of the records even more than in the prominence of **DOUBLE-DISC** Records by five of the six great tenors of the world, by great sopranos, by five of the most celebrated bassos, and by the one

Columbia Records

Columbia Records

Sammarco, the World's Greatest Baritone, sings exclusively for the Fonotipia Co., of Milan. Columbia Phonograph Co., sole selling agents for America

Exclusive Selling Rights Granted to Responsible Dealers

COLU

ammarco, Russ, Destinn, Lehmann, Kubelik,
ooy, Arimondi, Blauvelt, Trentini

e Fonotipia and Columbia exclusive repertory. Yet its strength
e names. What *cannot* you do in the high-class record field with
velve of its fourteen most famous baritones, by eleven of the twenty
reatest violinist?

Constantino, the Great Tenor, now sings exclusively for the Columbia Phonograph Company

MBIA

Columbia Phonograph Company, Gen'l

Wholesale Department

TRIBUNE BUILDING, NEW YORK

TRADE NEWS FROM LOS ANGELES.

New Style Machines Help Trade—General Condition of Business Shows Improvement—"Talker" Men Decorate for Elks' Festival—Southern California Dealers Make Cheery Report and Look for Big Fall Trade—The News in Detail.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 28, 1909.

The Elks' grand reunion is now over, after a most successful convention. During the week of festivities practically all business was suspended, although there are many good reports for that period.

Since then, trade has resumed its normal condition, however, and everything is moving rapidly once more. The opening of the sale of the new Edison Fireside, and later the new Victor Victrola XII have somewhat livened up the dealers.

Several of the prominent trade members are enjoying vacations, while many have already returned to duty.

Sherman, Clay & Co. have received their first shipment of new style Victor Victrolas, type XII, which was sold almost as soon as received. Their second shipment of these machines is expected, while a third order has been placed for another consignment.

The late list of Italian Victor records just received are in great demand as there are among them many fine new numbers.

Manager Chas. Ruggles is preparing for a trip to San Francisco, where he will visit his old home and confer with the management of the firm's home office. He seems quite anxious to see how the two cities, Los Angeles and San Francisco, compare as to trade conditions.

Business is good with the Southern California Music Co. in all branches. The new style Edison Fireside has been in great demand, in fact, larger than expected. The Amberol attachment for the Gem Edison has also created interest.

The retail department has received an extra shipment of Victor Victrolas in styles XIV and XII, both of which are in growing demand. Mr. Wayne is enjoying a short stay at the island (Catalina) in company of Mrs. Wayne. Francisco Moreno is back from a vacation trip to Mexico, where he had a very pleasant time.

The Geo. J. Birkel Music Co. have specialized on the new Victor Victrola XII to a very successful extent in newspaper advertising as well as attractive window displays. Mr. A. Graham Cook of the talking machine department expects to take a vacation trip at an early date, when he will visit his old home in Denver, from which he departed several years ago to take his present position.

The Fitzgerald Music Co. have increased their staff of salesmen to handle their Victor department, and are considering the addition of more space to their present quarters. Mr. Andrews will spend a few days at the seaside during the coming month.

The Holmes Music Co. have received a large shipment of Victor double-faced records, which consists mainly of the May supplement. Their department is in splendid shape and business good.

The windows of the Wiley B. Allen Co. attracted much attention during Elks' week, as a result of one of Mr. Clubb's displays, which represented a miniature head of Elks listening to the Victor address of "Hello, Bill!" The Victor dog was sitting off to one side, conversing with a small goat in rather a jealous tone, saying "I wish I was an Elk," while the goat in turn advised him that he "Would have to ride the goat."

News of splendid trade conditions come from San Diego. Edward Borgum of the Southern California Music Co. branch, has visited this city and tells of the great growth of trade in the southern city. During the month much advertising has been done by the leading dealers. A rather novel method was recently adopted during the engagement of "Uncle Josh" (Cal Stewart) at one of the theaters in that city.

Mr. Stewart rendered his services at a special matinee when he related to the audience the manner in which records are made and told some of his latest stories.

The venture proved a great success, being a very interesting subject to owners of talking machines, as well as the general public. No undertaking of this kind has ever been taken before in this section.

Two visitors from Arizona, Robert B. Berryhill from Phoenix, and H. Efker, of the Geo. Fisher Co., Tuscon, have brought news of good trade in the territory. Mr. Berryhill is contemplating an enlargement of his talking machine department for the coming holiday season and has come to look over some of the stores in this city before making his improvements. Mr. Efker is spending his vacation in Los Angeles and meanwhile is surveying conditions in the trade.

T. J. Hammett, the Victor dealer of Redlands, dropped in for a few days. The season for oranges has closed in that section after a very heavy crop, which makes things prosperous in all lines of trade. Geo. L. Snyder, the Edison man at Kern, Cal., is happy with the good business he has done lately. He has sold a number of high-priced phonographs in the past week.

A veteran talking machine man, W. A. Mullen, has called on several of the dealers in this city, and while he is no longer connected with the trade is still enthusiastic over it and its great growth.

Mrs. M. E. Gilbert, who will be remembered in the trade by her very successful demonstrations of Mr. Gilbert's repeating device for the Edison phonograph, is making a visit to Los Angeles.

The performance of "The Merry Widow" at a local theater has increased the demand for talking machine records of its different numbers.

William Roddy, the advance agent for the company, has given his assistance to the dealers in the way of advertising matter and newspaper cuts.

Andrew Hang, who for many years has been one of the foremost talker experts, is making his home in Los Angeles.

The Columbia window, prepared recently by the Southern California Music Co., was much admired by Mr. Dorian. It represented the figure of Columbia (flag, etc.) standing majestically at the side of a choice display of Columbia machines and double discs and proved a strong attraction.

SLEZAK WITH NATIONAL CO.

Famous Tenor Who Will be Heard at the Metropolitan Opera House Next Season to Make Records for the National Phonograph Co.—Important and Valuable Acquisition.

The list of grand opera artists singing for the National Phonograph Co., Orange, N. J., has a notable addition in the recent signing of a contract with Leo Slezak, the famous tenor of the Royal Opera House, Vienna, Austria. He is entitled to take the front rank with the leading tenors of the world, and will be heard during the coming season at the Metropolitan Opera House, New York. When G. Gatti-Casazza, general manager of the Metropolitan Opera Co., contracted with Slezak he and Andreas Dippel, the director, were enthusiastic over the acquisition of the great tenor. They call him a second Tamagno, and stated he has the very highest reputation at Vienna and Budapest, where he has been singing for the last nine years. He has also been heard and received with great acclaim in Berlin, Paris and London.

According to musical authorities Slezak commands vocal powers that are nothing short of astounding, and it is not surprising that at the age of twenty-two he already enjoyed public acceptance as one of the leading Austro-Germanic tenors of the day. He first attained real prominence in Berlin, where he created a great stir in the part of "Lohengrin." This led to his being offered an engagement at the court opera house there, which he filled for several years subsequently. Everywhere he was received with unparalleled enthusiasm, and each town that he visited bore out the verdict of Berlin and paid tribute to him as an operatic star of exceptional brilliance.

LEO SLEZAK, WHO WILL SING FOR THE NATIONAL CO.

Slezak made his first appearance at Covent Garden, London, Eng., in the year 1900, and he was most favorably received by both press and audience. He is now returning to the scene of his former triumphs to appear in some of his favorite parts, and to take the principal rôle in "Tess"—Baron Erlanger's new opera, which met with such conspicuous success in Italy last autumn.

Since 1901 Slezak has practically been permanently attached to the Royal Opera House, Vienna, and he has now become one of the musical institutions of that great city. Austrian music lovers literally worship him, not alone for his great vocal gifts, but also for his many attractive personal qualities, and he plays a prominent part in the social and intellectual life of the capital.

The National Phonograph Co. are to be congratulated not only upon their enterprise, but also for introducing to the American public through the phonograph so eminent an artist as Slazek, whose records promise to be among the best sellers ever placed on the market.

Window displays are divided into three classes—good, bad and indifferent. The first one pays.

CLEVELAND'S BUDGET OF NEWS.

Good Demand for Higher Priced Outfits—Dealers Getting After the Trade of Mechanics—Ross Makes Change—Repair Business Growing—Amberol Records Please—Progress of American Sero-Phonograph Co.—Bailey Co.'s Handsome Department—Other Items of General Interest.

(Special to The Talking Machine World.)

Cleveland, Ohio, August 7, 1909.

July closed a rather quiet month in the talking machine trade, although the aggregate of business was larger and a distinctive feature was the demand for high-priced machines of the various makes. Sales of highest priced records was also the rule. The consensus of opinion of the dealers is in agreement with authorities in business circles generally, that very great activity and prosperity is at hand, and is an opinion from which few dissent. The iron and steel industry, a very large Cleveland interest, is leading the way upward, and it carries with its own growth a swift development of allied industries and forms of traffic. Dealers are renewing acquaintance with mechanics and workmen, who were former good customers and who are again in steady employment, and find themselves enabled to add weekly to their repertoire of records. Increasing activity in the jobbing trade is noted and dealers are anticipating a largely increased business within the next two months.

Charles J. Ross, formerly manager of the Federal Manufacturing Co., who made the Devineau Biophone and Ideal horn, has accepted a position with the W. J. Roberts, Jr., Co.

A large number of talking machines are in daily use at the parks and numerous summer resorts, adding to the pleasure of the thousands of visitors.

The talking machine repair business is becoming more and more an important feature of the trade. Some of the Cleveland dealers make a specialty of repair work and keep in stock a complete supply of parts for the various machines they handle. Results are not only profitable, but afford satisfaction to customers, who are apt to neglect the care of their machines.

It is noticeable that Amberol records are creating an increasing demand for Edison machines, persons who have heretofore not been interested becoming profitable customers. Owners of Edison machines are purchasing the four-minute attachment, with selections of Amberol records, and all express themselves delighted with the improvement.

The talking machine department of Aldrich, Howey & Co. is getting a good share of local business in Columbia goods and the manager is optimistic of the near future.

The American Sero-Phonograph Co., which recently purchased the Gemmill patents covering an automatic multiple record phonograph, are making rapid progress and now expect to have their machines ready for the market for the holiday trade. Experts and dealers from various cities, who have examined this machine, have expressed the opinion that the invention will create a new business field, not only for the sale of the machine itself, but will give a marked impetus to the demand for records. A number of prominent financiers of Cleveland have become interested in the new company.

Expressing himself optimistically as to the future, Irving H. Buescher, of Buescher & Sons, said trade had been fairly good during the past month, having made sales of a number of the high grade machines, with an excellent and increasing demand for Amberol, Red Seal and other records.

Phil Dorn, manager of the talking machine department of Collister & Sayle is away on his vacation.

At the May Co.'s Mr. Tinker, the manager, said trade had been fairly good during the past month. We sold quite a number of machines, including several Victrolas, and have a number of prospective sales of Victrola XII. Our record sales are fine. Business is improving."

The talking machine department in the new Bailey Co.'s store has been finished up in artistic style. The space has been divided into several sound-proof rooms. First, are two rooms, one for the manager of the talking machine, and the other of the piano department; adjoining and connected, is a Victor and an Edison room, then follow a series of six demonstration rooms, in the rear of each is left an opening, with a shelf of suitable height to hold the machine. Running the entire length, in the rear of the rooms, is a wide space containing shelving and fixtures for records, and where the operator gives demonstrations. Mr. Friedlander said business was fair in both machines and records, and with their improved facilities expects to largely increase trade.

The jobbing trade is very good, said Mr. Lowell, of the Eclipse Music Co. July, he stated, showed a substantial increase in the volume of business, coming from dealers widely scattered, and indicating a general impetus to the talking machine trade.

H. E. Jones, manager of the Dictaphone Co., resigned July 11, accepting a position in another line of trade, and G. J. Probeck, of the Geo. J. Probeck Co., has been appointed district manager in his place.

The W. J. Roberts, Jr., Co. are doing a very good business according to Audley V. Biesinger, manager.

The Brown Bros. report fairly good sales of both Columbia machines and records.

Business was said to be just fair at Robbins & Co.'s, The Arcade. "Conditions," said Mr. Robbins, "are still unsettled and trade is fluctuating.

Mr. Denslow, manager of the Talking Machine Store, said: "We are selling machines right along, Victrolas and the higher grade ones. I have a number of prospects and the Victrola XII is going so well—it commands the admiration of all who hear it. Our record sales are good and demand is increasing, especially for Red Seals and Amberols."

H. E. McMillin reports sales of several Victrolas, and the higher priced machines in July, but that business is quiet at present.

Trade in the talking machine line was reported excellent at the Goodman Piano Co.'s.

Mr. Goodman is highly pleased with the Melville Clark Apollo Player Piano of 88-note range, one of which he was testing when your representative called. He says the dominant feature of the instrument is the solo-apollo accent, accentuating every note to perfection.

The West Side agency of the Columbia Graphophone Co., under the management of John Reiling, is doing a prosperous business. "Things are moving along very satisfactorily," said Mr. Reiling. "I have a number of good prospects in view and am selling machines right along. Demand for records keeps up and is good, but I am handicapped in not being able to obtain foreign records. I look for a big improvement in business in September."

W. H. Hug, representative of the National Phonograph Co., was a visitor in the city August 1.

SNAPPING GEORGE P. METZGER.

When The World photographer got ready to snap George P. Metzger, advertising manager of the Columbia Phonograph Co., at Atlantic City, last month a gentleman rudely placed his hand in front of Mr. Metzger, so Mr. Metzger does not claim ownership of the hand which is shown on the rail. Mr. Metzger's hands are placed in his own pockets.

GEO. P. METZGER.

CONDUCT FINE QUARTERS.

The department in the Henry Sigel store, in Boston, Mass., designed by B. Feinberg, of the wholesale selling firm of the Columbia Co., occupies two large rooms on the fourth floor of the capacious building as demonstrating booths, and finished in Circassian walnut.

WHOLESALE

EDISON

¶ An order for the smallest part is given the same careful attention as would an order from a dealer for ten machines and a thousand records. During the seven years of jobbing Talking Machines I have never lost a dealer through poor service. My stocks of Edison and Victor machines, records and supplies are second to none in the country. I want the entire business of every dealer in Wisconsin and Northern Michigan, and I'll make good, when I get it. When you can't get service or the goods elsewhere, try me.

I Sell Nothing But Talking Machines

VICTOR

Lawrence McGreal, Milwaukee

SNAPSHOTS AT THE EDISON FACTORY.

Several Interesting Photographs Taken by J. Newcomb Blackman During the Jobbers Visit to the National Phonograph Co.'s Plant at Orange, N. J., After the Convention—Pictures Have Added Value Inasmuch as the Subjects Were Snapped While in Natural Poses.

There is something about snap-shot photographs, whether they catch the subject unawares or in careless poses, that appeals to the average mortal, for they show up the true characteristics of a person much more faithfully than is possible with any carefully made photograph in a studio. J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, is quite an adept at handling the kodak, and at the Atlantic City convention he took a large number of snapshots which greatly pleased his many friends.

PERRY B. WHITSIT AND J. NEWCOMB BLACKMAN; RECENTLY ELECTED PRESIDENT AND THE PRESIDENT OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS.

The Blackman camera was also working during the visit of the jobbers to the National Phonograph Co.'s factory in Orange, N. J., after the convention, and we are therefore enabled to present herewith a quintet of views taken on that occasion. It will be noted that a very pretty semi-tropical background was obtained in two of the photos which proved most effective. The building seen in three of the pictures is a portion of the plant of the National Co.

MR. AND MRS. E. F. TAFT OF THE EASTERN TALKING MACHINE CO., BOSTON.

CURFEW FOR TALKING MACHINE.

Long Island Barber's Talker Purchased to Encourage Trade Becomes Too Popular—Children Cry for Haircuts.

Justice of the Peace Wright, of Islip, Long Island, has rung the curfew on the phonograph. Under his ruling it is illegal to operate a talking machine out of doors after 9 o'clock at night and before 8 o'clock in the morning. Justice Wright, however, tempered that ruling with mercy. After he had decreed that Julius Mentz, a village barber, had violated the unwritten silencer law against the talking machine and said he thought sixty days' imprisonment would fit the offense, he suspended sentence. That was not done, however, until Mentz had promised, reluctantly, to keep his talking machine quiet in the night and early morning hours.

F. K. DOLBEER, SALES MANAGER OF THE NATIONAL PHONOGRAPH CO.

Islip is a quiet, conservative village. Mentz is an alert, enterprising barber, who knows the value of advertising. The trouble with him is that he overdid it. He lost sight of the fact that most of the Islipers go to bed at 9 o'clock at night and that few of them are awake at 6 o'clock in the morning. When Mentz purchased his talking machine his purpose was to operate it inside the barber shop to entertain men who were waiting for shaves and children who were waiting for hair-cuts. It became so popular with the children that soon they began crying for haircuts every day.

The machine was such a success that Mentz recently placed it in a window with a trumpet protruding over the sidewalk. From 8 a. m. to 9 p. m. it was all right. The Islipers drank in the ragtime and coon song melodies and dubbed Mentz a public benefactor. Soon he extended the time until well on toward midnight and set the thing going again at 5 or 6 o'clock in the morning. That was too much. Islip rebelled. It must have its sleep. Mentz's insomnia produced must be silenced. Justice of the Peace Wright was appealed to. He does not care much for music anyway. Mentz was haled before him and asked what he meant by disturbing the beauty sleep of the Islipers. His explanation bore no weight and the Justice issued his 9 to 8 decree.

"A RAPKE SANDWICH."—R. E. CALDWELL OF THE BLACKMAN TALKING MACHINE CO.; THE GREAT AND ONLY VICTOR H. AND GEORGE G. BLACKMAN.

ELMIRA ARMS CO. ENLARGE QUARTERS.

(Special to The Talking Machine World.)

Elmira, N. Y., August 9, 1909.

Owing to the steady increase in business at the present time and the fine outlook for fall and winter trade, especially in the line of imported toys, talking machines, sporting goods, and novelties, the Elmira Arms Co. has been compelled to double the capacity of its store at 117 Main street, and the contract will be let this week for the work.

GIVE TALKING MACHINE TO CRUISER.

On July 27 the municipality of Salem, Mass., presented a big talking machine to the United States cruiser "Salem," named after that city. A handsome silver service and the seal of the city in bronze were also among the gifts to the vessel. A great crowd was present, it being "old home week."

Don't think you know it all about displaying talking machines, records and supplies. Many admit that they are just beginning to learn that there is something else still to be learned.

"HOMEWARD BOUND."—MR. AND MRS. J. B. BLACKMAN (FRONT SEAT); MR. AND MRS. GEO. G. BLACKMAN (TONNEAU).

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

LEEDS & CATLIN CO. SCHEDULES

In Bankruptcy Filed—Liabilities $937,072 and Nominal Assets $2,005,172—Concerted Action by Creditors Advised.

Schedules in bankruptcy of the Leeds & Catlin Co., manufacturers of talking machines and records, at 53 East 11th street, New York, with a factory at Middletown, Conn., show liabilities of $937,072, of which $629,944 are secured, and nominal assets of $2,005,172, consisting of factory property, $375,000, mortgaged to secure an issue of bonds of $500,000; machinery, $823,053; stock, $35,000; accounts, $31,516; notes, $13,805; office furniture, $2,383; patents and copyrights, $710,000 and cash in banks, $14,415, of which $11,000 is a deposit for a surety company in the suit brought against the company by the Victor Talking Machine Co. for infringement of patents, and $3,020 belongs to the Independent Steel and Wire Co., of Pittsburg. Among the creditors are the estate of John Byrne, $409,290, of which $341,000 is secured; Henry Dexter, $81,000, partly secured; New York County National Bank, $76,000, secured; Commercial Trust Co., $9,500, secured; Metropolitan Bank, $10,000, secured; Importers and Traders' Bank, $7,000, secured; I. C. Yowger, $12,500, secured; Independent Steel and Wire Co., Pittsburg, $47,690, and the James O'Neill Co., Chicago, $35,000.

The Independent Steel & Wire Co., of Pittsburg, has suggested concerted action by the unsecured creditors with a view of realizing on the assets and offer the free services of their attorneys, Bilder & Bilder, Newark, N. J., in pressing claims.

NEW MOVING PICTURE ATTACHMENT.

James M. Kirby, a teacher at Frederick, Colo., claims to have invented an attachment to a phonograph, which combines the music of the machine with a moving picture show. The invention projects pictures on the screens as the music is played, thus illustrating the song appropriately. The invention is said to be automatic and can be put on any machine at slight cost.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT.

CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr, Room 622, Tribune Bldg., New York

TO AWARD EDISON MEDAL.

Institute to Give It for a Notable Achievement in Electricity.

A gold medal for meritorious achievement in electrical science or electrical engineering will be awarded shortly by the American Institute of Electrical Engineers from the income of a $5,000 fund established for the purpose.

A committee of the institute, of which Charles L. Clarke, of 120 Broadway, is chairman, will award the Edison medal whenever in their judgment a resident of the United States, its dependencies, or the Dominion of Canada makes a sufficiently meritorious achievement in electricity.

The medal has been executed by James Earle Fraser, a New York sculptor, and bears on the obverse a portrait of Thomas A. Edison, with the inscription, "Awarded by the American Institute of Electrical Engineers for Meritorious Achievement in Electricity." On the reverse is depicted, "The Genius of Electricity Crowned by Fame."

The Edison medal was founded on Feb. 11, 1904, through the contribution of a $5,000 fund by friends, associates, and admirers of Mr. Edison on his fifty-seventh birthday, in commemoration of the twenty-fifth anniversary of the successful introduction and commercial development of the incandescent light.

IMPORTANCE OF STORE EQUIPMENT.

A good many men in business to day seem to forget that not only interest, but a profit above interest, should be made on the investment each year, not only the investment in stock, but also in fixtures and equipment. Every part of the business equipment deteriorates in value as it grows older, so a certain amount of its value should be cut off from the inventory each year, and this loss should also be considered when the earnings of the equipment are figured.

Many men in business never take the trouble to figure whether they are making or losing money on their equipment. They find they have a little more money at the close of the year than at the beginning, and do not bother to see where it comes from. They do not know whether the addition of a new machine or other equipment will make or lose them money; if it is a little handier, that is enough.

The right way to figure on the profits on any new equipment contemplated is to make the best possible estimate of its earning capacity, that is, how much it will increase business or cut down expenses, as a labor-saving device which will save the hire of help may be a better investment than one which will increase the volume of business. After finding out about how much more it will make for the business, figure up how much it will cost to operate it, then interest on the investment and an allowance for wear and tear, the same as though you borrowed money to buy with, and deduct these figures from the earning capacity, and it is easy to see whether it will pay to add that particular kind of equipment.

REMICK HAS COLUMBIA LINE.

J. H. Remick & Co., the widely-known sheet music publishers of New York and Detroit, Mich., with retail stores in both of these cities, and also Philadelphia and Baltimore, have become Columbia dealers and are handling the complete line in their various places with gratifying success. This is only one of several recent important arrangements.

The Victor Co. also announce the issuance of their new July record catalog, the regular May list being omitted on account of the double-face records published at that time. This July bulletin is complete and contains all Victor records intended for sale to the domestic trade, both single and double face. Shipments are now being made to distributers, and it is expected that those east of Denver will be in position to supply July record catalogs to dealers.

Be on the safe side

It's a mighty comfortable feeling, whether you're dealing with a bulldog or a talking machine jobber.

Don't risk being "chewed to pieces"—that is, losing trade and customers and money and prestige—by staying with some jobber who hangs on to antiquated business methods and who fails to fill your orders on time.

You certainly can't afford to let your jobber dilly-dally with your order. And what's more, you needn't do it.

We'll ship your order the same day we get it.

Yes, sir! We guarantee this, and every item you send for will be in the shipment, too!

You just ought to see the size of our stock, and the way we handle it. Why, you can call on us for anything in the Victor line *in any quantity*. We've got it right here in our warehouse. We never have to "send to the factory" when a customer orders from us.

We sell Victor goods and accessories *only*, and consequently we don't get mixed like some distributor who handles both disc and cylinder machines.

Put us to the test. Send us an order (large or small) for Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts or supplies, and we'll prove to you how fast and accurate we are.

Come, join our "happy family." We want you to be our customer, whether you buy much or little. You'll get perfect service, and *you won't pay a cent more than anywhere else*.

Drop us a postal to-day for our catalogues, and ask specially for our handsome booklet, "The Cabinet That Matches," describing our cabinets that exactly match each style Victor.

New York Talking Machine Co.
83 Chambers Street
New York

Victor Distributing and Export Co.
Successors to

LOOKING FAR AHEAD.

Boston Writer Draws Ambitious Picture of the Joys of Ocean Travel When the New German Talking Machine, Utilizing a Heavy Current of Compressed Air, Comes Into General Use—Listening to Operatic Airs Wafted for Leagues Over the Ocean.

Some months ago extended reference was made in these columns to the invention of a loud sounding phonograph by a German—an application of Parsons' utilization of compressed air, as shown in his invention of the Auxetophone, to the phonograph.

Commenting on this invention a writer in the Monitor of Boston, Mass., paints a fanciful picture, forgetting that it is ofttimes a long road between invention and perfection, so that we may have to wait for a realization of the enjoyments pictured. The story is worth printing, however.

"If while crossing the Atlantic one of these days the tourist hears a popular air, or something from one of the operas, or even something symphonic, wafted across the water, by daylight or by moonlight—something melodious, apparently issuing from some point beyond the horizon—he will be better informed than a majority of his fellow passengers if he happen to know where it comes from, what it is, or, at least, how it is produced. Such music may be explained by a recent invention in Germany, and we are indebted to our consul at Chemnitz, Saxony, T. H. Norton, for the facts, so far as they are at present known. Consul Norton is the first, it seems, to recognize the novelty as well as the value of the invention, and he has taken occasion to communicate his knowledge on the subject to the department of state.

"And now, when the informed tourist listens to the popular song or the operatic tenor or soprano solo or the instrumental selection from one of the masters, as it comes floating across the sea, he may know that the sounds are produced by tangential incisions on the surface of a large record cylinder, which is overlaid by another close-fitting cylinder, between which a powerful blast of compressed air is being directed, which sets the cylinders in motion and produces tones as clear as any that ever were evoked from a pipe organ.

"It is well to know this much about the new invention, not only because the knowledge may help some of us to entertain and instruct our fellow passengers during an ocean voyage, but because it will help us to explain another matter. The production of music at sea is by no means the only mission of this clever invention. It is also intended to enable the captains of vessels, scores and even hundreds of miles apart, to carry on a conversation. Of course, the conversation must first be reduced to records, but this can be easily done. It is predicted, indeed, that in a very short time machines capable of carrying the human voice over leagues of ocean will form part of the equipment of every modern seagoing vessel.

"Added to the wireless telegraph, the department store, the daily newspaper, the moving picture show, the roof garden concert, and other features of the modern steamship, the new invention evidently will contribute not only to the safety but also to the pleasure of those who travel on the ocean."

RECEIVER FOR CAMERAPHONE CO.

Judge Hand has appointed Arthur F. Gotthold receiver of bankruptcy for the Cameraphone Co., of 573 Eleventh avenue, New York, with a bond of $5,000, and authorized him to continue business sixty days and continue leases of moving picture machines and films. Most of the leases run through the summer months. The company have also been in the habit of exchanging films, so that films used by a customer in one city during a week would be transferred to another customer in another city for a week, the machines remaining in the possession of the customer. The sheriff was also directed to turn over to the receiver the property levied upon under an attachment for $20,000 on payment of the sheriff's fees. It is expected that the company will be speedily reorganized.

BIG FIRE IN MARIETTA.

The Marietta Phonograph Co.'s Store and Stock Completely Destroyed by Fire.

(Special to The Talking Machine World.)

Marietta, O., July 26, 1909.

The Marietta Phonograph Co., of this city, on Thursday night experienced the second fire within a year, which completely ruined their stock and store equipment.

It was one of the most stubborn blazes that the fire department has had to cope with for some time. The fire started in a small frame building used for the storage of talking machines and supplies, located in the rear of the main structures, and spread so rapidly through the main building that at one time it was thought it could not be got under control. The Marietta Phonograph Co. carried about 35,000 disc records and about the same number of cylinder records, besides a large number of talking machines and sundries. The entire stock of records and machines was destroyed. It was possible to save only a few talking machines.

Mr. McCollum, the proprietor, states that his loss amounts to $15,000, and that he carried $8,000 insurance. The loss on the building, which was rented, is about $3,000.

Last October, when the Marietta Phonograph Co. occupied quarters in the Mueller building, a disastrous fire occurred there, causing a loss of nearly all the stock and damaging the building to a considerable extent.

PROCESS OF EVOLUTION.

The clerk is in direct line to become a salesman. It is the next job above him; he has an option on it. It is merely a matter of "getting busy" with his mind and learning all that can be learned (which is a great deal) about the merchandise under his charge.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

SPECIALTIES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR SEPTEMBER, 1909

EDISON STANDARD RECORDS.

10197 Mazurka from Coppelia.....National (London) Military Band
10198 Lena from Germany.....Josie Sadler
10199 Just a Little Word Called "Welcome".....Byron G. Harlan
10200 Scotch Reels.....Alexander Prince
10201 I Love My Wife, but Oh You Kid!.....Edward M. Favor
10202 I'm Awful Glad I Met You.....Ada Jones and Billy Murray
10203 I'm Tired of Living Without You..Will Oakland
10204 Grand Entry March.....Albert Benzler
10205 Whistle and I'll Wait for You.....Ada Jones
10206 Why Do You Wait?....Anthony and Harrison
10207 They All Take Off Their Hats to Mr. Murphy.....Edward Meeker
10208 Frozen Bill.....New York Military Band
10209 I Played My Concertina.....Arthur Osmond
10210 Oh! You Loving Gal!.....Collins and Harlan
10211 Parody on There Never Was a Girl Like You.....Nat M. Wills
10212 Napanee.....American Symphony Orchestra
10213 Take Me Up With You Dearie.....Billy Murray and Chorus
10214 Uncle Josh at a Camp-meeting....Cal Stewart
10215 'Liza.....Peerless Quartet
10216 Salute to Mexico...United States Marine Band

EDISON AMBEROL RECORDS.

195 Selections from "Mlle. Modiste".....Victor Herbert and His Orchestra
196 The Baseball Girl.....Miss Ray Cox
197 Martha Overture..National (London) Mil. Band
198 Goo-Goo Land.....Harry Fay
199 Clara Jenkins' Tea.....Collins and Harlan
200 Hello, People.....American Symphony Orchestra
201 Dearie.....Will Oakland
202 The Lost Chord.....Reed Miller
203 Hungarian Dances—G minor and A major..Albert Spalding
204 If the Wind Had Only Blown the Other Way.....Grace Cameron
205 Herman and Minnie at Dreamland.....Ada Jones and Len Spencer
206 Second Hungarian Rhapsody—Part 2.....Edison Concert Band
207 Lily of the Prairie.....Pete Murray and Chorus
208 I Will Sing of My Redeemer..Edison Mxd. Quartet
209 The Debutante Waltz..United States Marine Band
210 Sweet Genevieve..James F. Harrison and Chorus
211 Googy-oo.....Ada Jones and Billy Murray
212 Our Boarding House.....Nat M. Wills
213 Medley of Popular Choruses....Premier Quartet
214 Staunch and True March....U. S. Marine Band

AMBEROL RECORDS IN ITALIAN.

DUET BY FRANCESCO DADDI AND VINCENZO RESCHIGLIAN.
4M—5000 All' idea di quel metallo, "Barbiere di Siviglia".....Rossini

DUET BY MARIA AVEZZA AND FRANCESCO DADDI.
4M—5003 O soave fanciulla, "Bohème".....Puccini

SOLO BY FRANCESCO DADDI.
4M—5011 Una furtiva lagrima, "L'Elisir d'amore".....Donizetti

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

ZON-O-PHONE CONCERT BAND.
5517 (a) Kisses—Intermezzo.....Hubbell
(b) Hello, People! (From "Havana").....Stuart
5518 (a) The Phantom Brigade—A Picture Dream.....Myddleton
(b) Daughters of America—National March.....Lampe

ZON-O-PHONE ORCHESTRA.
5519 (a) Julie—A Plantation Idyl—Two-Step....Joyce
(b) Popular Chorus Medley—Two-Step No. 4
5520 (a) Two-Step from the Operetta, "The Dollar Princess," introducing "Ringelreihn" Fall
(b) Waltzes from the Operetta "The Dollar Princess".....Fall

VOCAL SELECTIONS WITH ORCHESTRA ACCOM.

FRANK HOWARD.
5521 (a) My Peach Basket Girl.....Kendall
(b) Sweet Girl of My Dreams—From "The Ragged Robin".....Olcott

THOMAS CHALMERS.
5522 (a) Because.....D'Hardelot
(b) Believe Me if All Those Endearing Young Charms.....Moore

ARTHUR COLLINS.
5523 (a) I Love, I Love, I Love My Wife, but Oh! You Kid!.....H. Von Tilzer
(b) That's a Plenty.....Williams

BYRON G. HARLAN.
5524 (a) Mamma, Don't Scold Me.....Rogers
(b) Let's Go Back to Baby Days..Drislane-Meyer

ADA JONES.
5525 (a) I've Got Rings on My Fingers—From "The Midnight Sons".....Scott
(b) Good-bye, Mollie Brown—From "Mr. Hamlet of Broadway.....Jerome

FRED LAMBERT.
5526 (a) My Wife's Gone to the Country, Hurrah! Hurrah!.....Snyder
(b) No One Could Do It Like My Father...Snyder

ALICE C. STEVENS.
5527 (a) The Cynical Owl—From "The Midnight Sons".....Hubbell
(b) I've Lost My Teddy Bear.....Cole-Johnson

ARTHUR COLLINS AND BYRON G. HARLAN.
5528 (a) Down at the Huskin' Bee—Barn Dance.....S. R. Henry
(b) Heinie Waltzed 'Round on His Hickory Limb.....Ingraham

COLUMBIA 10-INCH DOUBLE DISC RECORDS.

A718 Los Favoritos (Vals) (Gascon).....Banda Flamenca Gascon
Gavotte Stephanie.....Orchestra de la Garde Republicaine
A719 Arpa de Oro (Vals) (A. Martinez).....Banda de Artilleria
The Flowers—Romance (Siegel), Mandolin Solo (duet effect).....Samuel Siegel
A720 Le Brasseur de Preston Overture (Adam).....Columbia Band
Ernani—Selections (Verdi)....Columbia Band
A721 Hush A Bye, O Baby (Pigot), Baritone Solo, orch. accomp.....Carroll Clark
Sweet Miss Mary—Coon Ballad (Neidlinger), Baritone Solo, orch. accomp.....Carroll Clark
A722 I'll Go Where You Want Me to Go (Rounsefell), Tenor Solo, orch. accomp..Henry Burr
Saved by Grace (Grosby and Stebbins), Tenor Solo, orch. accomp.....Henry Burr
A723 Good Night, Good Night (Ball), Tenor Solo, orch. accomp.....Henry Burr
There'll Come a Day (Snyder), Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
A724 My Wife's Gone to the Country, Hurrah! Hurrah! (Snyder), Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
That's a Plenty (Williams), Baritone Solo, orch. accomp.....Arthur Collins
A725 You've Got Me Goin', Kid (Cochrane), Tenor Solo, orch. accomp..Walter Van Brunt
I'm Wait-Wait-Waiting (R. Penso), Soprano Solo, orch. accomp.....Miss Yolande Nobel
A726 Havana—How Did the Bird Know That? (Stuart), Baritone Solo, orch. accomp.....Fred Duprez
I'll Be There with Bells On (Morse), Soprano Solo, orch. accomp.....Ada Jones
A727 Liza (Williams and Van Alstyne), Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
Under the Irish Moon (Meyer), Tenor Solo, orch. accomp.....Byron G. Harlan
A728 Strathspey, Accordion Solo.....Peter Wyper
High Level Hornpipe, Accordion Solo, piano accomp.....Daniel Wyper
A729 Let's Go Back to Baby Days (Drislane and Meyer), Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
Havana—Cupid's Telephone (Stuart), Baritone Solo with Chorus, orch. accomp.....Frank C. Stanley

COLUMBIA 12-INCH DOUBLE-DISC RECORD.

A5118 Oh, That Will Be Glory (Gabriel), Tenor Solo, orch. accomp.....Harvey Hindermeyer
Israfel (King), Baritone Solo, orch. accomp.....Albert Edmund Brown

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5119 When Celia Sings (Moir), Soprano Solo in English, piano accomp.....Mme. Lillian Blauvelt
Ouvrez (Dessauer), Soprano Solo in French, piano acc.....Mme. Lillian Blauvelt
A5120 Rodelinda—Le Printemps (Haendel), Soprano Solo in French, piano accomp.....Mme. Lillian Blauvelt
A Norwegian Song (Hepri Logel), Soprano Solo in English, piano accomp.....Mme. Lillian Blauvelt
A5121 Faithfu' Johnie—Scotch Air (Beethoven), Baritone Solo, orch. acc....David Bispham
The Pretty Creature (Storace), Baritone Solo, orch. accomp.....David Bispham

COLUMBIA 10 3-4-INCH FONOTIPIA DOUBLE-DISC RECORDS.

F114 Le Cygne (Saint-Saens), Violin Solo, piano accomp.....Jacques Thibaud
Serenite (Vieuxtemps), Violin Solo, piano accomp.....Jacques Thibaud
F115 Scherzando (Marsick), Violin Solo, piano accomp.....Jacques Thibaud
Gavotte (Bach), Violin Solo, piano accomp.....Jacques Thibaud
7116 Mefistofele—Romanza di Faust—Dia campi dai prati (Boito), Tenor Solo, orch. accomp.....Rinaldo Grassi
L'Africana—Aria di Vasco di Gama, O paradiso (Meyerbeer), Tenor Solo, orch. accomp.....Rinaldo Grassi

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1142 If You Were Mine (La, La, La)—March and Two-Step (V. Scotto).....Band
1143 Don't Be an Old Maid, Molly (Kerry Mills), Tenor Solo.....Harry A. Ellis
1144 I'm Awful Glad I Met You (Meyer).....Florede and Van Brunt
1145 My Wife's Gone to the Country, Hurrah! Hurrah! (Ted Snyder), Baritone Solo..Bob Roberts
1146 Under the Irish Moon (Meyer), Tenor Solo.....Byron G. Harlan
1147 Wild Cherries (Ted Snyder), Xylophone Solo.....A. Schmehl
1148 Please Don't Tell My Wife (Frantzen), Baritone Solo.....Fred Duprez
1149 Liza (E. Van Alstyne), Vocal Quartet, Male Voices.....Quartet
1150 That's a Plenty (Bert Williams), Baritone Solo.....Arthur Collins
1151 King Cotton March (Sousa).....Band
1152 Shipmates (Original), Vaudeville.....Golden and Hughes
1153 Take Me Up With You, Dearie (A. Von Tilzer), Baritone Solo.....Frank C. Stanley
1154 Come Out, June Moon (Ayer), Tenor Solo.....Walter Van Brunt
1155 Monte Cristo Waltz (Istvan Kotlar)..Orchestra
1156 I've Got Rings on My Fingers, or Numbo, Jumbo, Jijjiboo (Scott), Soprano Solo.....Ada Jones
1157 Love Me, Baby Mine (Cole and Johnson), Baritone and Tenor Duet..Collins and Harlan
1158 I Want Somebody to Play With (E. Van Alstyne), Tenor Solo.....Henry Burr
1159 Street Piano Medley.....P. Molinari
1160 Blitz and Blatz at the Seashore (Duprez), Vaudeville.....Duprez and Roberts
1161 Googy-oo (Rice), Soprano and Tenor Duet.....Ada Jones and Walter Van Brunt
1162 La Marseillaise (Roger de L'Isle).....Band
1163 There'll Come a Day (Ted Snyder), Baritone and Tenor Duet.....Stanley and Burr
1164 Bye Bye, Ma Honey (Original), Negro Shout.....Billy Golden
1165 Barn Yard Gallop (Kikiriki) (Fahrbach)..Band

NEW VICTOR RECORDS.

No.		Size.
	ARTHUR PRYOR'S BAND.	
31742	Norma Overture.....Bellini	12
5723	Faust—Waltz from Kermesse Scene.....Gounod	10
5722	Henry's Barn Dance.....S. R. Henry	10
	INSTRUMENTAL QUARTET BY THE RENARD QUARTET.	
58010	Spinning Song (Songs without Words).....Mendelssohn	12
	CORNET DUET BY CLERKI AND KINKEL, WITH ORCH.	
5724	See the Pale Moon.....Campana	10
	BARITONE SOLO BY REINALD WERRENRATH, WITH ORCH.	
31742	Calm as the Night (Stille wie die Nacht).....Bohm	12
	MLLE. KORSOFF AND M. BEYLE OF THE OPERA COMIQUE, PARIS, WITH ORCH.	
52722	Manon—Et je sais nom (If I Knew but Your Name).....Massenet	10
	SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.	
5726	The Child of a King.....Sumner	10
	WHITNEY BROS. QUARTET, UNACCOMP.	
5727	Dixie.....Emmett	10
5728	Santa Lucia.....Old Italian Song	10
5730	How Can I Leave Thee?..Old German Song	10

(Continued on page 48.)

How to Preserve Records

This is a matter that we have given a great deal of our time and money. We now have in the most elaborate catalog that we have ever produced, illustrations of our New Cabinets for Disc and Cylinder Records. Twenty-five Patterns to select from, in Oak and Mahogany. Cylinder Cabinets equipped either with pasteboard pegs or clamps on which the cylinders can be put in the original cartons. A Udell Cabinet to keep your Records in is not a luxury but a necessity if you have a talking machine. No broken records, none lost, Can lay your hand on any record that your library contains instantly. A Udell Cabinet is a piece of furniture that will grace the most exquisite surroundings. In patterns made, finish put on them, interiors and general workmanship, Udell Cabinets are it. **Now** this beautiful New Catalog is ready for every Dealer that wants it. Write

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

THE UDELL WORKS
Indianapolis, Indiana, U. S. A.

Gentlemen:
Please send your New Catalog No. 30, of Disc and Cylinder Record Cabinets.

Name.....
City.....
State.....
T. M. W.

VICTOR LIGHT OPERA CO., WITH ORCH.
31744 Gems of Havana.....Stuart 12
COMIC SONG BY NAT M. WILLS, WITH ORCH.
5725 The Traveling Man..... 10
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
5732 Take Me Out for a Joy Ride...Shields-Mills 10
COMIC SONG BY BLANCHE RING, WITH ORCH.
5731 The Billiken Man.....Gideon 10
COMIC SONG BY HARRY LAUDER, WITH ORCH.
58009 A Trip to Inverary..... 12
COLLINS AND HARLAN, WITH CHORUS AND ORCH.
5736 My Wife's Gone to the Country! Hurrah! Hurrah! ..... Whiting-Berlin-Snyder 10

DOUBLE-FACED RECORDS.

16343 (a) "Bold Stroke" Two-Step (Le coup de Jarnac).....Victor Orchestra 10
(b) The Turkish Patrol...Victor Orchestra 10
16338 (a) Amore (Muratori) (Violin-'Cello)..... Rattay and Heine 10
(b) Brunette and Blonde (Rollinson) (Cornet Duet).....Clarke and Keneke 10
16345 (a) Gate City March (Weldon) (Xylophone).....William H. Reitz 10
(b) The Nightingale (Popp) (Flute)..... Darius Lyons 10
16341 (a) Let's Go Back to Baby Days (Drislane-Meyer) .....Peerless Quartet 10
(b) How Kathlene Proposed..... Jones and Spencer 10
16340 (a) Somebody Loves You, Dear (Howley).. Harvey Hindermeyer 10
(b) Up in My Aeroplane (Woodward-Edwards) .....Haydn Quartet 10
35081 (a) Bohemian Girl Selection (Balfe)....
(b) Yelva Overture (Reissijer)Pryor's Band 12
Pryor's Band 12
16344 (a) I'm Crazy When the Band Begins to Play (Jerome-Schwartz..Billy Murray 10
(b) That's a Plenty (Williams)..... Arthur Collins 10
16339 (a) Beautiful Eyes (Snyder)....Ada Jones 10
(b) There Is a Happy Land..James Devins 10

NEW RED SEAL RECORDS.

EMMY DUSTINN, SOPRANO—IN ITALIAN.
91086 Madama Butterfly—L'ultima scene (Final scene of the opera).....Puccini 10
BLANCHE ARRAL, SOPRANO—IN FRENCH.
64107 El Bolero Grande.....Vasseur 10
74142 Marriage of Jeannette—Nightingale Song ..... Masse 12
GEORGE HAMLIN, TENOR—IN ENGLISH.
74140 Dear Heart .....Mattei 12
EVAN WILLIAMS, TENOR—IN ENGLISH.
64105 Auld Lang Syne.....Burns 10
64106 Holy Night (Cantique de Noël) ('Cello obbligato by Louis Heine).....Adam 10
74141 Favorita—Spirit So Fair (Spirito gentil).. ..... Donizetti 12
MISCHA ELMAN, VIOLINIST.
61185 Serenade .....Drigo 10
WILHELM BACKHAUS, PIANIST.
71044 Liebesträum (Dream of Love).....Liszt 12
SR. SAGI-BARBA, BARITONE—IN SPANISH.
61186 El Juramento—Romanza .....Gaztambide 10
61187 La Guerra Santa—Romanza.....Arrieta 10

VICTOR WINDOW DISPLAYS.

Special Catalog Prepared Covering This Field —Ellis Hansen's Clever Work—Secures Gold Medal—Study to Make Your Window Individual.

The Victor Talking Machine Co. have prepared a catalog of "ready made" window displays which every dealer should have, and which will be supplied on request. These windows have been prepared by Ellis Hansen, who is acknowledged to be one of the best window dressers in America, and who only recently was honored by receiving the highest prize—a gold medal—in the window trimming contest conducted by "The Merchants Record and Show Window," a journal devoted to window trimming. When it is known that he won out in a field of 426 contestants one can get an idea of his ability.

The Victor Co. have placed the services of this gentleman at the disposal of Victor dealers with the object of making the Victor show window advertising strongly individual. This has been done at great expense, but it is in the interest of trade advancement in which the Victor as well as all of us are keenly interested.

VICTROLA XII. IN GREAT DEMAND.

V. W. Moody, of the New York Talking Machine Co., the Victor distributers, stated that the new Victrola XII. has caught on in great shape, and substantial orders are received daily for that style. Business in general shows considerable improvement.

A TALKER MAN'S VACATION

Spent in a Sportsman's Paradise in New Zealand—Entertaining the Native Maoris With the Talking Machine.

C. E. Bryant, a well known talking machine salesman, who has been located in India for some time past, recently took a short vacation, going to Australia. He sends The World the accompanying photograph of himself and a resident of Rotorna, New Zealand, and showing the results of one day's fishing by Mr. Bryant on Lake Rotorna—twenty-three fine rainbow trout, ranging, dressed, from three to six pounds. Mr.

C. E. BRYANT'S BIG CATCH.

Bryant writes: "I had in the evening of my return several good shots at wild duck on the lake, also along the shore of several bevy of California quail; also two brace of Chinese pheasant, besides which I killed a number of hares, and saw during the day two wild pigs, which are very numerous here, and about thirty black swan, and all this within the comforts of modern civilization, as we were only a few hours from the town of Rotorna. Surely you will say a marvelous sporting country. In the evening I regaled the native population (Maoris) with a few choice selections on a talking machine, which created much interest."

Surely the sportsmen among our readers will envy Mr. Bryant in his vacation environment.

ESCAPES SERIOUS ACCIDENT.

J. Newcomb Blackman, of the Blackman Talking Machine Co., narrowly escaped a serious accident while automobiling near Rahway, N. J., last month, when a loose chain slipped off the sprocket and became entangled in the running gear. Though Mr. Blackman applied the brakes in short order, the car was stopped none too soon, for the axle was broken and the wheel would have dropped off within another 50 feet, causing a serious spill, as the car was going at good speed. It took six hours for expert mechanics to repair the damage.

In this theater of man's life contemplation and action ought ever to be united, a conjunction like unto that of th two highest planets—Saturn, the planet of rest, and Jupiter, the planet of action.—Bacon.

WHO IS THE BEST BUYER?

The Best Buyer Is the Man Whose Goods Sell Best—Who Wins a Reputation for Himself and for the Product He Handles—He Is the Man Who Helps the Prestige of the Manufacturer as Well as His Own.

He is not the man who buys the most goods. He is not the man who buys the cheapest goods. Strange as it may seem, he is not the man who always pays least for the goods he buys.

The best buyer is the man whose goods sell best. The keynote of successful buying is to make the salability of the goods—not the price—the first consideration.

When an article is offered to a buyer his first thoughts should be, "Is it good? Will it sell? Is it a money-maker? If not, I do not want it at any price."

Slow-selling goods which remain a long time in stock are dear, no matter what price was paid for them. The successful buyer considers first whether the article offered will sell readily at a fair profit and then, and not until then, he endeavors to get the lowest possible price on it.

It is not the first cost of the goods which counts, but what can be made out of them—all things considered. It may even be good business to pay more for an article as compared with another because you can make more out of it.

It is a serious mistake to overbuy. The amount of stock carried should bear a definite relation to the sales—say one-third to one-fourth as much as the annual business. To make money the stock should be turned three or four times a year; the oftener the better.

The other extreme is an equally serious mistake—to be so afraid of overstocking that you will not have the goods when they are called for. Buying in this way makes it impossible to build up your business. The ideal condition is to watch the stock closely and buy often and in moderate quantities so as to have the goods on hand when wanted.

One reason why the average retailer fails to get the best results from his buying is because he gives too much time to it.

Ask the average merchant what he considers the most serious handicap in his business, and the reply will almost invariably be "competition." Statistics show, however, that less than 2 per cent. of the retail business failures are due to competition. More than half the disasters are attributed to "incompetence" and "lack of capital." Wholesale houses supplying the retailer put their own interpretation on these causes and say that both may be traced to injudicious buying, but rarely is the buying more than a small percentage of the cause.

Do business with a reliable concern; one that can be depended upon to treat you fairly; one that is conveniently situated so that you can get goods quickly; one whose experience as to the requirements of your trade is such that the goods offered you may be relied upon to be salable at a good profit. As the Furniture World says: The retail merchant often fails to discover the lack of selling qualities in the goods because of his anxiety to obtain low prices and good discounts. His sole anxiety seems to be to buy at the lowest prices, even if he has to overstock in a dangerous degree to get them, which is a dangerous ambition.

"Why do you invite heart palpitation by running for a subway train like that?"

"Had to make it, old man. There won't be another train for thirty seconds."

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square.

THE MUNSON FOLDING HORN
Greatly improves the tone of the records and means increased record sales. Retails $7.00
Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

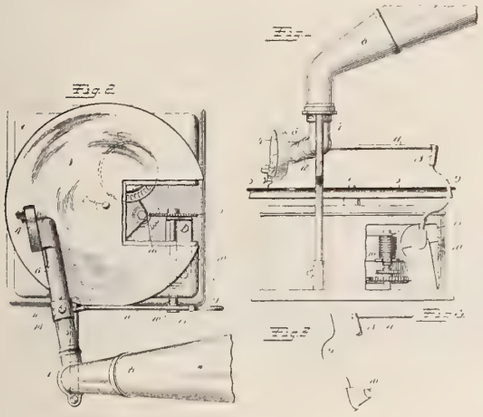
Washington, D. C., August 7, 1909.

TALKING MACHINE. Alfred Keller, Ste. Croix, Switzerland, assignor to Mermod Freres, same place. Patent No. 925,346.

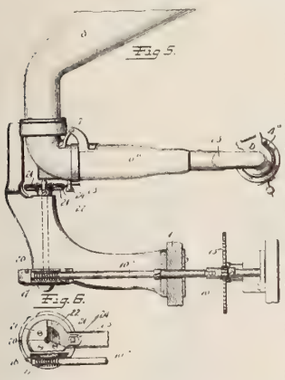
This invention relates to improvements in talking machines, the object being to provide a simple and effective device for feeding the stylus arm over the record in such a manner as to cause the stylus point to register properly with the convolute or spiral groove in the record. By this means undue wear upon one side of the groove and upon the stylus point is avoided when the reproduction of sound is made.

Heretofore in machines of this character the groove itself has been depended upon to move the stylus point across the record, with the result that both the stylus point and the groove have been unnecessarily worn. By this invention this is avoided.

This invention also contemplates the further improvement in that it permits of varying the



degree to which the stylus arm shall be fed, so as to vary the feed to accommodate it to the several different groove spacings. At the present time disc records are made by various concerns having different spacings between the spiral convolutions. By a very simple construction the feed mechanism is adapted to any spacing. This feed apparatus is also useful for recording machines.

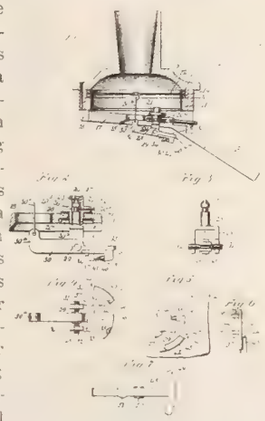


In the drawings, Figure 1 is a side elevation, partly broken away, of a talking machine constructed to embody the invention; Fig. 2 is a plan view thereof, also partly broken away; Figs. 3 and 4 are perspective views of details of construction; Fig. 5 is a side view of a modification; and Fig. 6 is a plan view of certain details of construction shown in Fig. 5.

SOUND REPRODUCER. Richard B. Smith, New York. Patent No. 925,846.

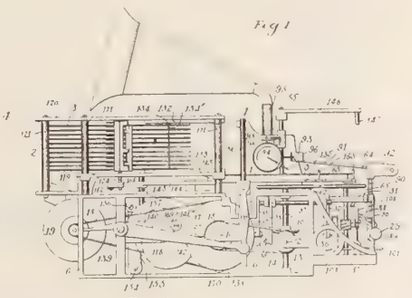
This invention relates to sound reproducers, the more particular purposes being as follows: 1, to increase the sensitiveness of the stylus lever as regards its movement toward and from the general position occupied by the diaphragm; 2, to increase the sensitiveness of the stylus lever as regards its pivotal movement in a direction approximately parallel with the diaphragm; 3, to facilitate the ready interchange of different jewels or other record points, so that by the simple action of a movable part one of these jewels or points may be instantly substituted for another; 4, to reduce the friction of the various parts supporting the stylus lever; 5, to provide a stylus lever with a plurality of jewels or other record points, and to enable the same to be used independently; 6, to provide an indicator for disclosing which particular jewel or other record point is in proper position to be used; 7, to enable the same stylus lever to be played with various records having different types of sound grooves, by merely throwing one jewel or record point out of service and another one into service, both jewels or points being permanently carried by the stylus lever; 8, to provide various details of construction looking toward the general improvement of the reproducer.

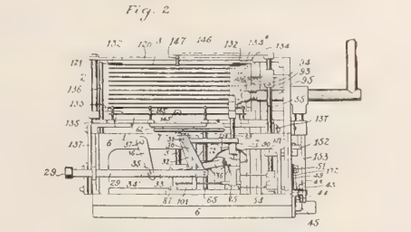
Figure 1 is a substantially central section through a reproducer provided with various improvements; Fig. 2 is an enlarged fragmentary section through the swivel joint for supporting the stylus lever; Fig. 3 is a view partly in section and partly in elevation, showing the swivel for supporting the stylus lever; Fig. 4 is a fragmentary section showing the stylus lever and the means carried by it for supporting a plurality of jewels or other record points; Fig. 5 is a fragmentary inverted plan showing the under side of the weight and a portion of the stylus lever carried thereby; Fig. 6 is a side elevation showing the point carrier removed from the stylus lever; and Fig. 7 is a plan view of another form of stylus lever.

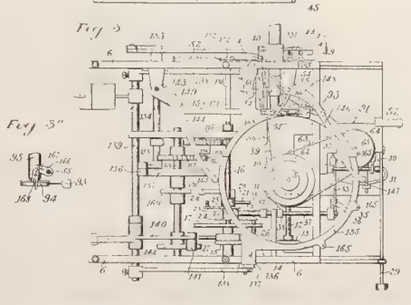


SOUND-REPRODUCING MACHINE. Julius Weilner, Philadelphia, Pa. Patent No. 928,567.

This invention relates to sound reproducing machines and the main object is to provide machines of this character with means whereby one of a plurality of records may be transferred from a suitable magazine or support to the rotatable

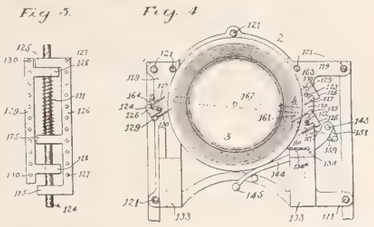




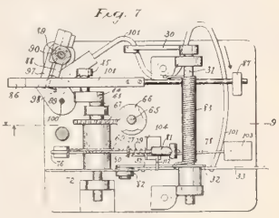


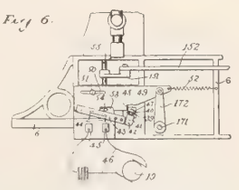
record support, for the purpose of reproducing the record, and also to transfer the record from the rotatable support back to the magazine.

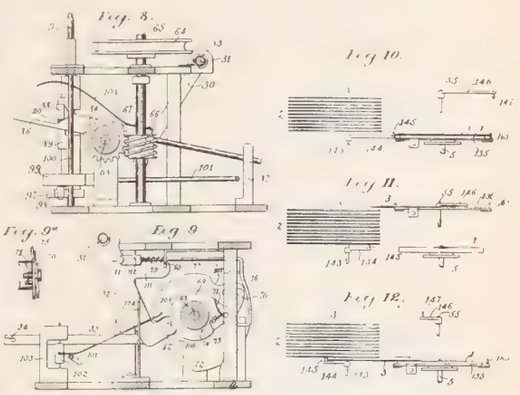
In the drawings Figure 1 is a side elevation of the improved sound reproducing machine. Fig. 2 is an end elevation thereof. Fig. 3 is a sectional plan view, showing the record magazine and turn-table removed. Fig. 3a is a detail, in



plan, of a jointed arm and the sound box. Fig. 4 is a sectional plan, as on the line 4—4 of Fig. 1. Fig. 5 is a detail of a part of the mechanism for supporting and lowering the records. Fig. 6 is a detail, in elevation, of a part of the automatic mechanism for stopping the machine, and adjuncts. Fig. 7 is a sectional plan view, as on the line 7—7 of Fig. 2. Figs. 8 and 9 are sectional elevations as on the line 8—9 of Fig. 7, Fig. 8 as seen from the dotted line arrow and Fig. 9 as seen from the full line arrow. Fig. 9a is a detail of a part of Fig. 9 as seen from the right hand side of the latter figure. Figs. 10, 11 and 12 are diagramtic views showing the series of records, the turn-table and different positions of the parts directly concerned in transferring the records from the series to the turntable and back again; Fig. 10 showing the posi-







tion of the parts while a record is being reproduced, Fig. 11 showing a record raised from the turn-table and being moved horizontally to the top of the series, and Fig. 12 showing the lowermost disc of the series being moved to and upon the turn-table.

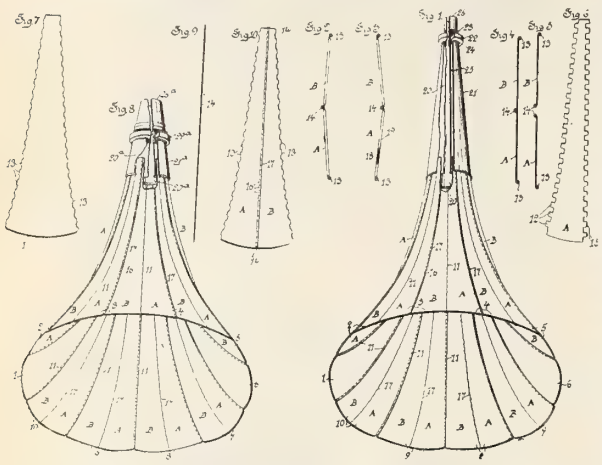
PHONOGRAPH-HORN. Paul B. T. Berner, New York, assignor to the Searchlight Horn Co., same place. Patent No. 926,235.

This invention relates to phonograph horns and like instruments, the bells of which are usually built up of a series of sections, the latter generally having curved side edges which give the desired contour to the bell; and in certain respects it is in the nature of an improvement on the horns shown in United States Patents 12,442 of January 30, 1906, and 771,441 of October 4, 1904.

One of the principal objects of the invention is to simplify the construction and reduce the cost of the built-up bell of a phonograph horn. To this end sections of thin, flexible sheet metal are used, usually with curved side edges, so as to join said curved edges together by means of wires passing through a series of eyes rolled or formed alternately in the contiguous sections. This method of joining the strips together is very simple and inexpensive.

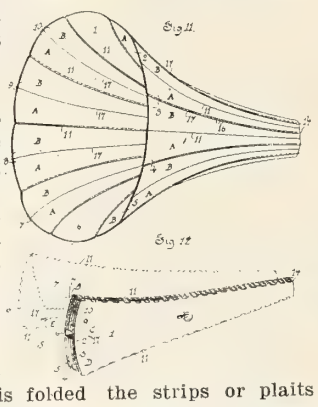
A further object of the invention is to produce a horn which is capable of being folded or reduced in bulk for convenience in transportation or storage.

In carrying out this feature of the invention, certain or all of said sections are formed of two strips. This permits the strips to fold together in the manner of the plaits of a fan, so that all the strips can pack facewise against each other,



thereby reducing the bulk to a minimum. In setting up the horn it is only necessary to expand the bell, which, owing largely to the outward buckling of the large ends of the strips, possesses sufficient rigidity for use.

Preferably each of two sections in the horn is single, that is, formed of a single metal plate instead of being formed of two strips hinged together. These single plates or sections are placed opposite each other in the horn so that when the same is folded the strips or plaits form two sets which lie one opposite the other between said single sections so that the device very closely resembles a folded fan in form.



It will be understood that if the bell is not intended to be collapsible all of the sections may be single instead of formed each of a pair of strips hinged together; the novel method of hinging the sections together, even in a non-collapsible horn, being preferable to methods heretofore in vogue.

In the accompanying drawings, Figure 1 is a view of a phonograph horn embodying several improvements in one form; parts being broken away to disclose the invention more clearly. Figs. 2 and 3 are end views of a bell section, comprising two strips hinged together, and illustrates the buckling or springing of the strips when opening the bell. Fig. 4 is a sectional view to illustrate the hinging of the strips which form a bell section. Fig. 5 shows the Fig. 4 strips separated. Fig. 6 is a blank of one of the strips which make up the bell sections. Fig. 7 is one of the single or main sections of the bell, undivided into strips. Fig. 8 is a view of another construction of device for clamping the neck of a bell. Fig. 9 shows one of the wires which form the pintles to connect the strips and sections together. Fig. 10 is a view of two strips hinged together to form a section. Fig. 11 is a view of a detached opened bell. Fig. 12 shows the bell folded in full lines, and also shows by dotted lines the manner of unfolding the same.

SPEED-CHANGING MECHANISM FOR GRAPHOPHONES. Frederick F. Murdock, Syracuse, N. Y. Patent No. 927,809.

This invention relates to improvements in speed changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism by means of which both the old and the new machines may be readily adapted to play what is commonly known as the standard two minute record, and also a new four minute record which has recently been produced.

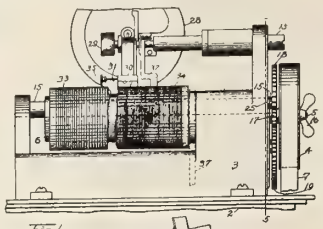


Fig. 1.

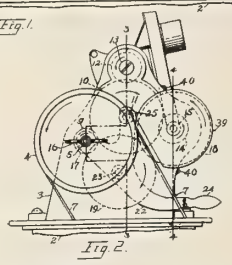


Fig. 2.

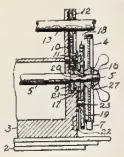


Fig. 3

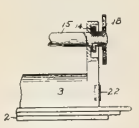


Fig. 4

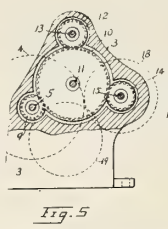


Fig. 5

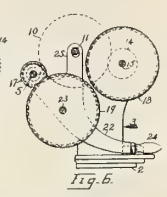


Fig. 6.

The invention relates particularly to improvements in the devices shown and described in pending application, filed Jan. 25, 1909, Serial No. 473,963.

Fig. 1 is a side elevation of a graphophone, showing the location and arrangement of the principal parts of the invention; also showing a portion of the old and new records. Fig. 2 is a front end elevation of the machine. Fig. 3 is a sectional view on line 3—3 of Fig. 2. Fig. 4 is a sectional view on line 4—4 of Fig. 2. Fig. 5 is a sectional view on line 5—5 of Fig. 1. Fig. 6 is a part end elevation showing the manner of throwing the auxiliary train of gears out of mesh.

Fig. 1

Fig. 2.

Fig. 3

COUNTERBALANCED SOUND-BOX. Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 927,505.

The object of the invention is to provide means for preventing heavy sound boxes or those of excessive weight from causing the stylus needle thereof from exerting the excessive pressure upon the record.

In the drawings Figure 1 is an elevational view of the invention, showing the fragmentary portions of the adjacent parts of the machine; Fig. 2 is an enlarged view of the sound box turned back on the sound conveying arm; and Fig. 3 an enlarged end view of the sound box turned down into its operative position on the record.

TURNING AND SMOOTHING DEVICE FOR PHONOGRAPH-RECORDS. Frank Able, Jr., Louisville, Ky. Patent No. 928,015.

This invention relates to turning and smoothing means, and particularly to means for turning and smoothing phonograph records, and has for an object the provision of a cutter and holding means therefor that will cause the cutter to evenly and smoothly turn or shave a phonograph record.

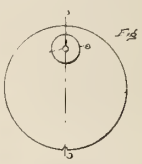


Fig. 1

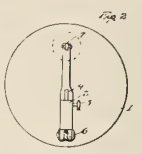


Fig. 2

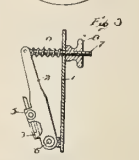


Fig. 3

Another object of the invention is the provision of a plate adapted to fit into the reproducer arm of a phonograph and a cutting tool adjustably secured thereto which in turn is adapted to shave or turn a phonograph record evenly, smoothly and perfectly true.

In the accompanying drawings: Fig. 1 is a top plan view of one embodiment of the invention. Fig. 2 is a bottom plan view of the structure shown in Fig. 1. Fig. 3 is a section through Fig. 1 approximately on line 3—3.

MAKING GOOD.

Here's to the man who makes a name
By up-hill pull, and good, hard work;
Who puts his talents to daily tests,
And scorns to "hurdle," to shift, or shirk.

Here's to the man who's won his fame
And carved his niche in the world to-day,
Whom everyone looks at wonderingly,
And bows as the genius goes his way.

Here's to the captains of industry,
They shine like stars in the black, clear night;
Here's to the men who do big things,
Who lead and command in life's big fight.

But better than all, a toast we drink
To the rank and file—misunderstood;
Who make no name, but spend their lives
Hourly, daily, "making good!"

It matters not if no niche is theirs,
They may not shine like some big star;
Their jobs aren't big, but they're "making good,"—
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The TALKING MACHINE AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, AUGUST 15, 1909

REAL BUSINESS SUCCESS.

R. H. McDuffie Discusses the Only True Method of Achieving It—A Healthy, Breezy, Stimulating Talk on a Topic of Interest to Every Talking Machine Man.

Success does not mean simply carrying our point, making money and accumulating fortunes, but it has a broader meaning. A man who accumulates a fortune by shady methods has not made a success, but the man who accumulates something by honest methods, has a clear conscience and is happy and contented, is the man, in my opinion, that has attained real success. However, as my subject indicates that there is only one method, I shall contend that there is but one safe method. Now, I have selected as my text, "Honesty the Best Policy, or the Square Deal." I believe the square deal is the only method that will produce genuine success, and when the square deal is combined with well developed ability placed in full action, success is bound to follow.

The principle of the square deal is not only to be honest and reliable in a general sense, but to be so in the absolute sense; that is, to aim to give an exact equivalent in every transaction and to give the highest possible worth to everything we produce and offer for sale. To simply be honest in the ordinary sense of the term is not enough; we must be so honest that we will not give anything to the world but the very best we can produce. The man who places an inferior product upon the market when he has the ability to produce a superior product is not strictly honest; he is not giving his best to the world. We are not giving the world a square deal unless we offer our very best.

The man who is reckless or slovenly in his work is not an honest workman, even though he may be poorly paid just now. To be strictly honest and thoroughly just to himself he must do his work so well that he could not possibly improve upon it.

ABSOLUTE HONESTY.

There are many people who believe that absolute honesty is not necessary to success, and there are a few even who believe that reliability is an obstacle if great success is to be attained, but it will not require much clear thought to understand that the opposite is the truth. The real business of the world is based upon the principle of an exact equivalent, returning worth for worth, and so necessary is this principle to the very existence of the business world that no enterprise whatever could exist if this principle were removed.

PARASITES.

The man who accumulates a fortune through "shady" methods does not engage in real business; he simply acts as a parasite upon the reliable business enterprises of other men. He would therefore starve if honest men should cease to conduct business. The parasite always dies when you remove the source of his life and power.

Take away legitimate business and illegitimate business would go into bankruptcy at once; take away illegitimate business and the legitimate would thrive as never before. Destroy the animal that supports the parasite and the parasite will also die, but remove only the parasite and it is clear that the animal will become stronger, healthier, more vigorous and more powerful than ever before.

The honest business of the world not only supports itself, but it also supports the dishonest; it not only supplies vitality for its own continued existence, but it gives away a great deal of extra vitality to keep alive the parasites. If it should cease to give away that extra vitality and use all its life in promoting its own legitimate ends, it is evident that real, legitimate business would overflow with wealth in every part of the world.

A WINNING COMBINATION.

The square deal, combined with well developed ability, will win every time, and its gains will be far greater when it refuses to give part of its life to keep parasites in thriving existence. The man who thinks there is no success in reliability tries to supplant his own lack of ability with unreliability. Being unable to create his own success he appropriates a considerable portion of the success that has been created by others. He calls his own power of appropriation and accumulation success, but he forgets that if others did not create success there would be no success for him to appropriate, and he also forgets the fact that only the man who creates success is entitled to success.

When the majority realize that it is only ability that can create success, and that ability produces the greatest results when acting through reliability, the parasite will disappear from the business world, and the number realizing this great fact is growing very rapidly.

In my opinion the quickest way to eliminate this parasite and thereby remove the greatest block in the way to greatest success is to take advantage of the great opportunity we have to labor honestly and deal fairly with our fellowman, always keeping before us as our motto, "A square deal to all."

To the 85,000,000 of people that make up this great Republic the opportunity to labor honestly means more than to all the world besides. It means the development of resources great beyond the comprehension of any mortal, and the diffusion among all riches to which the glories of "The Arabian Nights" are but the glitter of the pawnshop, and to which the sheen of all the jewels of this earth are but the gleam of the glow worm in the pallor of the dawn.

LATEST CUSTOMS RULINGS.

Foreign Souvenir Postal Cards Are Denied Entry as "Lithographic Prints."

Post cards imported by the Souvenir Post Card Co., of New York, were held last week by the Board of United States General Appraisers to be dutiable as assessed by Collector Loeb at 25 per cent. under the provision in the tariff for "printed matter."

It was alleged by the importing concern that the Collector had erred in classifying the cards, and that they should have been admitted to entry at appropriate specific rates under Paragraph 400, covering lithographic prints. General Appraiser Fischer, in his decision for the board, says that the customs tribunal is convinced that the cards are not lithographed, and consequently the assessment imposed by the Collector will stand.

SLOT MACHINE FOR BOOKS.

Russak Has Contrivance Which May do Away With Newsstand Attendants.

Frank Russak has arrived in London from Paris with the object of starting a company to exploit a French invention for which Mr. Russak holds the patent rights in Europe and America. The idea has points of interest, both for authors and publishers, for it concerns the distribution of their wares in a novel fashion. It is the application of a penny-in-the-slot machine to what is generally described as ephemeral literature.

Mr. Russak believes that there is a large public which will be eager to hire a book for a few hours' reading, provided they do not have to trouble to go to a circulating library and can lay their hands upon what they want just when it is wanted.

The machines will hold ten or a dozen books, displaying their titles so they can be read without being removed from the case, which opens only when a certain coin is put in one slot as the price of hire, and another coin is put in another slot as the price of the book in the event it is not returned.

If Mr. Russak can get capital together and make arrangements with publishers, he will distribute these machines in hotels, trains, seaside resorts, and everywhere there is likely to be a demand for books to while away an hour or two. Mr. Russak is so enamored of the scheme that he can see none of its obvious difficulties.

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The H. L. Brittain Co., New York, have incorporated to manufacture and deal in cameras, lenses, films, etc., and to deal in talking machines and supplies, with capital stock of $50,000. Incorporators: James O'Neill, Hotel Lucerne, Van D. Macumber, No. 900 Bedford avenue, Brooklyn; Henry L. Brittain, No. 201 West Eighty-fourth street, New York.

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Be a Booster!
You will find that knocking never helps, while boosting always pays;
That a cheery smile will brighten up the very darkest days;
So if you'd choose the surest of the joy-inspiring ways,
Be a Booster!

The TALKING MACHINE AND NOVELTY NEWS WORLD

THE SIDE LINE SECTION

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QUESTIONS OF IMPORTANCE.

Expert Comment by an Experienced Dealer on Some Vital Points of Business—Loose Credit Accounts and Unpaid Bills.

Business is a great game. And because it is such a great game is the reason why it takes a skillful player who combines his skill with precision, keen interest and good judgment to win out.

That many do not recognize it as a game, play it for all they are worth and follow the rules, accounts for many of the failures that occur year after year.

The game of business is not one of chance. It is not a game wherein luck plays the most important part and the turn of a dial spells victory or defeat.

No, in business to-day the best man wins. He wins because there are rules which, if followed, mean success. He follows them.

Also, he is possessed of initiative, energy to push his business and business instinct to tell him whether contemplated plans will make for success or failure. And the best part of it all is that he uses them.

The man who goes down to defeat, who belongs to the crowd of "also rans," can blame his defeat to a number of causes. One is a lack of stick-to-it ability. Unlike the man who stuck to the ship and went down with the colors flying, at the first sign of a leak he is ready to jump. He does not stick. And the man who deserts at the first sign of trouble, who lacks determination to see his business carried to the front, deserves to lose. And he does.

Another cause is inability to work harder as things look dark and discouraging. A man who expects to make a success of storekeeping will not allow this sort of discouragement to defeat him. Though he fights against odds, he will not be denied.

Thrice blessed is he that possesses a goodly amount of optimism in his makeup, says The Sporting Goods Dealer. The business man needs it. If he has it he realizes that hard work rolls the clouds away and lets the sunshine in. And, realizing this, he proceeds to do the hard work. If there weren't obstacles to surmount, discouragements to overcome, business would be mere child's play. As it is, it's a man's game and it takes a man's time, thought and best endeavor to play it.

LOOSE CREDITS AND UNPAID BILLS.

When bills become due, many merchants get blue. Their unpaid bills stare them in the face. They see their affairs in what is apparently a hopeless tangle and think "there's no use my trying any longer."

They carry their troubles home at night, eat with them, sleep with them, make them a part of their daily life. Is it any wonder their business reflects this same spirit? And who, pray, wants to trade with the man who is gloomy and who does business in a depressing atmosphere? Not many, that's sure.

Generally the greatest cause of unpaid bills is a loose credit system. Many men there be whose profits would be about as great if they scattered their goods to the four winds of heaven. They make many sales and spend many more hours in vain attempts to collect their money. Instead of taking ordinary business-like precautions before the goods are sold, ascertaining the status of the persons buying and their ability or desire to pay, what do they do? They do this: In their anxiety to make sales they take for granted that they will get their money. They generally lose. And they should.

OVERLOOKING A VITAL PRINCIPLE.

Any man or business that does not take the necessary precautions for protection overlooks a most vital business principle—a principle that can tear down or build up a business in an astonishing short space of time.

System in business means system in credits. The right kind of credit system means the greatest possible knowledge of the credit customers' habits, work, reputation and character. Without this knowledge the liability of loss becomes too great for the merchant to bear.

While competition is said to be the life of business, it is certainly the death of many merchants. Intelligent competition is all right. It is the rash price-cutting methods, the doing business at an actual loss, that strikes at the vitals and proves fatal.

And many times the man forced to go down under this sort of competition has himself to blame. He starts the trouble by starting price-cutting and losing money on it. Generally the only money made by cut prices is when goods are bought at a bargain. Then they can be sold for bargain prices. Any other cutting is too dangerous and expensive, and only in the rarest of cases should it be indulged in.

Employing clerks who have no real selling ability and therefore lose many sales they should make, hurts the business of any merchant. A clerk's value to his employer depends on his ability to help his employer make money. If he can not do this he is of little value. He is so much dead wood in the business machine. He clogs it and prevents it from running at necessary speed.

More time spent in finding capable, honest clerks and then striving to keep them, and less spent in teaching those that never will be of value, would pay handsome dividends.

SHOULD BE UP-TO-DATE.

The man who does not do this is not up-to-date. The man who does not keep up-to-date, whose business methods date back to the war, who is satisfied with things as they are, what can be expected for him to-day but failure?

A man can not pay too much attention to the business he is interested in. When he begins to divide his attention with outside affairs, he then paves the way for loss to enter. He should give to his business the best he knows. He should live with it, eat with it, sleep with it, dream about it and build air castles around it. The man who never builds air castles never builds castles of any kind.

Taking money from the business to speculate with is the cause of many more failures than will ever be known. The temptation to take a flyer in stocks or make a splurge at the race track is too strong for many to overcome.

With an eye to winning in a few hours what it would take a year to make in business, they speculate, and generally lose.

The loss of money undermines their business, the fever of gambling gets in their blood, with the result of neglect and inevitable ruin.

These are some of the reasons why men fail in business. Down through the corridors of time are found examples of men "who might have been, but were not." The failures of others were not heeded, the laws of business were not followed and nothing but disaster could result.

The kind of man who wins in business starts to fight as soon as he sees things are not going right. This kind of a man increases his energy and efforts in proportion as his business begins to fall away.

The more dubious the outlook for business, the more he hustles. And the hustler generally wins. The hustler is alive and up and at it. He knows he's living, that he has a business to run, that he is the pilot that must keep this business off the rocks. He bends every effort, gives it his best, and finally has the satisfaction of landing the cargo safely in the harbor of success.

THE TRIUMPH OF THE YOUNG MAN.

Put in Positions of Responsibility Where Older Men Were Formerly Demanded—Young Men Familiar With Present Day Business Conditions and Requirements.

The mercantile life of to-day exhibits the young man in business as one of the most notable factors. A few years ago it was quite different. Men past middle life and older men predominated. The young man in a responsible position was the exception.

The prime cause of this change is to be sought in competition, which has produced changes in manufacturing and business methods. The old men had their schooling in a nascent school state of competition and formed habits adapted to conditions growing out of it. The young men have grown up under the influence of a broader and more active competition, and hence have formed habits of business life in keeping with new changes in economics.

The changes were so insidious that old business houses scarcely realized what was going on until they found themselves doing a losing business. Thus they were either forced out of business or compelled to seek some change that would bring new life into the business. It was found that the condition to which the change should conform was one adapted to the customs and habits of the men who had their business schooling in the nascent school of competition, and that the end in view could be reached only by calling to their aid the young men, whose customs and habits had been formed by conditions growing out of an active state of competition. In this way the young man has been brought to the front, and now he is to be found an active factor in all well regulated business houses.

The young man is quick to perceive changes in the business world, and is foremost in catching new ideas, as well as predicting their trade qualities. Realizing his responsibility, he is energetic and cautious, conservative to a degree of safety, but sufficiently progressive to hold his business in the front rank. It is argued by some that a business college gives a man a theory of business methods which of itself places him in a rank superior to the young man who has not passed through a similar training; but those who argue in that strain forget that honesty, responsibility and freedom are facts that no college can impart. Honesty is the stepping stone to responsibility, presupposes freedom to act, judge and plan.

The office boy in a large business house receives the confidence of the firm in proportion to his worthiness. Step by step he advances, and with each advancement a little more responsibility is placed upon him, and with each new responsibility his abilities expand to meet it. Responsibility becomes the inspiration of his life—he grows to it, his freedom grows with it and in the end he finds the whole responsibility of the large business firm resting upon his shoulders. As a writer in the Furniture World says, he is prepared for it because of his having passed through all the stages of the business and received a modicum of responsibility with each advancement.

Responsibility has made all great men. Intellect is given man by nature, but its force is never known until the man is clothed with responsibility and freedom to act. To plan and execute, to see opportunities and lay hold of them, quick to adapt himself to emergencies, are a few of the intellectual forces responsibility brings into action. To fit one, therefore, to take the responsibility of conducting a large business, one must grow up with the business, for in that way only one comes in contact with every phase of competition and is made familiar with all the conditions it gives rise to.

It may be true that you can't keep a good man down, but it's equally difficult to keep a poor one up.

"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor.

The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—***the blades are fine.*** Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

ADVERTISING AND QUALITY

Should be the Keynotes of the Policy of the Dealer Who Desires to Win Trade.

If many of our business men went after trade like the mail order houses, and as persistently, the out-of-town business would be reduced to a minimum. Many of the retail dealers in the country towns are handicapped for lack of capital to carry the assortment needed, but they buy too many of one thing; do not spread their capital out enough. The result is when more goods are needed, their capital is tied up in stock and not available for new goods.

One of the greatest hindrances to the retail dealer in the country towns is his lack of advertising, it must be admitted. The mail order houses spend millions for advertising, using circular letters and booklets. If every retail dealer would do more circular advertising, coupled with judicious newspaper advertising, then he would see an increase in his sales. Circular letters and booklets of seasonable goods should be sent to each family in each dealer's neighborhood.

Nearly all manufacturers will supply electros of their goods, and the local printer can put them in shape. Don't be content with sending a batch once in two or three months. Send them every two weeks at least and get busy right now. Make your prices attractive. You can do it if you will, "and keep everlastingly at it." A personal visit to talk about seasonable goods goes a long way towards success. Go out among your customers, suggest goods, take their orders for future delivery early enough so you will be sure to have the goods when needed, and last of all, talk "Quality! Quality!! Quality!!!" That is what counts after all.

GOOD BUSINESS COMMANDMENTS.

The following ten commandments have been compiled for the modern business world by Graham Hood:

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."

2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."

4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.

7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see the way to pay them.

8. Thou shalt not be afraid to blow thine own horn, for he who faileth to blow his horn at the proper occasion finds nobody standing ready to blow it for him.

9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

10. Thou shalt give every man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hangs all the law and profits of the business world.

NECESSITY OF INITIATIVE

Coupled With Action in the Fight for Success—Men With Initiative Command Higher Salaries, but Are Scarce—What Sort of Men the Great Merchants Demand.

Initiative and action, not routine or dependence, are necessary to the success of the young man of to-day. The proprietor of one of the largest retail houses in New York said the other day that he could afford to pay 50 per cent. higher salaries if he could get hold of men who possessed judgment and initiative. Do you know what that means? It means the power to do the right thing at the right time. This merchant said that most of his young men were too mechanical. They learned to do certain things in the earlier days of their experience, and they did those things over and over in a mechanical way each day. They fail to put thought and study into their work. "That's the reason," continued this merchant, "that there is always room at the top. We find it more difficult to fill satisfactorily one $5,000 position than it is to fill ten $600 positions."

The reason is obvious; young men in business are too mechanical. They don't take the trouble to prepare themselves for better positions.

Another merchant in New York recently hired a young man for an executive position at a salary of $3,500 per year. This young man had been at work about a month when the two were having a talk one evening regarding the policy of his department, and the young man referred to the method employed in a similar department of a larger store. "They pay $2,000 a year for an assistant up there," said the young man, "and they also pay the best prices for piecework, so that the manager has only the finishing touches to do and the rest of his work is largely supervision." "Pshaw," was the reply, "that's one way of doing things, but you can do anything with money. What we want is to accomplish the same thing without spending nearly as much money. Give me the man who can do things! I got you because I thought you had initiative. So far you are working out all right, and if you continue you need have no worry about your future. When our business reaches larger proportions you will be relieved of a great deal of detail, but even then I feel that we can accomplish practically what the other concern is doing at a great deal less expense."

These remarks are straws that show which way the business wind is blowing. The great merchants want men of action; men who think; men who watch the work—not the hours. As Mr. Clairfield said recently in The Iron Age: It is results that count. Don't be too dependent upon others. Remember the old saying—"The more oversight, the less pay."

"EXPERIENCE" OUR FRIEND

And a Friend of the Most Practical Sort Who Should be Cherished by Business Men—How We Learn by Mistakes and Profit by the Experience of Others—Interestingly Discussed by John K. Le Baron in The Evening World.

He is a wise man who profits by the experiences of others. Few of us do.

Most men ignore that valuable school and tempt fate against great odds until their own failures and losses teach them the lesson they might have learned from others.

Coleridge says: "To most men experience is like the stern lights of a ship, which illumine only the track it has passed."

That is because we insist upon foolishly learning every lesson from our own hard knocks.

Much of Thomas Jefferson's success and influence were due to his making it a point to profit by the experience of others.

He always made it his business to talk with those whom he thought knew more than he and to talk to them upon the subject which he thought they knew most about.

The experiences of others make a safe ladder for our ambitions.

Franklin learned some of his most valuable lessons from the ants.

When Benjamin West was a very small boy he learned from the Indians how to vitalize the juice of the pokeberry and other plants. When, a little later, he developed his art tastes he profited by the experiences of the red men, for he was too poor to buy paints.

The Quakers were not art connoisseurs and young West found small encouragement in his art aspirations. Without paints his hopes would have been vain had he not learned his lesson from the savages.

We do not gain all our profitable experiences from those above us in the scale of endeavor.

Nor do we get all our valuable ideas from the successes of those whose experience we consider. Pliny, the elder, says, "the best plan is to profit by the folly of others."

There are as great lessons to be learned from defeats as from victories.

The headstrong man is the one who is most given to putting his head in a noose and then pulling the string. He forgets that better men than he have made costly mistakes.

Don't expect at the outset to know more than the man who does know.

"Experience keeps a dear school, but fools

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR 1000 IN TWO COLORS

$7.20 FOR 1000 In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

will learn in no other," was one of Franklin's proverbs.

It has been said that "in explaining a theme to another it becomes luminous to ourselves." By that process we often find ourselves profiting by our own experience, though we may have failed to realize the lesson-value of the experience itself.

Speculation is a tempter that defies experience. The Yukon has been the graveyard of unnumbered hopes and uncounted fortunes. Yet men continue to take the chances—to lose. Untold disappointments would have been averted had men been willing to profit by other men's experiences.

We seemingly like to taste the poison ourselves.

"Experience," says Oscar Wilde, cynically, "is the name we give to our mistakes."

When we can learn to avoid our own mistakes by profiting by the experience or the mistakes of other men we will have won one great point in the every-day struggle for existence.

FUNCTION OF ADVERTISING.

Simply a Means of Obtaining Inquiries in Many Instances—Landing the Orders Depends Upon the Advertiser Himself—Every Inquiry Valuable.

"A bird in the hand is worth two in a bush." This old saying applies forcibly to the obtaining of new business, and particularly to getting business out of inquiries received from advertising or similar sources.

When a firm spends money in publicity, using its time and energy evolving and developing selling ideas, and in return procures inquiries from interested persons, its efforts are but partly rewarded. It often takes more persuasion and argument to turn a prospective's interest into a resolve to buy than it does to arouse the attention in the first place. And it is at this point in the campaign that many fail, or rather, neglect to take full advantage of the result of whatever advertising has been done.

It is the opinion of some that when the space has been bought, copy prepared and bills paid, all is finished. They think that it is only necessary then to sit down and the orders will come. They are glad to get the cash, but letters merely making inquiry are treated in a desultory manner; at the same time the advertising is kept going right on.

The value of one inquiry already in hand is often overlooked in the striving to get more people interested. Every inquiry should receive careful and prompt handling sufficiently long to learn whether it will turn into an order or was made out of mere curiosity.

GET DOWN TO BRASS TACKS.

Doesn't Pay to Dream—The Realm of the Dreamer Unreal—Why the Energetic and Practical Man Wins Success—Gives His Whole Mind to the Thing He Is Doing.

T. J. Mathews contributes the following bright little item of practical philosophy to the National Hardware Bulletin:

The dreamer weaves a fabric from the cobwebs of his imagination, but the butterfly of success breaks through, leaving his web in fragments. Don't dream but—

Get down to brass tacks.

Dreams are mind-mists—fogs that obstruct the view. Beautiful mirages may appear upon them, but they leave bread and butter in the distance. It's better to—

Get down to brass tacks.

The dreamer is great on figures. He can make them promise success in any enterprise, but his pie-crust promises are easily broken. His head is above the clouds, where the sun shines brightly, but his feet unerringly find the pitfalls. Better to duck his head, watch his feet and—

Get down to brass tacks.

The dreamer may know how, but is slow to use his knowledge. Procrastination not only steals time, but murders opportunity. Not knowing how, but doing now is what makes for success. It's case of—

Getting down to brass tacks.

Getting down to brass tacks is being energetic and practical—giving your whole mind to the thing you are doing and never letting up until it is finished. Clearness of thought, singleness of purpose and hard work will bring success where dreams means failure. Put the point in the right place, keep your eye on the head—and hit it—that's

Getting down to brass tacks.

GETTING CLOSE TO CUSTOMERS.

Dealers, Especially in Smaller Towns, Should Endeavor to Get Personally Acquainted With Patrons—Such Attention Often Means Holding Their Trade.

Personality in business counts for much. Some men have the faculty of making acquaintances easily and they become successful salesmen when possessed of good business qualities. A dealer ought to acquire a personal acquaintance with his customers; not an intimate friendship, for this would be impossible as well as disastrous, nor should he seek the confidence of his customers in personal affairs, for such friendship could endure but for a brief time before it would be taken advantage of.

The man who has the ability to recall faces and names in an instant has a great advantage in business. This faculty can be cultivated by careful observation and perseverance. Every opportunity should be taken by every dealer to make new friends, for new friends mean new customers and increased sales. But don't interpret this to mean that you should cultivate the formation of new customers to the exclusion or neglect of the old ones, for there is rarely a customer more satisfactory in the long run than the "regular" customer.

People, especially in the smaller towns, like to know the proprietors of the stores which they patronize, and the retailer who has a personal acquaintance with his patrons, if he has the qualities of a good dealer, is pretty likely to be successful.

BRIEFLETS.

The Exhibitors' Film Exchange, of New York, has been incorporated at Albany to manufacture, sell and rent moving picture films, with a capital of $30,000. Incorporators: A. Pradel, 138 Third avenue; J Rosett, 29 Liberty street; L. Rosett, 301 St. Nicholas avenue, all of New York.

The Moving Picture Co. of America Corporation Guarantee & Trust Co., has been incorporated in Delaware with a capital of $600,000. Incorporators: F. A. Barnett, of Phila., Pa.; H. W. Schorr, of Phila., Pa.; S. D. Townsend, Jr., of Wilmington, Del.

The Hayes Lithographing Co., Buffalo, N. Y., have organized a special post card department, which is under the management of Ira E. Seymour. The Hayes Co. are widely known in the art lithographing field.

The Photo and Art Post Card Co., 95 Washington street, Chicago, have sent out a beautiful line of Thanksgiving, Christmas, New Year's and birthday subjects in lithographed colors and gold, richly embossed with frames and other relief embellishments.

The Drysdale Co., Chicago, have issued some very attractive cards of Indian subjects which are bound to win a great deal of favor.

Success in storekeeping comes through keeping the overstocks down, keeping the variety up, keeping the goods plainly marked, keeping the bargains attractive, keeping the public informed, keeping the store and its people clean, inside and out—and keeping at it all the time.

How to Expand Your Business.

¶ That is a subject which interests every live merchant in every part of the country, and if you are selling talking machines why would it not be well to add player-pianos?

¶ They blend harmoniously and you can increase your income very materially if you secure the agency for

The Angelus Piano

¶ Bear in mind the **Angelus** is the original piano player and with it it is possible to accomplish the most artistic results in piano playing.

¶ Musical expression is absolutely under the control of the performer.

¶ The **Angelus** possesses many features of advantage which places it in advance of any player created.

¶ We can explain this to you if you write us, and we can also show you how it is possible to increase the annual profits of your business without materially increasing your expense account.

¶ In other words, with the **Angelus** agency, your overhead expenses are not increased but your receipts will be growing all the while, for the **Angelus** has the power of attracting trade that is marvelous.

¶ Now don't put this off but let us take up this subject with you at once. It will pay you.

Wilcox & White Co.

MERIDEN, CONN.

WAITERS VS. PUSHERS.

Close Attention to Business Is Required if Success Is to be Attained—The Waiter Always a Pessimist—The Rusher, the Man With Faith—Wins Out by Advertising.

Constant study is necessary to keep a salesman at his best. If you want to succeed and get to the top of the list, devote all your thoughts to your business. There is plenty of room at the top without anybody falling off.

The world is full of waiters—not men who poise the festive tray on finger-tips and fire eatables at hungry guests; they are generally hustlers; we mean the waiters who get nothing but crumbs, alleged business men who never see a perfectly clear sky in the financial world.

Not long ago they were waiting until after election day; then they waited until after the new year had made its appearance, then until the tariff question was settled. Now they will wait until the crops are harvested, and it'll be too late to do anything before they see how 1910 is going to open up.

By that time the papers will probably be talking about Taft's successor, and of course it will not do to act until that is settled!

Find a man who is everlastingly holding off, waiting to make sure his bread is buttered on both sides before he takes a bite, and you'll discover a kicker, you'll unearth a man who is always grumbling about business being slow, collections poor, the catalog houses getting most of the business, the jobbers grabbing more than their share and the manufacturers are charging too much.

The waiters are pessimists. Why not? If a man does nothing but pull back, if he hugs his bank-roll for fear it will get away and he'll starve to death, if he has no faith in this great country, he naturally looks at everything through darkened glasses and comes to thoroughly believe his own direful predictions.

Push—don't wait.

The pusher is a different kind of an individual. He is the one who makes business. He gets his stock in early and goes to work to sell it. The people mighty quick find out when he is around and know pretty well whether he is selling axes or brown sugar.

The pusher has faith.

He believes in this great country. He knows there is more money and business here than in any spot on earth and he is out to get his share of it by selling good goods quick. He realizes the vast resources of the nation, the great demands for goods at home and abroad, and is aware that the busy man will find trade if he looks after it. He doesn't wait for elections, for spring or summer, for tariff discussions to cease or for the members of the New York Stock Exchange to tell him that it is safe to do business. He just goes ahead and does it.

The pusher is an advertiser.

You'll see his announcements in the papers, written in an attractive, business-like, to-the-point manner. He doesn't believe that dull times afford the best opportunities to advertise. He is convinced that busy seasons offer him no particular attractions to reduce his outlay in such directions as an exchange puts it, he just knows it pays to advertise all the time—and he gets the business.

Be a pusher and eat sumptuously at the table—not a waiter, starving on the crumbs.

SOME BUSINESS REFLECTIONS.

The Pleased Purchaser—Following Up Sales—Grievances Just and Unjust—Special Letters and Personal Calls.

There is one man who knows a lot about your business and doesn't charge anything for imparting his knowledge. That fellow is the user of your article.

Are the goods that you sell talking in your favor or against you? One of the brightest sales managers in this country once made the statement printed in italic above. There is a lot of food for reflection in that short remark. The man who is pleased with your merchandise is usually willing to speak well of it. The man who is displeased with it is not only willing but anxious to condemn it.

DO YOU FOLLOW UP YOUR SALES?

Do you question your customers to know how their various purchases are meeting their requirements? More important still, do you get after the customer who has failed to come back to your store and find out why? If you do this do you employ patience and tactfulness in adjusting the matter to his entire satisfaction?

To some merchants this may sound like empty talk. If it does sound so it will be for one of two reasons, namely, because the merchant is already following a similar policy, or because he is too independent to entertain such a policy at all.

THE BROADER MAN SUCCEEDS.

The man who is broad enough to realize that he and his business are not infallible; that mistakes in his organization are possible; that flaws in his merchandise may sometimes exist; is far better prepared to grasp opportunity and win success than the man who fails to recognize these possibilities.

Self-confidence is all right in its place. Independence is an admirable quality when judiciously exercised. Still, these two factors have been known to drive business away from a store and make a splendid location a losing investment.

Just grievances should most certainly be recognized, and when the customer does not present them himself, the merchant should make some systematic effort to locate them. Even the unjust complaints should at least be tolerated, and in some instances it will pay the merchant to swallow his pride and make an adjustment which in his heart he knows to be an imposition.

It takes all kinds of people to make a world. The retailer will come in contact with most all of the different varieties at some time during his career. Still he is in business to make money, and, if possible, to do more business this year than he did last. False pride will stand in his way if he doesn't overcome it.

LETTERS AND PERSONAL CALLS.

Courteous special letters should be sent to those customers who fail to call as often as they should. And the effort should not end there. One of your representatives who knows the customer should call and find out why his trade is diminishing or has been entirely transferred, says Clarfeld in The Iron Age. All the effort in the world to get new business will not assure permanent growth unless the regular business is held.

THE FOLDING UMBRELLA.

A Handy Thing to Carry When You Are Going Traveling.

A suitcase alone is more or less of a burden to carry, and if you have an umbrella, too, you have more than anybody can carry conveniently, and in some circumstances the two might handicap you seriously, as, for instance, in boarding a train; but here was a woman going traveling and carrying both who when the time came was enabled to get rid of her umbrella completely and yet carry it along.

When this woman had come into the railroad station she set her suitcase on a seat and then calmly she unscrewed the tip of her umbrella, removing it entirely, and then she slipped a catch on the umbrella handle and doubled the handle back on the ribs, thus altogether reducing the umbrella's length by about a foot. Then she opened the suitcase and put her umbrella inside of that. Laid diagonally it went in easily; it was of the folding variety.

PERSISTENCY LANDED THE JOB.

Some years ago when ——— was city editor of the New York *Herald* he was frequently solicited by a persistent youngster who sought assignment as a reporter on the staff. Rebuffs more or less marked in no way disheartened the indefatigable applicant, who kept at it everlastingly. One inclement day, varying his custom of calling at the office, he telephoned from Newark, N. J., his home, making the stereotyped request, which the busy editor on the instant did not associate with his familiar visitor, but as his identity dawned on him he said impatiently, "Go to h——." Instantly the answer was flashed back, "Shall I get pictures?" The nimble wit of the tireless cub, who, on the spur of the moment assumed that finally he had been "assigned" to cover important territory, caught the astute editor, who detected ability and embryonic conception of a "beat," and reversing himself on the spot, directed him to call and later engaged him. The young man made good as a reporter and his advancement since in other directions has been so marked that in the last edition of "Who's Who" more space is given up to a description of his career than is occupied by his former superior, who is now one of the principal owners of a great metropolitan journal and a man of much weight and influence in the community.

THE ILLINOIS CHROMOPHONE CO.

The Illinois Chromophone Co., of Chicago, was incorporated recently with a capital of $10,000 for the purpose of operating places of amusement.

VALUE OF WINDOW DISPLAY.

"Don't think the more money you spend the better your displays; 'tis often the case a simple cheap window properly arranged will sell more goods than an elaborate, expensive window. Use your brain and not any more money than you are compelled to in order to carry out your idea.

NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

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MUNN & Co. 361 Broadway, **New York**
Branch Office, 625 F St., Washington, D. C.

It's The Shots That Hit That Count

THE man who does not succeed usually claims that Fate is against him, and sometimes it seems as if some unknown forces were combined to make success impossible for many men who are industrious.

Men who have had a long life of striving ofttimes find when old age comes stealing over them, that they are still poor, but let us go deeply into the causes which have militated against visible success, and we will find that their energies have been misdirected.

Now, misdirected labor is but wasted activity, and the plans of men will ofttimes miscarry, no matter how energetic, if the forces are not directed along the proper lines.

A marksman when engaged in target practice uses as much energy when he misses the bull's-eye as his comrade does who scores a hit every time.

The only difference is one shot is well directed and the other is not.

The man who misses wastes just as much powder, energy and temper as the man who wins.

But, it's the shots that hit that count.

So, in the great game of life what a man does must be made to count, or it might just as well have been left undone.

Everyone knows some one among his little circle of friends who though always active is not successful.

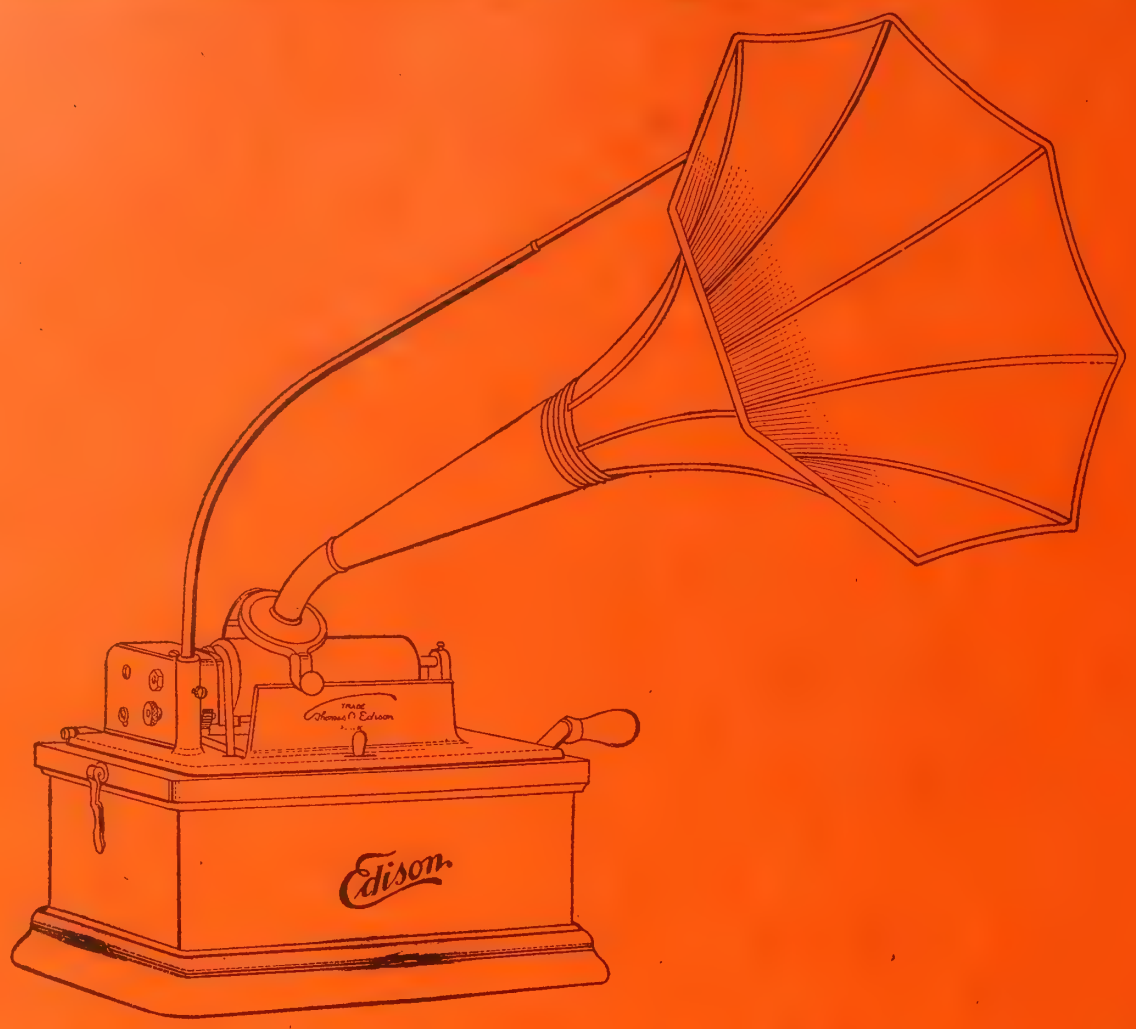
It's the case of the man who missed the target.

How to overcome this?

I should say there are two kinds of activity, one the kind that beats around the fields like an untrained dog, never lighting on the covey—that kind of activity that appears to be without purpose—that is not resourceful, that is not well aimed—that is without concentrative or executive energy. And another kind that goes straight to the target; activity that is aimed to hit, that is carefully thought out; activity wherein energies are conserved until the critical moment arrives and then the shot is fired, and a bull's-eye is scored.

And it is the shots that hit that count.

EDWARD LYMAN BILL.



THE FIRESIDE

$22.00

Plays both Edison Standard and Amberol Records

This should be the greatest selling instrument you have ever handled, for it exactly meets the requirements of the great mass of people who desire and can afford a better instrument than the Gem, and yet to whom the Standard was just out of reach.

This, together with the fact that it plays both Edison and Amberol records and is available for all the new records, should make it your "headliner" as a builder of new business. Order from your jobber to-day.

National Phonograph Company

59 Lakeside Avenue ORANGE, N. J.

VOL. V. No. 9. 64 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Sept. 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1904, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

Zon=o=phone Wood Horn

We will allow you to order the $50.00, $60.00 and $75.00 Machines with wood horn or metal horn at the same price; no extra charge for wood horn.

We will allow you to order the Concert with metal horn as per catalogue at $40.00, or with quartered oak wood horn at $45.00.

We will allow you to order the Parlor with metal horn as per catalogue at $30.00, or with quartered oak wood horn at $40.00.

Wood Horns list at $14.00 each.

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New $20.00 Zon-o-phone with new arm so horn can be turned in any direction.

Zon-o-phone Double-Record Disks. The highest type of record ever sold for 65 cents.

Hebrew catalogue just issued. The finest Hebrew Records ever made. Selections by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other well-known artists.

Universal Talking Machine Mfg. Co.
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SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

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Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

The Talking Machine World

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VALUE OF WINDOW DISPLAY.

The Dealer Should Better Realize the Importance of Reaching Trade Through His Windows—An Inexpensive Form of Publicity.

In The World from month to month there have appeared articles tending to awaken the dealer to a fuller realization of the possibilities of discriminating publicity in connection with his business.

While this may seem patronizing to some, yet the fact remains that there are thousands of dealers who are doing practically nothing to supplement the splendid work of the manufacturers of talking machines and records, who are spending hundreds of thousands of dollars annually for the purpose of making their specialties known to the general public and thus helping the dealer. Hence the justification of this subject being referred to frequently.

In order, however, that the dealer may reap the direct advantage of this great campaign of publicity instituted by the manufacturers, he must keep his name and goods before the public, either by effective publicity in the local paper, striking window displays, electrical signs, or any other means of attracting attention.

To the dealer who is averse to spending money in the daily papers the window is a very valuable consideration. As "The Voice of the Victor" said recently: "One of the simplest, and yet best, forms of advertising is the window display. Get away from the idea that window display means jamming the whole window full of samples of everything you carry in stock. A few articles in a window will attract more attention than a window that is crowded; and the people will be more impressed by what they see because they are not confused by a multitude of articles.

"Here is a little test that will prove to you, as well as to show you just what advertising will really do: Pick out from your stock of Victor records the one you personally consider the best—the one you enjoy the most. Then take a piece of wrapping paper or a large piece of cardboard, and print on it, by means of a small camel's-hair brush and a bottle of ink, an invitation asking every passerby to come in and hear this record.

"You'll find that the people will come in all right. You'll see the effectiveness of displaying one specific thing, and at the same time you will prove to yourself the value of advertising.

"After that test, it's a foregone conclusion that you'll keep it up. For your next window display use a Victor Victrola. That will in itself attract attention, and if you put up alongside of it an invitation to come in and hear this new type of Victor, there will be very few who will not be sufficiently interested to come in and hear it.

"Remember this: Your windows are the most inexpensive form of advertising you can get, and proper use of them will make them extremely valuable to you.

"What has been said about the value of advertising one specific thing in window displays, applies equally well to newspaper advertisements and all other forms of advertising. Don't try to tell people about everything you have in your store. Confine yourself to one or two specific things. Tell them just enough to get their curiosity aroused—to get them interested. Then when you get them to your store you can tell them more about it; go into details if necessary; show them as well as tell them."

Cohen & Hughes, Baltimore, Md., attracted much attention to their business recently through a special Victor window, showing the Victrola and several other styles of machines, as well as a number of grand opera and popular records, all tastefully arranged.

EXECUTIVE COMMITTEE MEETING.

Of Jobbers' Association to be Held in Pittsburg, Pa., on September 19—All Members Welcome—To Decide on Next Meeting Place.

A meeting of the executive committee of the National Association of Talking Machine Jobbers is announced for Sunday, September 19, at 10 a. m., in the offices of J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and the newly elected secretary of the association.

A general invitation has been sent out to members to be present at the meeting, notwithstanding it is to be an executive one, and it is believed that quite a number will be present to discuss various questions, among them being the most suitable place for next year's convention, as gleaned from replies sent in to the letter of the secretary requesting opinions.

The executive meetings will, as usual, continue to be held at intervals in various parts of the country, and it has been suggested that when a member has a point he desires to bring up for discussion personally, and is unable to attend, that he request a neighboring member, who will attend, to take up the matter for him.

Among the eastern jobbers who have arranged to attend the Pittsburg meetings are J. Newcomb Blackman, New York; Louis Buehn, Philadelphia; and E. F. Taft of Boston.

TALKING MACHINE AT FUNERAL

Of Wealthy Resident of Fond du Lac, Wis., Who Gave Six Victrolas Away as Gifts.

At the funeral of Harvey Durand, a wealthy, but rather eccentric resident of Fond du Lac, Wis., the talking machine took the place of the choir and organ in a very effective manner.

Between the hours of 3 and 4 o'clock in the afternoon on the day of the funeral the remains were viewed by hundreds of people, and at this time several selections were played upon the talking machine. They were "Rock of Ages," as sung by the Trinity choir, with orchestra accompaniment; "Nearer My God to Thee," as rendered by the Haydn Quartette, and the "Sabbath Morn," as sung by Harry MacDonough, with organ accompaniment. During the funeral services, the talking machine again came to the front and the following selections were played: "God Be With You Till We Meet Again," and "Saved by Grace."

Mr. Durand attracted considerable attention during the past year through his gifts to various young people of the city, aggregating over $10,000 in value, and including six $200 Victor Victrolas.

FIGHTING TUBERCULOSIS.

People wandering in the park on an evening in Yonkers this summer have been startled to hear a loud voice say, "If you suspect that you have consumption; if you have a slight cough that hangs on; if you are gradually losing weight; if you have a slight fever in the afternoon, go at once to your family physician. Don't waste time on consumption cures. They only waste your money and your time."

The talking machine has been taken around in Washington in an automobile to give street corner lectures. It has been taken to the races at Syracuse State Fair in a hand-cart, to arrest the attention of followers of the turf. It has competed with the moving picture shows on 14th street, New York, where 172,543 persons listened to this veiled prophet exhort the passing crowd to "be kind to the careful consumptive," and to "avoid the careless consumptive who coughs and spits everywhere."

THE MAKING OF A SALESMAN.

Some of the Essentials Necessary Are Attractive Personality, Magnetism, Contact, Optimism, Tact.

A salesman must go among people. It is the most conspicuous part of his duty to mingle with the world. There are many occupations that do not call for special qualifications in this direction, but the salesman must be qualified, indeed, for contact with others.

It follows that the first duty of a salesman is to learn contact. He cannot begin too early. This part can go on simultaneously with his preliminary training in business method.

Mere contact, unless it carries with it politeness, diplomacy and a generally pleasing atmosphere, is worse than no contact at all. Unfortunately, there are salesmen whose training in contact has been woefully neglected.

In the large retail store of to-day this element of contact is impressed on salesmen and saleswomen very emphatically. Politeness is required, even in the face of insult or affront. With retail salesmen, however, the element of personality is less important than it is with the salesman who visits customers in their own offices. In retail the customer takes the aggressive—the salesman the negative part. The wholesale salesman, or the salesman for the specialty house, on the other hand, is the aggressor, and the manner of his contact with people will measure his success.

When you meet a man, no matter what proposition you may have to present to him, the first thing with which he comes in contact is you. Personality, then, is one of the first things you should seek to develop. An attractive personality is an absolute necessity.

Personality is not confined to dress and cleanliness. There is an atmosphere, either attractive or unattractive, that a man may carry around with him—"Personal magnetism" some folks call it.

There is no doubt that this quality goes with some men naturally to a greater extent than it does with others, and it is a gift that ought to be appreciated. An employer of salesmen ought to gather a magnetic sales force, if he can find men enough of that class. The demand, however, far exceeds the supply. You must create personality, build magnetism in yourself.

Optimism is one of the best aids to an attractive personality. Optimism is another word for enthusiasm. A salesman cannot exhibit enthusiasm to his customers if he does not believe in his own goods. He may, perhaps, feign enthusiasm, but most buyers will detect the deceit. With optimism should go that nice perception that enables a man to say the right thing in the right way.

When a salesman is talking to a customer the right thing said in the right way will cement friendship. This is personality. Personality is the faculty of drawing men to you, making them respect you, exciting in them a genuine pleasure at seeing you or talking with you. It is saying things that compliment without flattering. It is the optimistic smile, the cheerful good-bye. It is the tone of the voice, the light of the eye, the unsullied breath, the clean language, the absence of profanity—all the human qualities that go to make a man's presence preferable to his absence. You do not need to be told what these qualities are, but perhaps you have overlooked the vital necessity of developing them in yourself as a salesman. You may not be a moralist, but as a business man it will pay you to develop a strong personality.

The dealer who doesn't contemplate making every new customer a regular one might as well keep his books in good shape so that the receiver will have little trouble in adjusting affairs.

JOBBERS REPORT SPLENDID TRADE PROSPECTS.

The Fall Outlook Presents Many Encouraging Aspects to Talking Machine Men Whose Opinions Have Been Sought by the Talking Machine World—All State That Trade Is Steadily Increasing in Volume and Is in a Much Healthier Condition—Reports Presented Below from Many Sections Outside of New York City Will be Pleasing Reading for World Subscribers.

LOUIS BUEHN & BROTHER, Philadelphia, Pa.

Relative to conditions as the writer sees them, pertaining to our business, I might say that the outlook is exceedingly bright. Personally, we have had an increase over last year, averaging 25 per cent. since last April, and the quantity of orders which we are receiving from day to day is gradually increasing. While it is true the orders are not particularly large, still the fact that we receive numbers of them indicates a general revival in the demand for our goods which must gradually become better as general conditions improve. I am an optimist in every sense of the word regarding the talking machine business, and have no doubt that conditions this coming winter will equal, if not exceed, anything that we have ever experienced.

WHITNEY & CURRIER CO., Toledo, O.

Regarding the trade outlook for the coming fall will say that it looks good from this point of view. From now on the trade should be of a steadily increasing volume and of a very much more healthful condition than ever before. Your valuable paper should, we think, urge upon all dealers the necessity and helpfulness of good newspaper advertising. Retail dealers are making no greater mistake to-day in the handling of their talking machine business than to feel that local newspaper publicity is not essential, or is money thrown away, because of the fact that to advertise a product that other competitors would also handle would aid their competitors equally with themselves.

The retail dealer who advertises strongly the merit of the machine and records that he handles will get the business, and the man who does not obtain this publicity will grow smaller and smaller in the talking machine business as the months pass by.

We realize that the general thought among dealers is to let the manufacturers do the advertising and create the demand. This is a very grave mistake, for the manufacturers, as generous as they are with their advertising, cannot reach the dealer's local trade except in a very small part. He should do his own advertising in the local paper that reaches the farmer, as well as every small town, and such dealers will feel the effect at once if their advertising is of such a nature as to attract any attention.

It is to be hoped that manufacturers will see it is to their advantage to cut off every dead beat and grafter among the retail dealers who buy of each and every jobber as much as possible, without any thought of paying their bills. Such men are a menace to the trade and hurt the honest retail dealer, as well as the jobber, and they should, we believe, be declared ineligible by the manufacturers when they owe two or more jobbers accounts they will not pay. The trade cannot stand cancers of this kind, and the jobber who fails to report such accounts ought to lose outright. Now is the time to clean house and put the trade in a thoroughly healthful condition.

The talking machine business is really only in its infancy, and the volume to-day, compared to what it will be, if well managed, is very small. The future is bright and full of promise to those jobbers and dealers who have learned to do business in a business way.

E. E. FORBES PIANO CO., Birmingham, Ala.

The outlook for business this fall is encouraging through our manufacturing centers. The industries are starting up that have been idle now for quite a while. Then a great improvement has been made in the talking machine line in the way of records and Victrolas, and I think the market now has a better class of people, and we think the man who will get out and hustle for business this fall will find some.

HOLLENBERG MUSIC CO., Little Rock, Ark.

We feel that we will have a record-breaking business, both wholesale and retail, and in accordance with such feeling are prepared for same. However, the crops over the South in general are somewhat short, yet we have received very encouraging reports from our dealers from the territory covered by us, who assure us they are going to have real business this fall. Our retail business in the city of Little Rock has been exceptionaly good this (August) month. We sold one of the new library table graphophones to the new Capital Hotel, to be used by that hotel to entertain their guests in the lobby. We notice that the people in general "down south" are buying a better class of machines as well as records. Our instalment business is exceptionally good, and our collections this summer have been better than ever before. Taking everything into consideration, we anticipate the best year in the history of our graphophone department.

THE PARDEE-ELLENBERGER CO., New Haven, Conn.

The general business depression which commenced in the latter part of 1907 naturally had its effect on the sale of phonographs and records, but not to the extent that might have been expected, considering that these goods are distinct luxuries, and would naturally be among the first to be dispensed with by those whose incomes had been effected. The class of people who are accustomed to purchase machines and records do not lack the disposition to buy but the wherewithal. Now that general business is coming back to normal conditions, tariff matters disposed of, the mills resuming their old-time activity, and, what is more essential than all, the great mass of wage-earners are receiving steady employment, there is no doubt in our minds but what there will be a steady resumption in the talking machine business and the return to former prosperity in this line. The taste for these goods is not a passing fad, as circumstances have easily demonstrated. The public want these goods and will buy them when their purses will permit. Our opinion is that the coming season will show a marked improvement over the corresponding period of a year ago. Already this improvement has shown itself in a tangible way, and we have received voluntary letters from a number of our customers expressing their opinions in an optimistic manner. The manufacturers are spending immense sums of money for publicity, and this with enthusiasm and work on the part of both dealer and jobber cannot, in our opinion, fail to bring about the results which we not only hope for, but fully expect will follow.

SCHMELZER ARMS CO., Kansas City, Mo.

In regard to the talking machine business this fall we are very optimistic in this matter, for the writer feels satisfied that there will be as many talking machines, records and supplies sold this fall as at any time before. The crops throughout our section of the country were never better. Prices are higher than at any time, and when you figure that a farmer has his crops sold before they are out of the ground, and at good prices, it makes him feel as though he is being paid for his time put in in developing his acreage.

I have spoken to quite a few of the dealers throughout this part of the country, and I have yet to find one who is not of the same opinion as myself. I notice the difference, for last year, speaking to the same dealers, they had a different tale to tell. This year they are looking on the bright side of things, and there is no reason why they should not, for the money is far more plentiful than ever before. The other day a dealer called on the writer—who is also connected with a bank in his town—and on talking with him upon different subjects I asked him how money was in his locality, and he replied that there was so much money that he was compelled to come here to see if he could not loan it to some of the large concerns in this city, as no one out in the country needed any money; they have all they need and are not borrowing. This is a very good sign of the return of prosperity.

We are now getting things in shape to move to our uptown store, which we expect to occupy along about the first of September. We must say we will have one of the finest talking machine departments in this part of the country.

STANDARD TALKING MACHINE CO., Pittsburg, Pa.

Business conditions in our section have been unusually good, considering the hot weather. The outlook in western Pennsylvania, eastern Ohio and West Virginia is extremely pleasing, and we anticipate the best fall business we have ever had, with probably the exception of 1907.

We can already notice the increased sale of machines among our smaller dealers in out-of-the-way locations, and have been extremely fortunate

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.

177 TREMONT ST. BOSTON, MASS.

We are pushing the Victor idea in every possible way and in every possible direction.

We are spending hundreds of thousands of dollars to advertise the Victor in the newspapers, magazines and farm periodicals; and we are providing the dealer liberally with attractive window-cards, pictorial hangers, catalogues and miscellaneous literature.

What are *you* doing to clinch our arguments, Mr. Victor Dealer? Are you getting *all* the business you might in your locality? Are you holding up *your* end of the Victor's publicity campaign?

Remember, the Victor business is still in its infancy—the biggest money in the Victor business is yet to be made. Right in your territory are hundreds of opportunities to sell the Victor if you will only go after them and "keep at it."

Every Victor sale you make puts us in position to do a little bit more for you. The "little bit" means big things when every Victor dealer gets busy.

Contribute your share of thought and energy to the development of the Victor idea and you will get your full share of the profits.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. — Finch & Hahn.
Altoona, Pa. — W. H. & L. C. Wolfe.
Atlanta, Ga. — Elyea-Austell Co.; Phillips & Crew Co.
Atlantic City, N. J. — Sol. Bloom, Inc.
Austin, Tex. — The Petmecky Co.
Baltimore, Md. — Cohen & Hughes.; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister & Son.
Bangor, Me. — M. H. Andrews.
Birmingham, Ala. — E. E. Forbes Piano Co.; Talking Machine Co.
Boston, Mass. — Oliver Ditson Co.; The Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y. — American Talking Machine Co.
Buffalo, N. Y. — W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt. — American Phonograph Co.
Butte, Mont. — Orton Brothers.
Canton, O. — The Klein & Heffelman Co.
Charlotte, N. C. — Stone & Barringer Co.
Chicago, Ill. — Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O. — The Rudolph Wurlitzer Co.
Cleveland, O. — W. H. Buescher & Son.; Collister & Sayle.; The Eclipse Musical Co.
Columbus, O. — Perry B. Whitsit Co.
Dallas, Tex. — Dallas Talking Machine Co.
Denver, Colo. — The Hext Music Co.; The Knight-Campbell Music Co.
Des Moines, Iowa. — Chase & West.; Harger & Blish, Inc.
Detroit, Mich. — Grinnell Bros.
Dubuque, Iowa. — Harger & Blish, Inc.
Duluth, Minn. — French & Bassett.
El Paso, Tex. — W. G. Walz Co.
Galveston, Tex. — Thos. Goggan & Bros.
Grand Rapids, Mich. — J. A. J. Friedrich.
Honolulu, T. H. — Bergstrom Music Co., Ltd.
Indianapolis, Ind. — Wulschner-Stewart Music Co.; The Musical Echo Co.
Jacksonville, Fla. — Ludden & Bates.
Kansas City, Mo. — J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb. — Ross P. Curtice Co.
Little Rock, Ark. — O. K. Houck Piano Co.
Los Angeles, Cal. — Sherman, Clay & Co.
Louisville, Ky. — Montenegro-Riehm Music Co.
Memphis, Tenn. — E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis. — Lawrence McGreal.
Minneapolis, Minn. — Minnesota Phonograph Co.
Mobile, Ala. — Wm. H. Reynalds.
Montreal, Canada. — Berliner Gramophone Co., Ltd.
Nashville, Tenn. — O. K. Houck Piano Co.
Newark, N. J. — Price Talking Machine Co.
Newark, O. — The Ball-Fintze Co.
New Haven, Conn. — Henry Horton.
New Orleans, La. — Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y. — Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; Jacot Music Box Co.; Landay Brothers, Inc.; Stanley & Pearsall.; Benj. Switky.; New York Talking Machine Co.
Omaha, Neb. — A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill. — Chas. C. Adams & Co.
Philadelphia, Pa. — Sol Bloom, Inc.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Penn Phonograph Co., Inc.; Western Talking Machine Co.; H. A. Weymann & Son, Inc.
Pittsburg, Pa. — C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me. — Cressey & Allen.
Portland, Ore. — Sherman, Clay & Co.
Richmond, Va. — The Cable Piano Co., Inc.; W. D. Moses & Co.
Rochester, N. Y. — The Talking Machine Co.
Salt Lake City, Utah. — Carstensen & Anson Co.; Clayton-Daynes Music Co.
San Antonio, Tex. — Thos. Goggan & Bros.
San Francisco, Cal. — Sherman, Clay & Co.
Savannah, Ga. — Phillips & Crew Co.
Seattle, Wash. — Sherman, Clay & Co.
Sioux Falls, S. D. — Talking Machine Exchange.
Spokane, Wash. — Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo. — Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn. — W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y. — W. D. Andrews.
Toledo, O. — The Hayes Music Co.; The Whitney & Currier Co.
Washington, D. C. — E. F. Droop & Sons Co.; John F. Ellis & Co.

F

within the last few weeks in starting a number of new dealers in both lines, which alone indicates promising increase in the fall business.

Collections are improving somewhat, and since the new policy regarding the protection of dealers by the Victor and National companies we find that we now have a much better class of dealers who are pushing the talking machine business strongly and who no longer look at it as a side line, but one of the most profitable parts of their entire business.

We take this opportunity of congratulating you upon the extremely fine Convention Number which you issued in July.

THE RUDOLPH WURLITZER CO., Cincinnati,

Our views in regard to the future of the talking machine business are best represented in the arrangement of our store and in our advertising.

On August 1st we completed our new record sales department on the main floor, giving it one of the most effective and prominent locations in our store.

The new field which the Victrola opened is already taxing the capacity of these first floor record booths, and with the return of the instalment customers and the old record buyers, brought about by better business conditions, we are finding that we have ample need for both the new and the old record sales departments.

The talking machine proposition is greater than it ever was before, but it must be handled on a more intelligent basis by the agent. The business offers greater possibilities than it ever did before and it never looked as promising as it does to-day.

The man who will patent a system for increasing the business without an increase of the expenses, will make a fortune out of it. Or even one for keeping the expenses from getting larger, even if the business does not increase.

No one has placed a limit on the possibilities of the talking machine.

ORDERING FOR THE HOLIDAYS.

The Leading Jobbers of Los Angeles Are Now Preparing for a Great Fall, Holiday and Winter Trade—New Victrola Style a Big Seller—Edison Cygnet Horn Liked—Mexican Amberol Records in Demand—Other Items of General Interest from the Angelic City.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 1, 1909.

Since this time last month Los Angeles has become a harbor city and gained in population to quite an extent as a result of the recent annexation of the two smaller cities, San Pedro and Wilmington, through a special election. The future possibilities of this section of Southern California are numberless. The field for new enterprises is large and little developed. Many men of prominence in the talker trade are active members of the progressive committees which are boosting Greater Los Angeles. With the steady development of the new harbor, freight troubles are gradually coming to an end. Preparations for the holiday season are in the minds of trade captains. Sherman, Clay & Co. have placed the largest order yet for machines and records. The Victrola is expected to be in greater demand than ever and a heavy order for both styles has been placed for immediate shipment. Charles Ruggles, manager of the Southern California branch, has returned from a trip of combined business and pleasure which took him to San Francisco. He was pleased to see the progress the northern city has made since his last visit and was warmly greeted by his old-time friends. Speaking of trade in San Francisco, Mr. Ruggles says it is steadily improving in both wholesale and retail. Manager McCarthy, of the San Francisco, has complimented the management of the southern California branch on the success it enjoys.

The Southern California Music Co. have received samples of the new Edison Cygnet Horn, which will be placed on sale about the first of September. The new horn is an improvement which has been expected for some time and meets with approval in general. The Mexican amberol records, of which the first list has been received, are in considerable demand. Their appearance is expected to increase the sales of Edison machines, which are very popular among the Mexican inhabitants of Southern California owing to the distinctness of the enunciation. Among these foreign records have been found some of the finest instrumental selections which the dealers recognize as splendid sellers to retail customers. One number of extraordinary fame as a seller at first hearing is a two-minute record in the Mexican list No. 20,161 "Ultimo Amor" (Last Love) schottische, played by Octaviana Yaney. Many others are to be found which any phonograph owner would be glad to buy. O. A. Lovejoy is enjoying a vacation at the seashore.

The George J. Birkel Co. have added several splendid pictures of celebrities of Red Seal fame to the department which now possesses a fine collection.

A. Graham Cook is back and on duty after a pleasant trip up the coast to Seattle and the exposition. He made stops at most of the large cities on the way and surveyed the trade conditions existing at each which in his opinion are not to compare with the activity in Southern California.

The Columbia Phonograph Co. have had a good summer trade with double disc records. The new Constantino records are meeting with noted success, as are the records of the Fonotipia series.

W. S. Gray was a visitor to this city during the earlier part of the month.

Wm. Fiske, of the Fiske Talking Machine Co., together with Mrs. Fiske, is journeying north to Seattle and British Columbia for a few weeks of pleasure and recreation.

TWO NEW COLUMBIA CATALOGS.

One Comprehensive Booklet Devoted to Foreign Records and Printed in a Variety of Tongues—A Catalog of 65-Cent Double Discs.

After long and careful preparation the Columbia Phonograph Co. have ready for distribution their new and comprehensive catalog of foreign records including double-disc and cylinder styles. The various lists are printed in the language of the countries they represent, such as French, German, Italian, Swedish, Norwegian, Polish, Hungarian, Russian, Yiddish, Danish and Bohemian, which feature makes the catalog highly valuable to foreigners who are unable to read English. The flags of the various nations appear in natural colors on the covers of the new booklet.

Another new Columbia catalog is one devoted to the company's line of 65-cent double disc records, well printed and complete in every detail, and distinctly valuable to the trade for reference purposes.

Orders for both catalogs should be placed through the factory in the usual manner.

MUSICAL ADVERTISING.

A Paris correspondent of Popular Electricity draws attention to the fact that musical advertising, by means of the singing or whistling arc lamp, is being tried in that city. To the right and to the left of one of the store entrances there were hung rather low, two singing, whistling and talking arc lamps, and during their operation a considerable crowd would constantly be gathered in front of the entrance listening to the sounds.

Instead of offering the crowd something to see it was enchanted by the sweet tones of a familiar tune intermingled with some advertising talks in order to render the advertising most interesting.

The valuable clerk is the one who can give information and advise a customer in a way which will inspire confidence.

It's So Easy

Yes, it is not only easy **to learn** a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy **to sell** I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Do **you** sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal **now** for further particulars.

International Correspondence Schools
Box 918, SCRANTON, PA.

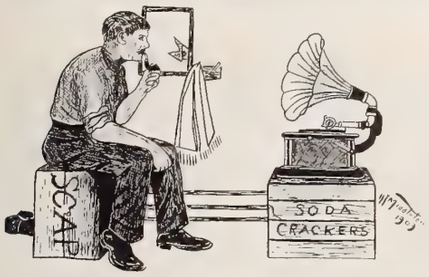
TREATMENT OF CUSTOMERS.

Why It Is Imperative to Treat All Patrons With Equal Courtesy—Some Hints for Dealers on This Important Subject Gathered from Actual Experiences of the Writer.

A great many talking machine dealers draw a distinction between their various classes of customers. For instance, if well-groomed Mr. De Swell saunters in and asks in his languid draul for a certain record, the clerks are all attention, and by look and manner impress him at once with the fact that they are there to do his especial bidding as promptly and agreeably as possible. He may ask to hear twenty selections rendered, but only purchase one, and they will still be delighted to serve him.

"The pleasure is all ours, Mr. De Swell, come again," they call after him most graciously as they bow him out.

But woe unto the poor workingman who, on his way from work, in overalls, perhaps, with his



"PLAIN" JOHN SMITH.

lunch pail on his arm, modestly inquires for "O'Brien Has No Place to Go," and "Meet Me in Rose Time, Rosie," two records which his daughter has asked him to bring home for her.

"Will you play 'em, please?" he asks apologetically. "I want to be sure they're all right; I bought a cracked one once."

The clerks look him over disgustedly from black-peaked cap to mud-smeared shoes, and exchange glances. Then one departs for the records while the other remarks sarcastically: "It isn't necessary to play them; we don't sell cracked records. Seventy cents, please."

The clerk returns with a wrapped parcel, the humble patron hands over his seventy cents, and the incident is closed—without a hearing. Result—A tired laborer worries the whole way home for fear his purchases may not be satisfactory, and eventually, even though standing in a crowded car, he unties the package and gingerly lifts the records to the light to assure himself

"DE SWELL."

that they are uninjured, and that Mame won't be disappointed.

Now, Mr. Dealer, these conditions really exist, for the writer witnessed what he has described above, and seeing is believing, you know.

He felt like asking those two clerks a few questions somewhat along these lines:

Why is De Swell, the gentleman's money any better than John Smith, the workman's? De Swell heard twenty records played and bought one. He was treated with every possible courtesy.

John Smith purchased two selections, did not hear any played, and was snubbed.

Will De Swell come again? Sure! and he'll probably expect to hear thirty next time, and not buy any. However, that doesn't matter. Oh, dear me, no! He's a gentleman.

How about John Smith? He won't come back, will he? No, of course not; he'll go to the little store down the street, where all patrons are treated alike, and it being pay night, he will blow himself for Mame to the tune of a whole dozen records. He'll hear them all played, too, think of it, but you don't want his trade; he's not a gentleman.

The writer is not able to determine what answers the above-mentioned clerks would have made to these questions, but he is inclined to think, judging from their personalities, that they would have rendered in chorus the slangy exclamation so popular just now—"Beat it!"

One reason why the writer thought it well to bring the subject of "Treatment of Customers" up at this time was because statistics compiled by a talking machine man prove that a large percentage of records of popular selections, such as ballads, marches, waltzes, etc., were purchased by the so-called common people, the wealthy confining themselves largely to classical music and grand opera—and that means, Mr. Dealer, that the workingman is worth while, and you should not only be nice to him yourself, but instruct your clerks to acquire the habit also.

Let us gaze for a moment into the respective homes of De Swell and Smith. The former reclines at ease in his luxurious den. At his feet a prize bull terrier capers, and a little further off a "talker" is playing a selection from "The Three Twins." Is De Swell listening to the music? No, he's talking to the dog—telling him in his languid drawl "what a beastly bore music is when a fellow's sleepy, doncherknow."

The latter sits upon a soap box. From across the bare room a talking machine sings to him. Is he indifferent?

Look! With every nerve alert, rigid, scarcely breathing, he listens spellbound to a ballad of his childhood, "When You and I Were Young, Maggie." It recalls running brooks, soft afternoon shadows floating through woodland dells, the far-away tinkle of a cow-bell, and the silvery laughter of a little maid in homespun.

De Swell is bored.

Smith is captivated.

That is the difference, Mr. Dealer.

You will find the most appreciative patrons among the common people, and their trade is desirable; therefore, when they come to see you, treat them courteously. It will pay you well.

HOWARD TAYLOR, Middleton.

CARL LINDSTROM CO. INCORPORATED.

The Carl Lindstrom Co., Yonkers, N. Y., have been incorporated to deal in talking machines, etc., with a capital of $10,000. The directors for the first year are: Adolf Heinemann and Paul Kretschmer, of New York City, and Otto Heinemann, of Berlin, Germany.

A pleasant remembrance wrapped with every article—a smile with every sale—are the best premiums you can use.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)
A Record Tray With Record Label for Less Than One Cent

The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS
enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS
Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Chicago Office: E. P. VAN HARLINGEN, 156 Wabash Ave.
Philadelphia: H. F. THOMPSON.
Minneapolis and St. Paul: ADOLF EDSTEN.
St. Louis: CHAS. N. VAN BUREN.
San Francisco: S. H. GRAY, 88 First St.
Cleveland: G. F. PRESCOTT.
Cincinnati: BERNARD C. BOWEN.
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ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞ IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1909.

THE decision reported in the last issue of The World, in which Judge Chatfield, of the United States Circuit Court, granted an injunction against W. V. P. Bradley and the Continental Record Co. in suits brought by the Columbia Phonograph Co. and the Victor Talking Machine Co., by which the defendants are restrained from selling what is colloquially termed "dubbed" records, is of more than ordinary interest to the entire talking machine trade.

It constitutes one of the most far-reaching decisions handed down in our courts in recent years concerning industrial affairs.

It is thought that this important decision will operate largely to put an end to imitators, who seek to profit through the invested capital of successful business men. It is indeed sweeping, and it not only sustains the rights of the talking machine record manufacturers, but it says that the law against unfair competition is not a dead one upon the statute books.

Indeed there are few court decisions which have ever been made which deal so clearly with the doctrine of unfair competition. The decision of Judge Chatfield, which appeared in The World, is well worthy of the closest perusal, because it shows how the trade field is viewed by members of our judiciary, who realize that aside from patents, trade-marks and copyrights, there are certain rights growing out of lawful business which should be protected by the courts of equity from unlawful use and appropriation by those whose plain desire is to profit not by their own intelligence and well-directed energy, but by the capital, originality and inventive skill of others.

JUDGE CHATFIELD'S decision is without question a most valuable contribution to the legal records of the country in that it shows a wider appreciation of rights which manufacturers of special products may have, and the protection should be afforded them by the courts of the country, according to Judge Chatfield's views.

In this connection it may be well to remark that the decision of this court is in harmony with many others which have been rendered recently, and there is no mistaking the fact that the American judiciary reflects a stronger sentiment during the past few years in the protection of copyrights and trade-marks than ever before.

All of these decisions will have a deterrent effect upon the actions of men who seek to profit by the business ability of others. There have been many cases before the courts in which the use of names which are well calculated to mislead the public by reason of points of similarity are involved which all bear upon the doctrine of unfair competition.

In reviewing this important decision it must be clear to outsiders that the talking machine men propose to defend their rights. In fact, we do not believe there is another industry, young or old, for that matter, in which there has been the amount of money spent to defend patent rights which has been used in this trade during the past decade. The amount exceeds a half million dollars, and it shows that the talking machine men are willing to expend vast sums of money in order to fully protect their interests from illegitimate competition.

In a short time it will be difficult, if not impossible, for the man who wishes to trade even in the remotest degree upon the reputation of others to find any field for his work in this country. Trade-marks and property rights are being safe-guarded better than ever before, and the tendency of modern court decisions is to safeguard them with adequate protection.

IN another portion of this paper will be found some interesting views obtained from jobbers concerning the outlook for business for the fall. As the man at The World masthead views the situation it is decidedly encouraging, and no matter in what section of the country he may carry on investigations it is certain that the clouds of depression are lifting, all of the time, and there is no reasonable doubt why business should not, in many industries, be fully up to normal conditions.

With good crops and good orders on hand it means that there will be business betterment everywhere. There is plenty of money already in the West to move the crops, which, by the way, are enormous, so we should not feel a dearth of cash in the East while the crops are being sent to the seaboard. On the contrary money should be fairly easy in all sections of the country. The indications point to a satisfactory demand for talking machines, and it is believed that the progressive, up-to-date establishments will secure a satisfactory amount of business during the fall.

ADVERTISING brings customers into the stores, but lack of intelligent salesmanship sends them out again empty-handed, and merchants in all lines are looking for the remedy to this greatest drawback to their success. Some suggest a practical school for the study of salesmanship, even with diplomas, with which to better help conditions.

Now, in the talking machine line, there should be no great losses through lack of salesmanship qualities on the part of men on the floor. This business is not like the great department stores, where the individual establishments have an army of salesmen and saleslādies, but the establishments are small, the principal himself oftentimes acts as salesman, and there should be no trouble in seeing that none but intelligent arguments are presented to customers. Not alone that, there should be care taken to see that proper attention and courtesy be extended, of course.

There are a number of people who, through curiosity, are impelled to visit talking machine rooms—perhaps they do not intend to buy, but they are good prospects, and an attentive, courteous salesman who knows his business thoroughly may be able to make paying prospects out of them.

There is a right and a wrong way of exhibiting talking machines and showing off records. It requires intelligence and tact, as well as perseverance. The taste of the individual customer should be sized up and records which will properly appeal should be placed on the machine. A few minutes' conversation will draw out something from the customer which will be of value to a shrewd, careful salesman. Now, business can be made to pay in a better way if salesmanship qualities are brought out in a strong manner.

WHAT may be accomplished by pluck and determination was never better illustrated than in the accomplishments of Dr. Frederick Cook, who planted Old Glory upon the apex of the globe.

No one can read the thrilling and dramatic narrative of his path through eternal snows without feeling intense admiration for that superb will power which at last caused him to win the great goal for which men have struggled for ages.

No matter what the accomplishments of Cook may be worth to the world of science; no matter whether out of this discovery may come something practical; no matter whether it may help along ethnological lines, but one thing is certain, Cook's accomplishments will act as an onward spur to every ambitious man. When he is downcast and when he sees ahead obstacles which are seemingly unsurmountable, let them read Cook's dramatic narrative of his march to the Pole. He must then take fresh courage. He can draw inspiration from the accomplishments of this dauntless American.

Americans have won in aerial and Polar flights, and when we think that the Stars and Stripes are floating upon the roof of the world it is rather an inspiring thought.

MAKE the advertising campaign for the fall a lively one. The manufacturers are certainly doing splendid work in bringing the attention of millions of people to the talking machine and its marvelous possibilities. The dealers should supplement this work by local advertising. The columns of the local papers should reflect the spirit of progressiveness on the part of the talking machine dealers. Supplemental work on their part will secure the largest results from the publicity campaign of the great producing houses. No point should be overlooked which will make for business betterment, and a good, strong local advertising campaign will materially augment talking machine sales.

September is now well advanced, and the time for strenuous activity and the immediate inauguration of publicity plans should be in order.

SECRETARY ROUSH'S GREETING.

The Incoming Secretary of the National Association of Talking Machine Jobbers Writes an Open Letter to the Trade Urging a Greater Interest in Association Matters, and Expresses a Desire That All Members Work for Increased Membership.

J. C. Roush, the recently elected secretary of the National Association of Talking Machine Jobbers, has written the following communication to The Talking Machine World which we commend to the serious consideration of talking machine jobbers throughout the country. Every jobber who has the interest of the trade at heart and who believes in conducting business along improved lines should at once become a member of this progressive organization and thereby contribute in making the association a still greater force for good. Mr. Roush says:

"PITTSBURG, Pa., Aug. 30, 1909.

"TALKING MACHINE WORLD.

"Gentlemen—As the incoming secretary of the

J. C. ROUSH.

National Association of Talking Machine Jobbers, succeeding Perry B. Whitsit, September 15, when he takes the presidential chair of the association, I take this opportunity of asking every member of the association for their hearty support and co-operation in making the ensuing year the banner one of the association.

"The association has done so much good for the jobbers at large and has been granted so many concessions by both factories that it is needless to enlarge upon the advantage of membership in the association. At the same time I would call attention to the fact that a few jobbers have not sent in their application, and as they are deriving the benefits of all concessions given by the factories they should at least lend the association their support by filling in and signing the application blank printed on this page and send same to the secretary, with their check for $7.50, six months' dues, by return mail.

"The convention next year, no matter where it is held, will be made one of the best we have ever had, and plans are already being made to insure every member attending same a rousing welcome and good time. Various plans of entertainment are being mapped out, and members missing the convention in July, 1910, will miss the 'time of their lives.'

"As secretary of the association I will be pleased to receive any and all communications of interest to the jobbers and association, and would also be very glad to receive Edison surplus lists from any National Association talking machine jobber who wishes to exchange with any other member of the association, the Victor surplus being already taken care of through the courtesy of George Ornstein.

"Again asking every Edison and Victor jobber not members of the association to fill in the application blank and mail same at once to the secretary, I am, yours very respectfully,

"J. C. ROUSH."

APPLICATION BLANK.

..... 190..

I (we) hereby make application for membership in the National Association of Talking Machine Jobbers and subscribe and agree to the rules and regulations of the organization as set forth in its by-laws.

Check is herewith enclosed for $7.50, the amount of the semi-annual dues.

(Signed)

Name .....

Address .....

EDISON MEETS OLD FRIENDS.

In the Glow of Thousands of the Lights He Lighted—Guest of Honor of the Leading Men of an Industry He Created—Glad to Have Him There, Even Though, as Usual, He Refused to Make a Speech.

Two hundred and fifty men and a few guests who have been more or less closely associated with Thomas A. Edison during the last thirty years had him as the guest of honor on the evening of Sept. 2, at Briarcliff Manor, N. Y., at a dinner at Briarcliff Lodge. The dinner was at the close of the thirtieth annual convention of the Edison Illuminating Association, composed of men who have been actively associated in exploiting the lighting inventions of Mr. Edison. Men prominent in electric research were present at the convention, and some of them were among the first associates of Mr. Edison when he was only slightly known and struggling for recognition. Some of them assisted him in his work years ago at Menlo Park and helped to push his inventions.

Mr. Edison used to attend the annual meetings, but for the last fifteen years he had found it impossible to do so. He yielded this year so far as to consent to attend the banquet, but he made one provision—that he be not called upon to make an address and that anything said for him should be said by his old-time friend and associate, Samuel Insull, of Chicago. Mr. Edison, accompanied by Mrs. Edison, arrived from Llewellyn Park, N. J., by automobile, and during the day he met the members of the association and attended the meeting as a visitor.

At the banquet in the evening the sides of the room were banked with flowers—tea roses, asters and hydrangeas—amid which thousands of tiny lights were strung. The table was a mass of electric lights, shining through American Beauty roses, asters and smilax. Various electric effects were displayed on the ceiling and the walls. The table of honor was a great oval, at which seventy were seated, including Mrs. Edison and the ladies accompanying the other noted guests. The main table was flanked with others, all ornamented in harmony with it.

At 7 o'clock the guests gathered in the ballroom of the Lodge. Mr. and Mrs. Edison received them. The presentations were made by Mr. and Mrs. W. W. Freeman, of Brooklyn. Mr. Freeman is president of the association, and he presided later at the banquet. Following the reception Mr. Edison escorted Mrs. Freeman and Mr. Freeman Mrs. Edison to the beautiful banquet room.

Speaking after the dinner, President Freeman told of the promise to Mr. Edison that he would not be called upon to talk. Mr. Freeman expressed the honor the association and its guests felt in having with them the man whose genius had made the electrical wonders of to-day possible.

Mr. Insull responded for Mr. Edison, telling how he had only a few moments before expressed his pleasure that he had come and of the joy it gave him to meet again some of those who were associated with him in other ways.

Informal talks were then made by Edward H. Johnson, who was an early assistant of Mr. Edison and president of the Edison Electric Co. of twenty-five years ago; S. P. Fish, of the American Telephone and Telegraph Co., and Prof. Steinmetz, of the General Electric Co. Among the guests at the dinner were Mr. and Mrs. George B. Cortelyou, Anthony N. Brady and F. A. Vanderlip.

THE SECRET OF SUCCESS.

No man can explain the secret of his success. It is part ability, part ambition, part environment and part opportunity. Mass the component parts into a whole, embrace the opportunity the very moment it dawns upon you, and you cannot fail.—Loree.

Friedrich Service

¶ Dealers in Western Michigan can be assured of quick, accurate and complete service if they buy from the house of Friedrich.

¶ Our stock of Victor machines and records, and of general talking machine supplies, is one of the largest in the West.

¶ Our wholesale and retail stocks are entirely separate and you receive goods from us just as they come from the factory.

¶ If you desire it we can help you plan your fall selling campaign.

¶ We can also care for your wants in the line of small musical instruments and merchandise.

¶ Our representative will be pleased to call upon you.

JULIUS A. J. FRIEDRICH, GRAND RAPIDS, MICH.

Show us a man who doesn't want all he can get for his money—and we'll show you a man who doesn't want a "Fireside" or Amberol Records.

He's the only man in your territory who isn't your prospective customer.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Hoboken, N. J.—Eclipse Phonograph Co.
Houston—Houston Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phono. Co.
Los Angeles—Southern Calfiornia Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynalds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.

NATIONAL PHONOGRAPH COMPANY 59 Lakeside Avenue ORANGE, N. J.

Every Edison Phonograph is half sold before it even enters your store. Because your prospective purchaser of a sound-reproducing instrument is biased in its favor:

First—because it's an Edison.

Second—because it's the instrument that plays Amberol Records, the longest playing records made.

Third—Victor Herbert and Sousa, and fourth, the "Fireside" at $22.00, within easy reach of everybody.

Take advantage of this flying start—push the Edison.

If you're not already an Edison dealer your jobber will take care of you.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

New Haven—Pardee-Ellenberger Co., Inc.

New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.

New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.

Oakland, Cal.—Kohler & Chase.

Ogden, Utah—Proudfit Sportings Goods Co.

Oklahoma City, Okla.—Smith's Phonograph Co.

Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.

Oswego, N. Y.—Frank E. Bolway.

Paterson, N. J.—James K. O'Dea.

Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.

Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, H. A. Weymann & Son.

Pittsburg—Standard Talking Machine Co.

Portland, Me.—W. H. Ross & Son.

Portland, Ore.—Graves Music Co.

Providence—J. A. Foster Co., J. Samuels & Bro.

Quebec—C. Robitaille.

Quincy, Ill. Quincy Phono. Co.

Richmond—C. B. Haynes & Co.

Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.

Sacramento, Cal.—A. J. Pommer Co.

Salt Lake City—Clayton-Daynes Music Co.

San Antonio, Tex.—H. C. Rees Optical Co.

San Francisco Peter Bacigalupi & Sons, Pacific Phonograph Co.

Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.

Scranton—Ackerman & Co., Technical Supply Co.

Seattle, Wash.—Eilers' Music House.

Sioux City Iowa—Early Music House.

Spokane, Wash.—Spokane Phono. Co.

Springfield, Mass.—Flint & Brackett Co.

St. John, N. B.—W. H. Thorne & Co., Ltd.

St. Louis—Koerber-Brenner Music Co., Silverstone Talking Machine Co.

St. Paul—W. J. Dyer & Bros., Koehler Hinrichs.

Syracuse—W. D. Andrews.

Toledo—Hayes Music Co.

Toronto—R. S. Williams & Sons Co., Ltd.

Trenton, N. J.—Stoll Blank Book & Stationery Co., John Sykes.

Troy, N. Y.—Finch & Hahn.

Utica—Aarthur F. Ferriss, Wm. Harrison, Utica Cycle Co.

Vancouver, B. C.—M. W. Waitt & Co., Ltd.

Washington—E. F. Droop & Sons Co.

Waycross, Ga.—Youmans Jewelry Co.

Williamsport, Pa.—W. A. Myers.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Worcester, Mass.—Iver Johnson Sporting Goods Co.

NATIONAL PHONOGRAPH COMPANY 59 Lakeside Avenue ORANGE, N. J.

THE TRADE IN CLEVELAND.

September Opens Up Actively but Volume of Business Unsatisfactory to Dealers—Higher Grade Outfits Have the Call—New Victrola XII. Attracting Much Attention—What Various Talking Machine Men Have to Say Anent Conditions Present and Prospective.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 7, 1909.

The talking machine business was undesirably quiet in August, usually one of the most inactive months of the year. September has opened more actively and trade has materially improved in the past week, but the volume of business is much less than it should be at this time of year. Expansion in most, if not all, industrial lines characterizes the situation generally, and the talking machine trade is beginning to feel the impulse of the renewed activity. An increasing demand is noted by the wholesale dealers, and both the wholesalers and the retailers are carrying good sized stocks of machines, cabinets and records.

For several months past the trend of demand has been for the higher-grade machines and records, including Victrolas, Amberol records and graphophones, and as respects the better line of goods, trade has more than held its own with a year ago. Conditions are more favorable for an unusually good fall trade. Good fortune has favored the farmers of Ohio this year in a yield of 23,000,000 bushels of wheat, and the harvest of corn and oats breaks all records. This prosperity of the farmers will largely increase the talking machine trade.

The Victrola XII. is attracting attention and is highly commended by both dealers and patrons, and promises to prove a profitable adjunct to the trade.

Frederick Gunther, a member of the Metropolitan Opera Company, and whose first number for the Victor, Neidlinger's beautiful song of devotion, appeared in the August list, is in Cleveland visiting his father and mother, and incidentally the talking machine dealers.

T. H. Towell, president of the Eclipse Music Co., returned from a two-weeks' eastern trip Sept. 2.

"Our August business," said A. W. Robertson, of the G. J. Probeck Co., "was very good—much better than it was a year ago—and is slowly but surely improving all the while. We are getting more customers, but as yet they are buying in small quantities. Our machine sales are still light, but we have a large number of fine prospects which we shall soon close. Our record sales are very good and improving largely in proportion as men are finding steady employment in the various industries."

"September has started in with a promise of better trade, which was only fair during August," said Mr. Biesinger, manager of the W. J. Roberts, Jr., Co. "Inquiries for machines are more numerous than they have been for some time, and there is a good demand for the September records, especially for the Edison gold molded records, of which we have already sold a large number. Prospects look bright for a good fall trade."

Mr. Denslow, manager of The Talking Machine Store, 27 Taylor Arcade, said: "You can put August down as having been a dead month, occasioned by the extremely hot weather. Only the most enthusiastic lovers of music patronized talking machine stores during those sizzling days. September has inaugurated more encouraging conditions, and I think will prove more profitable than any month we have had this year. There is a good demand for the September list of records, which are proving highly popular."

Business at the May Co.'s during August was reported to have been about the same as for the previous month. Mr. Tinker, manager, said that while there was not much doing in machines, there was a fairly good demand for records, and trade had been improving since the first of this month.

"Business was very moderate in August," said W. H. Buescher, of Buescher & Sons. "Mechanics and working men have not yet begun to buy machines or records so freely as they used to before the financial flurry of two years ago. But the mills and factories are again in nearly full operation, and the operatives, many of their old customers, are beginning to come back. We made sales of a number of machines last month and our sales of records are increasing. We look for a good fall business."

B. L. Robbins, of B. L. Robbins & Co., stated they had a very good trade the latter half of August, having made sales of a number of machines, while the record business is good and growing. He said conditions were daily improving.

T. H. Towell, of the Eclipse Music Co., who recently returned from a trip east, said conditions in the talking machine line were quite as good, if not better here, than in the eastern field. "Business," said he, "is fair. The jobbing trade is steadily improving and the prospects look very good. We shall unquestionably have a good fall trade."

The talking machine and piano department of the Bailey Co. has been removed from the sixth to the fourth floor of the new twelve-story addition and is now in complete running order. The company has sent out invitations to attend the opening of the new parlors, to take place Sept. 9, and state that "the superiority of its appointments and comforts will be better obtained by personal observation." Mr. Friedlander, manager of the talking machine department, said that business was very satisfactory, and that the gratifying increase in their talking machine trade had necessitated the great improvement. At the opening guests will be entertained with Victor and Edison records, orchestra music, a spread, and each visitor will be presented with one of Witmark's latest songs.

Phil Dorn, of Collister & Sayles, stated that business during August had been very quiet, but since the first of September had been materially improving in the retail department. "It is a little early yet for the jobbing trade," he said, "but we are securing some orders, and I look for quite a revival this month. The demand for records is very good and the prospective sales of machines is encouraging."

At the music store of H. E. McMillin business is moving along prosperously. Mr. McMillin said: "On the average we find the talking machine trade much better than it was last year. Taking into consideration conditions generally, our sales are averaging up well in all lines of musical instruments. During July and August we sold several Victrolas, which was not the case last year. The sale of high-class records is better than it was last year at this season."

John Reiling, the exclusive West Side handler of Columbia goods, is doing a satisfactory business. He stated that while trade was not all that could be desired, he felt very much encouraged in the improvement of the past two weeks and thinks that by the first of November the talking machine business will have resumed its wonted activity. He said sales of the August list of records had been good and that the September selections were fine.

At the Gibson Phonograph Store, 3032 Lorain avenue, trade was reported rather quiet, but with a fairly good demand for records.

"Business is just fair," said the manager of the talking machine department of Brown Bros. "Trade is always good on Saturdays when men are paid off, but has been quiet on other days. As the cooler weather is approaching there are signs of improvement, and we expect a good increase in business this month." The company

handles Columbia disc machines and records exclusively.

Mr. Flesheim, of Flesheim & Smith, said: "Business in the talking machine line is very good indeed. We handle Victor and Zonophone goods. While the sale of machines during the summer months has been slack, there has been an excellent and steady demand for records, which during the past two weeks has materially increased. The prospects are very flattering."

Aldrich, Howey & Co., dealers in Columbia goods, have moved from 2120 to 2100 Ontario street to more expansive quarters. Mr. Howey said they were doing a very satisfactory business in the talking machine line, and expressed great confidence in the future of the trade.

OHIO DEALERS WANT A CHANGE.

Anxious to Have State Clearing House Established to Settle Surplus Record Question.

Ohio talking machine dealers are active in their endeavor to establish a State exchange for talking machine goods in order to save the trouble of sending records, etc., back to the factories. Though the plan has been under consideration for a long time the dealers want the matter settled as soon as possible and before the final meeting scheduled for February 4, 1910, in Columbus.

As is well known records that have a heavy sale in one locality will be practically dead stock in another, while a record of a different nature would prove just the reverse. To equalize this matter will be the function of the exchange.

The financing of the proposition is easy and will not require the expenditure of much money. Every dealer in the State will, when the exchange is established, at once forward his surplus stock of records, horns and other accessories to the central exchange office and he will be given credit upon the books for the horns or other accessories which he exchanges. He can then draw from the stock any records or style he needs without sending into the factories, thus enabling all dealers to more easily dispose of their goods. The exchange will not necessarily employ many people, but it is possible that a dozen girls can be given employment. A large building, suitable for handling at least 50,000 records, several hundred machines, hundreds of horns, etc., besides musical instruments, will be necessary.

A GREAT CAMPAIGN OF PUBLICITY

Planned by National Phonograph Co.—To Spend Half a Million Dollars in Nearly 500 of the Leading Mediums of the Country.

The National Phonograph Co. have in course of preparation one of the most elaborate advertising campaigns in history, providing for the expenditure of over half a million dollars. Besides using twenty-five of the leading magazines of the country, the Edison phonograph copy will be sent out to over four hundred and fifty leading newspapers of the country in towns and cities of more than 10,000 population. The National Co. expect the talking machine business to be as good, if not better than it was before the panic, within six months at least and believe that extensive advertising will do much to accomplish that end. The sales staff of the company has been increased 50 per cent. in anticipation of the heavy demand.

THE PASSION FOR GOOD MUSIC.

There was a moving-picture show proprietor in Cincinnati who didn't know any more about grand opera than a cow does about an automobile. One day, however, he heard some one say that the music was sung in French, Italian and German. The moving-picture man went away thinking, says the Circle Magazine. The next day he opened a "penny arcade" in the foreign quarter—the sort of a place where you put a penny in the slot and hear a phonograph play. Everybody warned him against the venture because every "penny arcade" that had been tried in that quarter had ended disastrously. The newcomer smiled and hung out his sign. Within a week his place was being crowded. He had filled his phonographs with the French, Italian and German grand opera selections. He couldn't tell one record from another, but the people who paid him their pennies could.

IT PAYS TO TEACH EMPLOYES.

Instructions to employes may with profit be occasionally repeated. Even those who thoroughly understand them are helped by having their minds refreshed on some of the points, while to the majority the repetition will come with all the force of a new idea. A teacher, referring to a recent experience with her class, remarked: "Education is largely a process of pouring water through a sieve in the hope that some will cling to the meshes."

Sometimes it is found that the second explanation of a process, method or attitude accomplishes more vital work in the development of the employe than does the first. The reason for this is that the first explanation has prepared the mind for it, so that when it is explained a second time there is enough of the first thought left to answer to the second—to appreciate it and make it welcome.

The average employe likes to learn more and more about his business; and if instruction be given in the right way it becomes an effective quickener of every phase of purpose and energy.

Many employers aand managers need to be often reminded of the undeveloped resources of their men and women. It is just as much a part of good business judgment to work the field of individual capacity as it is to work more and more thoroughly the fields of trade.

Failure is more often due to a want of ideas than to a want of capital. It always pays to cultivate ideas.

Interesting NEWS for YOU, Mr. Dealer!

Have You Seen Our SPECIAL LIST of 150 Extra Fine

EDISON RECORDS?

HERE IS A CHANCE FOR YOU TO DO SOME BUSINESS!

IMPORTANT! **Read every word of the following:** We call your attention to our special list of 150 extra fine Edison Records (135 Standard and 15 Amberol) which we have compiled after playing over 3000 Edison Records of the foreign production, and after judging each record on its merits. In compiling this list we have spared no effort to make it perfect and you can offer any record on this list to your customer and feel sure of making a sale.

THIS LIST HAS BEEN PREPARED ESPECIALLY FOR AMERICAN TRADE AND CAN BE SECURED ONLY THROUGH THE S. B. DAVEGA CO.

The Oldest Established Jobber in Greater New York

Sole Distributor of **MAGNETIC NEEDLES** The Best Made

Made in Three Varieties—MULTITONE—LOUDTONE—MELLOW TONE

Write to-day for free samples and a copy of our SPECIAL LIST of Edison Records

VICTOR DISTRIBUTOR — EDISON JOBBER

S. B. DAVEGA CO., 126 University Place NEW YORK

Mr. Dealer

Equip that old style machine that you took in exchange with the MUSIC MASTER WOOD HORN. It will reproduce better than a new machine equipped with the regular metal or veneered wood horn; making an easy sale and you will realize some of the profits you now have on your shelves.

If you have the MUSIC MASTER WOOD HORNS in stock it is an easy matter to sell them to machine owners.

A dealer cannot afford to be without representation of this horn.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, ***for any make or style machine.***

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

Columbia Phonograph Co., exclusive distributors for Music Master Horns to fit Columbia Graphophones

JONES PATENT AGAIN IN COURT.

Judge Hough Denies Motion for an Injunction Against the Universal Talking Machine Mfg. Co.

The Jones patent process for duplicating disc records was again in the United States Court Friday, August 13, in the case of the American Graphophone Co. (Columbia Phonograph Co.), New York, against the Universal Talking Machine Mfg. Co., Newark, N. J. The American Graphophone Co.'s statement which was reiterated at the hearing by C. A. L. Massie, regarding their application for an injunction, etc., follows:

"Under the agreement by which the Victor Co. were licensed to manufacture and sell records made by the patented Jones process, the Graphophone Co. waived in writing all claim for past infringements by the Universal Co. This company was not licensed to continue manufacturing its so-called Zonophone records, however; but on the understanding that the Universal Co. was merely a subsidiary company, owned or controlled by the Victor, they have heretofore been suffered to continue since the injunction was granted.

"Recent developments have seemed to indicate, however, that the Victor Co. does not control the Universal Co., and affidavits to that effect have been made by General Manager Geissler, of the Victor Co., and President Royal, of the Universal Co., in litigation which is pending in Chicago. The American Graphophone Co. has therefore petitioned the United States Court, in order to enforce its rights against the Universal Co., under the injunction already granted, asking that they be held in contempt for disregarding the injunction and for an accounting of all records since made, and that they be compelled to desist forthwith the further manufacture and sale of the so-called Zonophone records."

Prefacing his argument, in opposing the motion, Horace Pettit, general counsel for the Victor Talking Machine Co., with the remark: "We are rather surprised at this action. The relations of the companies in question are the same as they always have been," he then controverted the contentions of his adversaries in his further presentation. At the close of the hearing Judge Hough indulged in brief comments regarding the position of the complainants, but reserved decision. The next day he filed the following memorandum:

"The admission and assertion by moving party of an oral license to the Universal Co. is, when fully considered, fatal to this motion. Such license is not only hard to establish, but, if admitted, its terms must be made plain. The only thing plain is that the Universal Co. was given some license to violate the terms of the injunction of 1907. Now, it is said, they are violating it too much. Parties who agree to a violation of injunction cannot expect the summary and drastic remedy of contempt when they disagree about the extent of permission. Motion denied."

Subsequently, Counsellor Massie told The World that they would now proceed to take testimony and submit proofs in the regular way, and that they would therefore apply for an order to this effect.

FRIEDRICH'S HANDSOME QUARTERS.

The J. A. J. Friedrich's House Conducts a Very Complete and Splendidly Equipped Department Devoted to the Victor and Edison Machines and Records Which They Handle—Some Observations Made by the World Correspondent on a Recent Visit.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Sept. 4, 1909.

It's a joy to go through the extensive talking machine quarters of the J. A. J. Friedrich Music House, of this city. Besides a salesroom on the main floor, the apartment occupies the entire third floor of the adjoining building, and also a large part of the Friedrich building proper. The appointments of the room are admirable throughout and the complete separation of the retail from the wholesale is noticeable. A very large room is devoted exclusively to machine sales, every type of Victor and Edison machines being mounted on a suitable cabinet. Over each machine is an electric light provided with a reflector. There are also separate Victor and Edison demonstrating rooms and between two of the retail rooms is the retail stock room. The wholesale department is an immense room by itself and the stock of Victor records is such as to foster the belief that wholesale orders are filled with the utmost completeness. An interesting feature are two of the large cabinets devoted entirely to the red seal catalog. The arrangement is unique in that the records of each artist are contained in a compartment or compartments by themselves.

When an order comes in for a Caruso record it is located in an instant, and the state of the Caruso stock can be learned at a glance. Furthermore, the records are kept in cardboard compartments, provided with covers which, of course, keep out the dust and dirt. Trios, duets, quartettes and sextettes and the several complete operas also have departments to themselves. This is only one of the many fine features inaugurated by F. A. Steinman, the manager of the talking machine department, and dealers can obtain many good ideas from him that are adaptable to their own business. Otto Friedrich, son of the proprietor of the business, is now devoting all his time to traveling for the wholesale talking machine business, and is meeting with excellent success. The house has a large and loyal following among the Western Michigan dealers and the number of their clients is continually increasing.

NEW CONCERN IN BROOKLYN.

The Mathews Phonograph Co. is a new concern at 573 Fulton street, Brooklyn, N. Y., who handle the Columbia line. Their initial order called for $2,000 worth of goods.

TRADE ON THE PACIFIC COAST.

Business Quiet in All Larger Cities—Country People Busy With Crops—Eilers Music House Become Columbia Distributors for Oregon and Washington—Columbia Trade Good on Coast—Some Personal Items—Edison Business Much Improved—Pacific Phonograph Co. Active—Wiley B. Allen Co.'s Fine New Department—Sherman, Clay & Co. Pushing the Victor Line—Other News Items of the Month.

(Special to The Talking Machine World.)

San Francisco, Cal., Aug. 28, 1909.

August has brought considerable improvement to the talking machine business in San Francisco and the larger cities in other parts of the Coast, but business is still very quiet in most of the smaller towns, as the country people are now very busy taking care of the crops, and will not have the leisure to take much interest in amusements for another month. Even in the cities the improvement has been rather less than was expected, but the end of the vacation season has brought in a good deal more inquiry. The outlook is still very satisfactory, and unless all indications are misleading next month will bring conditions fully up to normal.

The Pacific Coast department of the Columbia Phonograph Co., through the Portland, Ore., office, has just closed another large deal, which is similar in magnitude to the transactions recently carried out in California. By the new arrangement the Eilers Piano House of Portland, and the Eilers Music House, successor to the D. S. Johnston Co., of Seattle, become distributers of the Columbia line of talking machine goods, covering practically the entire territory of Oregon and Washington. The Eilers houses have branches at almost every place of any importance in the territory, giving them one of the greatest distributing systems on the Coast, and it is believed that they can handle the line to great advantage. The Eilers interests have placed orders with the Columbia Phonograph Co. amounting to $50,000, the goods to be delivered in two shipments, one to Portland and one to Seattle, and are expected to arrive within a few weeks.

W. S. Gray, coast manager for the Columbia Phonograph Co., reports a very satisfactory wholesale business all over the Coast, and has no complaint to make about the retail trade in this city, though the local end is expected to make a much better showing as soon as the store can be opened downtown. No permanent location has been secured yet, however, and some time is likely to elapse before the move can be made. Mr. Gray returned about two weeks ago from a vacation in southern California. He found the southern business in fine condition, and says that the Southern California Music Co., which is handling the Columbia goods in that end of the State, is having great success with the line, and reports a very encouraging outlook for Fall trade. Kirk, Geary & Co., the Columbia distributers in northern California, are sending in orders all the time, and are enjoying a satisfactory business.

E. Scott, local manager for the Columbia, returned from a vacation at Los Angeles and Santa Catalina this week.

Fishing and hunting appears to be the order of the day in talking-machine circles. Eldridge R. Johnson, president of the Victor Talking Machine Co.; B. G. Royal, of the Universal Talking Machine Co.; Leon F. Douglass, of the Victor company, and Peter Bacigalupi the prominent talking machine man, of San Francisco, have just returned from a deer hunt in the wilds of Mendocino County. On their return they made a visit in an automobile to Hotel Del Monte and the Santa Cruz big trees. Messrs. Royal and Johnson have returned to New York via Los Angeles, and Mr. Douglass will leave Sept. 9 with his family for a visit to the East. This will be his first trip to the Atlantic Coast in three years, during which time he has been recovering his health at his home in San Rafael, Cal.

Mr. Bacigalupi finds the Edison business greatly improved, both in wholesale and retail departments. He states that the orders he is getting from dealers in all parts of the country show increased confidence, and certainly better business than they have had for the last month or two. The new Cygnet horn, he says, is attracting great attention all over the Coast, as it takes up so much less room, and gives greater satisfaction generally than the old horn. Mr. Bacigalupi has had quite a rush on the Zonophone ten-inch records, a large lot of which he recently purchased from Kohler & Chase, and which he is selling at 25 cents.

C. M. Jones, of the Pacific Phonograph Co., is making preparations for a big run of business next month, and counts on a steady increase from now till the end of the year. He states that when Kohler & Chase's new building is occupied, about the first of December, the entire wholesale stock will be brought to this side of the Bay. The samples of the new Edison machines and horns have been received, and Mr. Jones believes they will be good sellers. The stock will be put on sale September 25, but a large part of the first shipment will be taken to fill advance orders.

The Wiley B. Allen Co. are devoting the Sutter street side of their new store to the talking machine business. The department was opened on August 14, at the formal opening of the store, and has been very busy from the start. It is in charge of James J. Black, who has for some time been conducting the department of the Oakland store with great success. On the ground floor are three large demonstration parlors, one for Victrolas and two for Victor machines. In the basement is a large display room for Victor and Edison machines and goods, and ten special rooms for the demonstration of Victor and Edison records, with the most approved arrangements of stock for convenience in demonstrating. Some work is still being done on the store, but it is practically finished, and the stock has been complete for some time. A talking machine display is also placed in the large windows of the Kearny street front.

Sherman, Clay & Co. are making an extra display of Victor goods and Victrolas in their windows since the opening of the Wiley B. Allen Co.'s department, and there is considerable retail competition between the two establishments, though both expect to gain by the concentration of business. Mr. McCarthy reports continued heavy sales of the new Victrola machine, as well as the older models, and notes considerable improvement in both wholesale and retail departments.

G. O. Heine, the old-time piano man, says that he is seriously considering the installation of a talking machine department when he opens his new store on Stockton street.

Clark Wise states that his talking machine department is going as well as usual, and he has had a large demand for the new model Victrola. He finds, however, that for some reason there is less buying by people from out-of-town than in former years, and believes that this side of the business will be much better after the Portola celebration.

It is announced that hereafter testimony at coroners' inquests at Los Angeles will be recorded on a commercial talking machine instead of being taken down by shorthand. The coroner recently made application for an appropriation to purchase one of the machines, which he believes will save a great deal of time and trouble.

THE ROCKFORD BOOKCASE CO., has now taken over the line of cabinets made by the Rockford Cabinet Company, in order to better handle the enormous business worked up on this line of goods.

The question of storing record and sheet music cabinets is getting more important every day and this season our cabinets are being illustrated with 6 different interiors. Our catalogue will show you what we have put into the line, and you should have it on file for emergency. Most dealers place stock orders to be shipped during the season.

Write to

Rockford Bookcase Co.

1801 18th Avenue
ROCKFORD, ILL.

CONDITIONS IN LITTLE ROCK, ARK.

S. M. Field & Bros. Preparing for a Record-Breaking Business—Public Showing More Appreciation of Talking Machines—Want Higher Grade Outfits.

(Special to The Talking Machine World.)

Little Rock, Ark., Sept. 1, 1909.

S. M. Field, of S. M. Field & Bros., of this city, in a chat with The World correspondent regarding trade conditions, said: "We cannot be discouraged in our effort to prepare for a record-breaking fall and winter business. While our work this summer has not brought unusually good results we will not complain, in view of a most promising future condition. It is our opinion that the public have awakened to the fact that talking machines are wonderful instruments, not mere toys, and this must in due course make the buying of higher grade machines the rule instead of exception."

PHONOGRAPH FOR HIGH SCHOOL COURSE.

(Special to The Talking Machine World.)

Windsor Locks, Conn., Sept. 5, 1909.

The board of education, through Superintendent of Schools Daniel Howard, will introduce in the high school course this next fall the teaching of languages by the phonograph. This is the first high school in this part of the country to adopt the phonograph in instruction. The course has been rearranged and in connection with the grammar course this year French and German will be taught.

Reg. U. S. Pat. Off.

What are you going to do this year?

¶ Certainly a great, great deal more than last. The tariff has been settled, thousands are being daily put to work, the crops of the country are the greatest in its history, and there will be a liberal letting loose of the coin of the realm.

¶ From now on we experience the real golden days of the Victor selling season, so be the WISE dealer and place your order for machines and records at the earliest possible moment—AT ONCE.

¶ This is the time to do a lot of thinking. The question of ordering your machine and record stocks is now under consideration. And the question demands your immediate thought, and EXECUTION.

¶ We are here to help you with one of the finest machine and record stocks in the country, and our famous PERFECT SERVICE insures your orders receiving the promptest and best attention possible.

¶ With pleasure at your service.

St. Louis Talking Machine Co.

1012 OLIVE ST.,

ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

NEWS FROM THE SAINTLY CITY.

Steady Improvement Noted in Trade as Fall Approaches—St. Louis Talking Machine Co. Make Preparations for Busy Season—Perparing for Centennial Celebration—Columbia Store Reports Good Business—Union House Furnishing Co. to Move—Their Big Talking Machine Department.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 5, 1909.

The talking machine business for the month of August has been generally quiet, but the latter part of the month showed a good improvement, which presages a good trade for the month of September. All indications point to a good fall and winter trade, and all the dealers believe that they will have it.

The St. Louis Talking Machine Co. are most sanguine that everything points to a fall trade of unusual magnitude, and have made preparations accordingly. This firm by its splendid example of optimism has infused and inspired in their dealers a spirit of buoyancy and faith in the immediate future that promises great returns. Already a splendid increase in out-of-town orders is noted, and from all sides they are receiving the assurance of the hearty co-operation of their dealers to make this the banner fall business in the history of the talking machine trade.

O. A. Gressing, manager of the St. Louis Talking Machine Co., has just returned from a ten days' visit with his sister in Milwaukee, where he went to recover from an attack of malaria that took possession of him on his last trip south.

S. H. Johnson, of the St. Louis Talking Machine Co., is spending ten days visiting his mother in Ypsilanti, and also calling on old friends in Detroit.

Miss Converse, also of this firm, returned from her vacation and expresses herself as more pleased with the heat of St. Louis than the cold of Lake Michigan.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., is on a prolonged trip through southwest Arkansas and Oklahoma and will be on the road about a month.

Recent trade visitors to the St. Louis Talking Machine Co. were T. J. Keith, Summerfield, Ill.; R. A. Gray, manager the A. Sellner Co., Quincy, Ill.; W. W. Fisher, Murphysboro, Ill.; Dr. J. A. White, New Franklin, Mo.; C. N. Buchanan, Cairo, Ill.; Samuel M. Field, Little Rock, Ark., and Thomas B. Anderson, Memphis, Tenn.; C. E. and E. F. Brokaw, Queen City, Mo.

The Centennial Celebration, which extends from Oct. 3 to 9, will be a great affair, and the St. Louis Talking Machine Co. are extending to all their dealers a hearty and cordial invitation to make their headquarters with them while in the city.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their August trade was considerably better than a year ago, and that everything points to an excellent trade from now on. Mr. Walthall, accompanied by his wife, returned, Sept. 6, from a two weeks' vacation, which was spent at his old home at Horse Cave, Ky. This concern recently sold one of their symphony grand cabinet graphophones to the members of the Merchants' Exchange here, who purchased it as a present to the new United States Cruiser St. Louis. F. G. Cook, formerly retail manager of the retail department of the Chicago office of the Columbia Phonograph Co., has succeeded W. S. Byrd as traveling salesman for the local office. He has just returned from his first trip after establishing a number of new dealers throughout this State.

W. A. Brenner, of the Koerber-Brenner Music Co., returned, Sept. 6, from a vacation of nearly two months, which was spent in Colorado. This firm report that their business is picking up nicely and that they will have a good fall and winter trade.

D. K. Myers, the well known Zonophone dealer, reports that trade is improving right along with splendid prospects from now on.

Marks Silverstone, of the Silverstone Talking Machine Co., reports good prospects and that trade is picking up.

W. H. Allaire, who succeeded Mr. Klohr as traveler for the National Phonograph Co., throughout this State, was a recent visitor here.

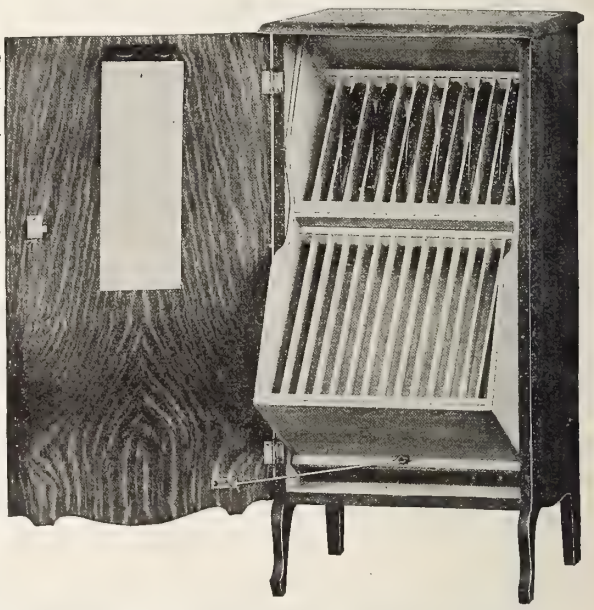
The Thiebes-Stierlin Music Co. report that their talking machine trade for August was up to expectations, and that they consider the prospects for the fall and winter to be first class.

Mr. Knight, of the Knight Mercantile Co., reports that everything looks very bright for a good fall and winter trade.

The Union House Furnishing Co. will remove to their handsome new store at the northwest corner of Seventh street and Washington avenue on Oct. 3. They will occupy several floors in the Lind building at the southwest corner of Seventh street and Lucas avenue, which is right back of their new building. The fourth floor of the Lind building will be used for their talking machine business exclusively and on which will be two very large handsome sound rooms. The seventh floor of this building will be used for a talking machine recital room exclusively, and concerts will be given frequently. The room is 140 x 60 ft. M. S. Kopf is manager of this department, and states that while the firm's talking machine business has been good it will be largely increased in the new location. They have taken on the Edison, and will now sell both the Victor and Edison machines. They will also add two more salesmen.

POUPLAR ROCKFORD CABINET STYLE.

One of the popular styles of cabinets made by the Rockford Cabinet Co., Rockford, Ill., is that illustrated herewith. It is finding a rapid sale



by reason of its convenience, finish and appearance. It can be sold at a price which will afford a profit to the dealer "pushing" talking machine cabinets.

O. Heineman, general manager of the Carl Lindstrom & Co. plant, one of the largest talking machine factories in Germany, Berlin, sailed from New York, August 24, on the "Kaiser Wilhelm der Grosse," the North German Lloyd express steamer, for Bremen. He has been here for a month, more on pleasure than business, and expects to come back in the early fall. P. Kretschmer, manager of Lindstrom & Co.'s American branch, went to Europe August 14, on the "New York" of the American Line. He will also return later.

Two special big hits—"I've Got Rings on My Fingers," No. 5737 (Blanche Ring in "The Midnight Sons"), and gems from "The Beauty Spot," by Victor orchestra, No. 31,745, were specially announced by the Victor Talking Machine Co. to go on sale with the September supplement on August 28. These two numbers are said to be enormously popular.

Thousands of People

would purchase Talking Machines were it not for the racking noise, the scratch and deterioration of records.

FIBRE NEEDLES alone can and *will* bring these customers to you.

These Needles possess a charm of reproduction unknown and unobtainable by any other means.

They produce *PURITY, SWEETNESS* and *ELEGANCE* of tone and quality.

They cannot injure the records and are absolutely *NOISELESS* and *SCRATCHLESS.*

Why not reach out for your share of these thousands?

"B.&H." Fibre Manufacturing Co.

33 W. Kinzie Street CHICAGO, ILL.

Let us fill your Fall order

You can be sure that every item you call for will be in the shipment, and that the goods will be shipped on the same day that we receive your order.

There's no need for you to worry and fret over some jobber you can't depend on, for fear he won't send your stock on time.

We have large quantities of everything in the Victor line right here in our warehouse—Victors, Victrolas, Victor Records, cabinets, horns, fiber cases, needles, accessories and extra parts—*we* never have to "send to the factory" to finish out an order.

More than that. *We* handle nothing but Victor goods. *We* know our business thoroughly. *Our* employes are all quick, skillful and accurate. Therefore *we* very seldom make a mistake.

Whether your order amounts to a hundred dollars or ten thousand dollars, it will have our best attention. We count every one of our customers the "biggest." You won't be charged an extra cent for all the care and thoughtfulness which we give to your order, either. We couldn't do it even if we wanted to.

What we want to do is to prove to you that our service is better than what you thought was best. And we know that if you once order from us, you won't leave us in a hurry.

We guarantee promptness, accuracy and perfect satisfaction to you.

Write to-day for our catalogues, particularly our handsome booklet, "The Cabinet That Matches." And ask us for suggestions about your Fall stock, if you care to. We'll be glad to serve you in every way possible.

New York Talking Machine Co.
83 Chambers Street
New York

Successors to
Victor Distributing and Export Co.

INDIANAPOLIS HAPPENINGS.

Jobbing Business in Indiana Shows Marked Improvement—Columbia Machine Used in Automobile Advertising at Races—Indiana Phonograph Co. Report Good Edison Demand—What Records Are Selling Best—Close Moving Picture Shows on Sunday—Talking Machine Cures "Cussing"—Other Items of Interest Worthy of Record Here.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 2, 1909.

The talking machine business remains about the same in Indianapolis as to volume. Some dealers report that the jobbing trade throughout the State is getting better and others say that it is the retail trade in the city that is improving. But be that as it may business is remaining about the same.

The Overland Automobile Co. put out a unique advertisement during the week of the automobile races at the Indianapolis Speedway. The advertisement was presented with the aid of the Columbia Phonograph Co. and Gertrude Hassler, of Detroit, who has a fine contralto voice. She sang a song entitled "Overland My Overland" to the tune of "Maryland, My Maryland" and made a record which was placed in a Twentieth Century Columbia. The machine was then placed on an automobile and the record was played for the crowds out at the speedway. The record was clear and entertaining. Many who heard it expressed the opinion that Miss Hassler could do worse than take up record making.

The Indiana Phonograph Co., who handle Edison machines, are enjoying a better jobbing business out in the country, but there has not been much improvement in the city business, the proprietors say. The best selling records last month with this company were "Blue Feather," a duet, and "I Will Sing of My Redeemer," a quartette.

The Indiana Co. are having the best run on the Home machines, which sell at $40. There is not such a demand now for expensive machines and cabinets.

Mr. Devine, manager of the Columbia Co.'s store, reports that the best selling records last month were "Pony Boy" and "My Wife's Gone to the Country." The demand for Fonotipia records keeps up at the Columbia Co.'s store. "The artists who make the records for the Fonotipia Co. are eminent in their respective domains," said Mr. Devine, "and the public is gradually finding this out."

Indianapolis talking machine dealers are getting ready for the state fair. The Columbia Co. will have one of their new library table Columbias on display at the fair.

The Kipp-Link Co. are fully settled in their new home in East Washington street, and are taking care of a satisfying jobbing business.

W. H. Frame will open a moving picture show at 35 South Meridian street, and will use a Twentieth Century Columbia on the outside.

Moving picture shows of Indianapolis were closed for fair on the last Sunday of August. Some time ago the Pure Milk Commission made arrangements with the three Sutherland theaters and the Orpheum to have an educational series of pictures run for the benefit of the babies. One of the stipulations was that these shows were to be allowed to remain open on Sunday. On the last Sunday in August, however, nearly all of the moving picture shows were opened. The mayor was out of the city on his vacation, so Jesse Pavey, his secretary, heard of it and ordered the police to close all of the places. There was no refusal on the part of the moving picture showmen, and H. E. Shaw, manager of the Sutherland houses, said it was not probable that there would be any attempt to open the theaters on Sunday. "I cannot understand though," he said, "why the police should discriminate between the five-cent theaters and the saloons. The people seem to clamor for the five-cent theaters."

One of the strangest talking machine stories that has ever reached the trade in Indianapolis has just floated in from Vincennes, the oldest city in the state, or at least about the oldest. It is a story of James H. Adams, a Vincennes newspaper man. As the story goes, and some of the best known men in Vincennes vouch for the truth of it, Adams was much discouraged last fall when Congressman James E. Watson was defeated for the governorship in Indiana by Thomas R. Marshall, now Governor. Mr. Adams had in his office a talking machine which he used for dictating letters. When he heard that Watson had been defeated he opened up the machine and began to cuss. He cussed up two or three records and then he put the receivers up to his ears and listened to the phonograph do his cussing. He liked it pretty well. But after he had listened to it two or three times he thought maybe he had better quit cussing. Then he got another record and dictated a statement into it that he would never lose his temper again and would never utter even a small cuss word. Then he locked the records up where his stenographer could not find them. A few days ago he dug up the records and called in some of his friends and let them listen to the performance. Then he burned the records.

THE VICTOR TRADE-MARK.

A Most Convenient Vehicle for Illustrators for the Daily Papers.

The famous Victor trade-mark "His Master's Voice" has furnished more ideas for the caricaturists than any other single trade-mark in the world. It has been used in almost every possible way and now it has even been Harrimanized.

TO-DAY THEY HEAR THEIR MASTER'S VOICE

When Harriman returned to these shores last month a clever Mail and Express artist sketched the above in order to portray the market conditions when the great railroad manipulator reached these shores.

CROMELIN TAKES CHARGE IN LONDON.

J. B. Cromelin, recently appointed as general European representative of the Columbia Phonograph Co., General, succeeding Frank Dorian, with headquarters in London, Eng., is spoken of as one of the brightest men in the business. He is a son of R. F. Cromelin, deceased, one of the pioneers in the trade, as an associate of Edward D. Easton, president of the company, and a nephew of Paul H. Cromelin, vice-president, and is only thirty years of age. J. B.'s first experience was as typewriter in the Washington, D.C., office of the Columbia Co.; in succession he became private secretary to President Easton; then located in an important position at the company's Bridgeport (Conn.) works; assistant to Frank Dorian, when a manager of one of the domestic branch offices, finally becoming connected with the branch in Berlin, Germany, four years, two of which he was assistant to his uncle, Paul H., in charge at the time.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

The Talking Machine Trade Is Steady but Rather Quiet Except the Demand for the Cheaper Products—Future Prospects Excellent—Increase in Disc Record Demand—New 200 Thread Record Saves Cylinder Business—Improvements Looked for Soon in Disc Records—Copyright Question Still Being Warmly Discussed—Associations Pass Resolutions on the Subject—New Clarion 200 Thread Disc—400 Thread Hinted at for the Future—Fraud Charged in Floating of Sonogram Stock—What the New Record Lists Have to Offer—A New Hornless Machine—Growth of the Colonial Trade—Fast Mails Help Business—Caruso's Successful Tour—French Government Buys Edison Machine for Use in the Soudan—Other News.

(Special to The Talking Machine World.)

London, E. C., Sept. 5, 1909.

Talking machine business has been fairly steady during the last few weeks, but quiet for all that, especially in the cheaper class products. With the passing of August, however, it may safely be said that the future holds nothing but good prospects for the season which should open up in real earnest towards the end of September. What the possibilities are for any particular class line of product cannot be foretold with any degree of accuracy, but there certainly is a strong leaning over towards the reliable and better class goods, which is more than demonstrated by the closer care exercised by traders in excluding articles of an unknown quantity. In the record field the disc is an ever-increasing factor against the cylinder sales, which during the last few months have been at a very low ebb, and indeed if it was not for the 200-thread records we should say this side of the business was on its last legs. The popularity of these wonderful records, however, has saved the situation, and without doubt they will monopolize the greater part of the cylinder trade of next season. We shall then have on the market three makes—the Amberol, Crystal and Ebonoid, retailing at different prices, which here at any rate is the essence of competition outside the value of artists.

Improvement in Disc Records.

The disc record seems to offer equally unlimited scope for improvement as witness the remarkable issue of a 200-thread, phono cut, five-minute, double record, referred to elsewhere. The extraordinary even tracking of the sapphire in such confined sound grooves is almost beyond comprehension, and the beautifully natural tone obtained reflects a perseverance and inventive ability demanding our heartiest congratulation to the officials of the Clarion company. This record marks a new era for the disc industry and no one can question that it is the greatest and best achievement the talking machine trade has seen during the past ten years or more.

Indestructible Cylinder Record a Factor.

The Indestructible cylinder record is to be a factor in this season's trading and there can be no question that a bright future is in store for a good indestructible record, combining smooth surface, quality of tone and the right kind of selections.

Musical Copyright the Issue.

Like every other question, this one of a suggestion to levy a tax upon talking machine records and perforated music rolls is not without its just view from either side. On the one hand the publishers claim that by the issue of copyright music on records their sales of sheet music suffer and as a consequence the copyright committee is in conference to determine the equity of these demands. On the other hand, we claim as representing the interest of the talking machine and record trade, that sheet music sales rather benefit than otherwise by the wide publicity given through the distribution of records, and therefore the attitude adopted by the publishing fraternity is of a sentimental nature only.

In support of our contention one of many facts stands out prominently and it is this: If harm to the publisher is really the outcome of the issue of a particular record, why in the light of common sense do these publishers continually send copies of each month's issue of music to the record makers? The object is obvious, they want the benefit of talking machine publicity to popularize their music or songs. It is even being done now. Only last week the firm of J. E. Hough, L., received six pieces of music from a large publishing house, with a letter requesting early publication on records. In the face of this and many other instances I could quote, does it not seem like an attempt to extort money under false pretenses? To finally and definitely settle the distinct issue whether or not the issue of records is beneficial or harmful to copyright owners, Mr. Hough, as reported last month, has made the following valuable suggestion to the copyright committee: "That the Gramophone Co. be asked to supply the committee with the names of songs sung by such eminent singers as Caruso, Melba, Patti, etc., and the dates they were issued to the public in the shape of phonograms. Let these dates be supplied to the respective composers or publishers and ask them to give a list of the sales in sheet music of each for six months prior and six months subsequent to such publication of the phonograms." Here we have a close challenge which the other side, who are so strongly represented on the committee, have as yet failed to take up.

The following important resolution was passed at a recent conference of the councils of the Pianoforte Manufacturers' Association, L., and the Music Trades' Association of Great Britain: "That this conference is opposed to the creation of monopolies in respect of copyright in player music rolls and gramophone discs. That a copy of this resolution be sent to the London Chamber of Commerce, and to Lord Gorel, representing the Board of Trade. A further extended sitting of the Board of Trade Copyright Committee was held at the beginning of August when many further witnesses representing both sides were examined. President Dyer probably gave evidence, as was his intention, but we cannot obtain definite information on this point.

Beka Co.'s Opera Records.

Ever to the fore with all the latest, the Beka company in their October list promise records from the three popular comic operas, "Our Miss Gibbs," "The Arcadians," and "The King of Cadonia," two selections from each.

A Clarion Triumph!

One of the new departures by the Premier Manufacturing Co., as foreshadowed in my last report, will arrive at a state of finality by the time these lines appear. For some time past we have heard of an impending 200-thread disc and Mr. Seymour has even hinted at the possibility of 400 threads to the inch, but that by the way. What we are most concerned with at present is the forthcoming issue of a Clarion 200-thread phono disc—double-sided. The first list contains 12 selections, many of a high class character, some of which are "Soldiers Chorus from Faust," "La Reine de Saba," "Excelsior," "Dollar Princess," "The Moon Has Raised Her Lamps Above," "Sunday With the Troops," "By the Suwanee River," etc. These records are 10-inch, double-sided and each selection plays for five minutes. The price is not yet decided, but the figure is to be a very competitive one. Complete songs are given on many of the records. As regards volume of tone it is slightly less than the ordinary record, but this is a good advantage. The tonal quality of the instrumental selections is excellent, while the vocal records are characterized by clear and distinct enunciation. This new Clarion record represents a distinct triumph for the Premier company, and is an achievement of quality never before obtained in this industry.

New Sound Boxes a Necessity.

A seasonable word will perhaps not be out of

TEN MINUTES

THIS IS THE ACTUAL PLAYING DURATION OF THE NEW

"EBONOID,"

TEN INCH DOUBLE SIDED DISC RECORD

(PHONO CUT)

Read What the "World" Has to Say About Them

(PRICE TO SUIT ALL POCKETS)

(Ready September)

Clarion Cylinders (2½ minute)

Ebonoid Cylinders (5 minute)

Clarion Discs (2½ minute, double sided)

MACHINES TO PLAY ALL TYPES DISC and CYLINDER

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

place here, and it is this: The sale of phonocut discs has in the past and is now suffering very materially from the lack of the necessary means whereby to play them. There are suitable sound boxes on the market and interchangeable connections, but somehow or other we don't hear much of them—probably because they are not much advertised. It is useless to put the cast before the horse and we trust those most interested will bear this more in mind than was the case last season.

In Trouble Over Sonogram Co. Stock.

David John Rees answered a summons at Bow Street Police Court on a charge of having made a certain false statement in a statutory declaration relating to the floating of the British Sonogram Co., L., of which he was a director and secretary. For the prosecution, Mr. Travers Humphreys said the minimum subscription on which the company would go to allotment was fixed at £5,000, payable in cash. The list of applications remained open until April 15, 1907, and on that date the defendant reported at a board meeting that applications had been received for the minimum subscription of 5,000 preference shares, and it was therefore agreed that the allotment should be made. As a matter of fact only £136 had been received by that date in respect of 1,360 shares, and the defendant allotted to himself and his nominees the necessary number of shares to make up the 5,000. He afterwards, said Mr. Humphreys, filed a statutory declaration to the effect that the conditions required by law had been complied with and that he himself had taken 1,000 shares, in respect of which he had paid an amount equal to the proportion paid by the other subscribers. As a fact, however, he had paid nothing. Upon that declaration a certificate was granted by the registrar, entitling the company to start business. The defendant afterwards drew £91 10s. of the moneys of the company for his salary, which he never would have been entitled to draw except for the false declaration.

It was also alleged that the defendant obtained by false pretenses £300 paid to the company by Harry Walsh-Lee. Mr. Arthur Newton, who defended, intimated that the defendant would elect to be tried by jury. The proceedings were then adjourned.

New Piano and Moving Picture Combination.

Max Olitzki has just patented an invention which is arousing great interest on the Continent. It is a device whereby a combination of the film and piano recording is effected. Thus any selection recorded on a perforated music roll will also, as on a bioscope, show the exact movements of the player's hands and body. By this ingenious invention enthusiasts can in their own home now see and hear their favorite composer perform his own works. Wonderful indeed!

End of Universal Talking Machine Co.

The Universal Talking Machine Co., L., of London, has been wound up.

Some Fine New Clarion Records.

Some fine records obtain in the September list of Clarion cylinders. Those to hand are "El Capitan," by the Premier Military Band; "Ciribiribin" waltz, and "Cinderella," by the Bijou Orchestra; bagpipe solo, "The Cock o' the North," by Major Forsyth; Xylophone solo, "Let 'im Go," by George Lennox; Bell solo, "Noontide," by Will Hopkins; "Take a Pair of Sparkling Eyes" and "My Dreams," both sung by Vincent Hards; "Sweet Adeline"; "Save a Little One For Me," and "Boiled Beef and Carrots" are two good comics by Mr. Denton; "Bonnie Leezie Lindsay," by Jock Walker.

Selfridge's in Hot Water Over Price Cutting.

Messrs. Selfridge's, the great new Americanized store in Oxford street, London, are getting into hot water with the pianoforte trade owing to price-cutting. A number of dealers recently visited the store to ascertain the names of all the piano firms there represented, and these firms the dealers have decided to sever business relations with. We have every reason to believe, however, that the standard talking machine prices are well maintained.

Parliamentary Report on Cinematograph Bill.

The cinematograph bill dealing with the enforcement of safeguarding methods against fire has passed through committee. Objection was taken to the name by Mr. T. M. Healy, who remarked that some ass ten years ago took a word from the Greek and gave the name to this abominable instrument. He thought the House had some other more important business on hand than to pass this fancy sort of thing; it was a jackassing business!

New Model Eufon Hornless Machine.

A new model of the Eufon homeless machine was recently shown to me by Mr. Vogel. It is styled the "Eufonette," and being smaller than the Eufon, sells at four pounds fifteen shillings, in either oak or mahogany. The Eufonette is now supplied with tone arms to play vertical, and hill and dale cut records, according to requirements.

Possibilities of Colonial Business.

Mr. Edgar Samuel is due home this month from South Africa. The principal trade centers were visited and much new ground has been opened up. Messrs. Barnett Samuel & Sons, L., report that the trip was altogether a success and their representative found that many firms who had hitherto dealt elsewhere, were only too pleased to confine their trade to the mother country on proof of satisfactory demonstration that goods of the right description and style at competitive prices were to be had for the asking. Messrs. Barnett Samuels are showing a keen desire to meet local requirements in all our col-

A Special Line for Colonial and Foreign Traders

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10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

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Selections from the leading grand operas played by the Banda Municipale, Verona (44 Musicians) and the Favorite Concert Band.

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FROM OUR LONDON HEADQUARTERS—(Continued.)

onies and in this direction I am able to advise Canadian traders that a representative will shortly visit the principal towns of the Dominion with the object of surveying the ground to study local conditions and generally interest Canadian dealers in B. S. & S. products. The Australian market is also to receive close attention and other countries will be visited in turn.

We wish this worthy example of enterprise would be emulated by other English houses, since there is ample evidence that the bond of relationship between the mother country and her colonies becomes closer as time goes on in both a political and commercial sense, and it is with the utmost confidence that we recommend a moderate outlay in publicity through the columns of this journal as one of the best means to build up a good colonial trade. The business is there, but you have to seek it!

Gramophone Records for September.

The new September gramophone records comprise the usual varied selection of good titles and are as follows: "Country Dance, No. 4" (Cowen), and "Ballet Egyptian, No. 4" (Luigini), by the Band of H. M. Coldstream Guards; "In the South," overture (Elgar), La Scala Symphony Orchestra; under concert music, "The Death of Nelson," a spirited rendition by John Harrison; "Love, Could I Only Tell Thee," and "Love in Her Eyes Sits Playing," by Mr. Evan Williams; "Young Tom o' Devon," and "The Gilded Popinjay," by Mr. Peter Dawson; "How Lovely Are Thy Dwellings," by Miss Percival Allen; "O Don Fatale" ("Don Carlos"), Verdi, and "Mon Coeur S'ouvre a Ta Voix" ("Samson and Delilah"), Saint-Saëns, are two especially fine airs well sung by Mdme. Kirkby Lunn; while "The Children's Home" is sympathetically rendered by Miss Palgrave Turner. There are two humorous songs by popular artists, "Jean McNeil," by Harry Lauder, and "Both Laugh," George Robey. Of instrumental we have several good selections —violin "Chant de Veslemoy" and "Norwegian Dance," both on one record, by Miss Kathleen Parlow, who also plays another delightful record entitled "Moto Perpetuo" (Paganini); 'cello, "Chants Sans Paroles" (Tschaikowsky), by Louis Hamburg; piano, "Paraphrase de Concert" ("Rigoletto"), Verdi-Pachmann, executed with considerable credit by Herr Vladimir de Pachmann, who plays Chopin's "Etude" in an equally impressive manner; and last, but one of the best is "Eu Cadinant" (D'Ambrosio), by the popular Renard Quartet, which completes an exceptionally good list that all traders should interest themselves in.

Some Special Gramophone Offerings.

A batch of new literature is just to hand from the Gramophone Co., which announces the issue of a number of interesting records from "Our Miss Gibbs," "Dashing Little Duke," "Persian Princess," "The Arcadians," and lastly, but not least, four new records by Madame Tetrazzini—two of Tosti's songs and "Ah! Non Credea" from La Sonnambula, and "Cavatina" (Les Pêcheurs de Perles). These records make an opportune appearance in view of Madame Tetrazzini's forthcoming concert tour throughout the Kingdom.

A 300 Mile Motor Trip

Was the experience recently of Mr. Hallet, the popular sales manager of the Premier Manufacturing Co. Starting from London, Mr. Hallet touched all the principal towns en route to Norwich and back. He found this the most practical way of reaching the various centers, and visiting traders, especially those located on the fringe or outskirts of good towns. The journey from a business point was highly lucrative.

Caruso's Successful Tour of the Provinces.

Signor Caruso is on tour throughout the provinces and is meeting with a very warm reception. In Dublin it is said fancy prices were paid to hear him.

Zonophone 12-inch Records Well Received.

The first list of Zonophone 12-inch records has met with a splendid reception from the trade generally and as forecasted last month the quality and tone is all that could be desired. The new Zonophone sound-box with machine is also selling freely. Another season's novelty is a new 10-guinea Zonophone Grand. This is an interior horn cabinet machine, solid oak, 40½-inch high, new Zono sound-box attached, Gibson arm, with high grade double spring motor, etc. The machine is handsome in appearance and presents wonderful value for the money.

London to Berlin Telephone.

The British and German governments have under discussion the possibility of direct telephone communication between London and Berlin via either Holland or Belgium. Telephone lines are definitely arranged for between Madrid and Bordeaux, while the negotiations for a through telephone between Madrid and Paris are well advanced. When the Franco-Spanish communication has been established it may be possible, though with difficulty, to speak from London to Madrid.

Faster Transmission of American Mails.

An appreciable saving of time is noticeable since the mails from New York by the Cunarders were landed and despatched from the new port at Fishguard. The company announce that in future all their homeward bound steamers from New York after September 11 will call at Fishguard, as well as Queenstown. The mails will be carried by special trains direct to London, by which means a saving of quite six hours, if not more, will be accomplished.

Prices Maintained on Favorite Records.

An important announcement is made this month by the International Favorite Record Co. in regard to their September list of records to comprise the issue of 12-inch double sided discs only at the usual price of 4/ per record of two impressions. That the ordinary figure stands speaks well of the high value offered, since the

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VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment
For "Exhibition" Box
Makes all Needles Louder
Post free with instructions, 1/6 or 38c.
This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

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Particulars free from **DAWS CLARKE** 5 Longford Place, Longsight, MANCHESTER, ENGLAND
TRADE SUPPLIED

orchestral selections in this list are all operatic music by the Banda Municipale Verona (44 musicians) and the Favorite Concert Band. Such a list should be in the hands of every live trader.

Beka Co.'s Comprehensive List of Records.

For good music, with plenty of variety, dealers cannot do better than obtain the monthly Beka lists, which contain selections to suit every class of customers. In this direction the Beka current issues are particularly characteristic. The general quality is first rate and I would recommend the following for stock: "Sullivan Memories," selection 1, introduces the "Mikado," "Pirates of Penzance," "Patience," and "Iolanthe"; selection 2: "Yeoman of the Guard," "Princess Ida," "Iolanthe," and "Gondoliers"; "The Chancellor" and "La Victoire" marches, played by the Beka London Orchestra; "Love the Pedlar," Miss Mabel Gregory, "Green Isle of Erin," Miss Emily Moss; "An Evening Song" and "I Know of Two Bright Eyes," Philip Ritte; "My Old Shako," Harry Thornton; "Only an Old-Fashioned Cottage," James Hudson; two splendid violin solos, "Variations Hongroises" and "Austrian Hymn," by Mr. Wm. Henley; "I Want You to See My Girl" (comic), Bert Alvey. There are in addition two of the famous meister records, 12-inch, double-sided, "I Think," and "Tell Her I Love Her So."

To Tour Empire With Choir of 200 Voices.

With a British choir of 200 voices Dr. Henry Coward, the famous conductor, is expected to make a six months' tour of the British Empire, covering Australia, New Zealand, Canada and South Africa, etc. The date of departure is not yet fixed, but probably it will not be for some time ahead.

The September Zonophone List.

The September Zonophone list contains the usual goodly fare, the following records being especially worthy of mention: Tenth Grand Opera Record, the stirring scene from Act II of "Faust," is sung by a full operatic chorus, accompanied by orchestra, while the Black Diamond Band gives another excellent selection from the same opera; "Vision of Salome Waltz" by the Bohemian Orchestra; "Take a Pair of Sparkling Eyes," Ernest Pike; "The Bandolero" and "The Village Blacksmith," Peter Dawson; "Watchman, What of the Night?" duet, Ernest Pike and Peter Dawson; "The Referee," Harry Lauder; "Way Down in Alabama," Collins and Harlan; "Sleep and Forget" (cornet), C. White; "The Follies" (concertina), Alexander Prince.

Talking Machines, Records and Accessories of Every Description

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"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

Phonograph for Workhouse Infirmary.

Braintree Board of Guardians are to purchase a phonograph for use in the workhouse infirmary. One of these instruments recently presented is said to have produced in some cases successful "music cures" by brightening the hours of the patients.

The October "Twins" List.

The October "Twins" list is one of the finest yet issued.

Universal Tempo for Waltz Music.

At the second congress of the International Union of Dance Teachers, held at Scheveningen, Holland, it was unanimously resolved that the universal tempo for performing waltz music for dancing shall be sixty beats to the minute. It is hoped this will settle the disputed point as to what is the proper time at which waltzes should be danced.

Edison Machines for the Soudan.

Through the Paris office of the National Phonograph Co., the Colonial Office of the French Government were recently supplied with a "Home" phonograph, accessories and a quantity of blank records. This outfit was intended for use in a political expedition to the Soudan (West Africa), undertaken by Governor Monsieur L. Richaud. The results of this enterprise have been much paragraphed in the French newspapers and we are pleased to be able to publish a copy and translation of Monsieur Richaud's letter, in which he expresses his satisfaction at the excellent results obtained from the Edison phonograph:

"The Governor Léon Richaud
"Head of the Mission of Delimitation Franco-Libérienne.

"To the Director of the Compagnie Franc, du Phonographe, Edison, Paris.

"In reply to your letter of June 29th, which I received through the Colonial Office, I have the pleasure to inform you that the Edison Phonograph furnished to the Franco-Libérienne Mission has given every satisfaction.

"In spite of the articles being badly handled in transport and the changes of temperature, the apparatus and cylinders have nevertheless worked perfectly.

"We have been able to make some records in the course of our travels, which I have sent you, so that you can convince yourselves of the results obtained.

"Yours very truly,
"(Signed) L. RICHAUD."

The records which Governor Richaud secured are composed of speeches by the chiefs of the native tribes, expressing their submission to the government, orchestral selections by native bands played with different instruments made of ivory, wood, etc., brass cymbals, etc., manufactured by the natives themselves. There are also native songs and instrumental solos which to the uninitiated do not appear to be especially harmonious. Although the recording is done on ordinary Edison blanks, the various items reproduce with marvelous fidelity. The reason for this, as Governor Richaud explained to the writer, must be attributed to a great extent to the silence and the excellent acoustics pervading in the large forests of that country.

Governor Richaud will hold a conference about his expedition at the Geographical Society in Paris during this month and will give an exhibition of the records he has made, which doubtless will prove highly interesting.

Summer Enterprise.

Most residents in towns where the great piano firm of Crane & Sons, L., have an establishment are familiar with the presence, among other window decorations, of the symbolic models of a full-sized crane, standing erect in all the pride of its height and stately attitude.

The Birmingham establishment in the Old Square have utilized these models in a very smart manner during the last few weeks in the preparation of a special window show of "Twin" records.

The window is dressed with a full assortment of the "Twin" records and "Twin" show cards and literature, and in the center stand two of these tall cranes, representing twin birds, holding in their beaks a length of ribbon, on which is suspended a Twin disc record.

The effect is excellent and is duly appreciated by the crowds who gather daily outside Messrs. Crane & Sons' emporium.

Popularity of Stroh Violins.

A musical novelty which has for some years past received the support of eminent musicians is the "Stroh" violin, the invention of Mr. H. Stroh, the prominent scientist, now manufactured solely by Mr. Geo. Evans of 94 Albany street, London.

In conversation with your representative Mr. Evans emphasized the growing demand and usefulness of the Stroh violin for many purposes. It is largely used for recording and on account of its extraordinary properties of tone and quality it has claims upon amateurs and professionals alike which cannot be ignored. The tones are rich, mellow and deep, and its volume is at least three times that of the ordinary violin.

The STROH VIOLIN

¶A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.

¶The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

¶Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

An illustration of this invaluable instrument is given elsewhere. Record makers and musical instrument dealers interested can have a free descriptive booklet on application to Mr. Evans.

AN INTERESTING DECISION

Handed Down by Supreme Court of Germany to the Effect That Talking Machine Records Do Not Infringe Rights of Composers.

A very interesting copyright decision has been handed down by the Supreme Court of the German Empire, being to the effect that talking machine records do not infringe the rights of the composer in any sense. This decision, coming as it does from the highest court in the empire, cannot but prove of interest to the talking machine trade throughout the world.

Under section 1 of paragraph 22 of the German copyright law of June 19, 1901, which is still in force, the reproduction of copyrighted musical compositions is permitted when made by means of discs, cylinder, music rolls and similar parts of mechanical musical instruments. The freedom of reproduction is given, whether the parts are interchangeable or made a permanent part of the instrument. Section 2 of the same paragraph makes a distinction, however, between different instruments, and the freedom to use copyrighted music is denied where the performance, in so far as loudness, duration of tone and rhythm are concerned, can be reproduced in the manner of a personal interpretation. At the time the law was passed it was clearly understood that this exception did not relate to talking machines, but referred exclusively to those piano-playing devices where a personal interpretation was possible.

Nevertheless, suit was entered some time ago in Germany against the German Graphophone Co., of Berlin, by the owner of the copyright and performing rights to all compositions by Rudolf Waldmann, the complaint particularly covering what was alleged to be the unlawful use of the composition "Sei gegrüsst du mein schönes Sorrent" (poem by Heise) and of the music of the light opera "Incognito." The plaintiff demanded discontinuance of the manufacture and destruction of all records made besides damages to the extent of 3,000 marks. The Court of First Instance (Landgericht) decided in favor of the plaintiff. The Court of Appeal (Kammergericht) dismissed the complaint, overruling the decision of the Landgericht, and now the Supreme Court of the Empire (Reichsgericht), to whom a final appeal was made, has affirmed the decree of the Kammergericht, holding that the phonographic reproduction is purely mechanical, and is, therefore, not a violation of the rights of the copyright proprietor. The court in a lengthy decision discusses the various phases of the case. It holds that the phonographic record cannot be considered other than a mechanical reproduction, so far as variation in rhythm, duration and strength of tone are concerned. The style of the record is fixed by the artist who makes it, and as long as the matrix remains in existence the reproduction from the record made will be as made in the first place. The bill was dismissed and the plaintiff ordered to pay the costs of the proceedings.

TO SAVE TIME ON EUROPEAN MAIL.

Letters for Outside City to be Sent from Liners Direct to the Depots.

(Special to The Talking Machine World.)
Washington, Sept. 3, 1909.

An important change just made in the ocean mail transfer service in New York harbor will result greatly in expediting foreign mail to its final destination in the United States. An order has been issued by Postmaster-General Hitchcock to have clerks on the liners separate all bags of mail for the interior of the country from those labeled "New York City." Hereafter two transfer tenders will meet each incoming liner at Quarantine. One will take all bags labeled for the interior and rush them direct to the various stations, and the other will handle the bags for New York City.

Under the old arrangement all the bags were transferred to one tender and taken to New York.

EDISON GREATLY PLEASED.

Over the Discovery of the North Pole by an American—Descants on the Great Scientific Discoveries Made During the Past Year—Discusses Other Subjects.

Thomas A. Edison, the inventor of the phonograph and grand master of electrical invention and research, was as pleased as a schoolboy who had secured an unexpected holiday, over the discovery of the north pole by an American, and exclaimed, "Well, well! That's a great thing. And the best of it is an American is the discoverer. Isn't it wonderful what this country can do? Peach of a country, isn't it? You bet it is, and the man who doesn't think so ought to be kicked out."

It was in the congenial environment of Briarcliffe Lodge during his recent visit that the Wizard of Menlo Park expressed the opinions above quoted, and discussing the scientific sensations and discoveries of which all the world is now talking, he said further:

"This year has certainly been a very good one from a scientific point of view. Look at what it has witnessed in the successful employment of the aeroplane, the dirigible balloons, the improvement in wireless telegraphy and other things that must seem marvelous to those not engaged in scientific research. Yet these things

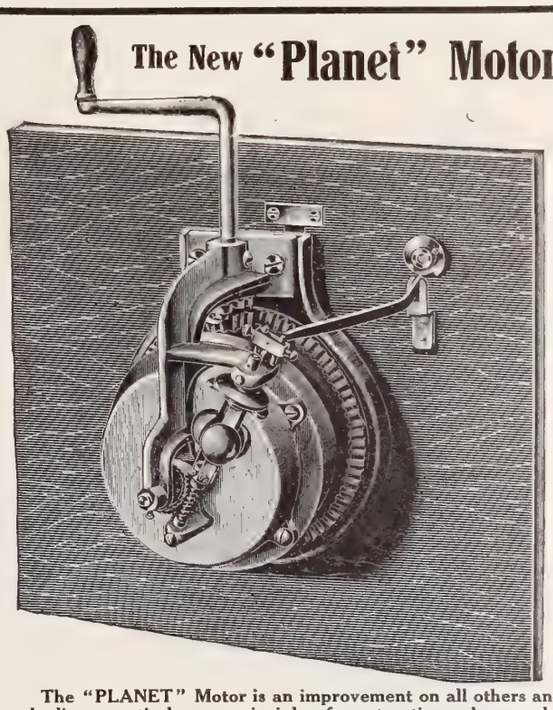
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor

—WE'VE GOT THE MOTOR!

"RENA" MACHINE, No. 5a, £8 8s.

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Prices range from £2 10s. to £11 10s.

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"The Motor That Runs In Grease."

are not marvels. They are the merest trifles in comparison with what we ought to have accomplished, what we hope some day will be accomplished.

"Notwithstanding all we have done, we are in the infancy of our power to fathom the depths of nature and to learn her secrets. We are groping, but although in the dark we shall unravel, little by little, the mysteries of the unknown.

"The trouble is our senses are limited to five. Oh, that we had one hundred! At present we cannot comprehend one-millionth part of the hidden resources of nature. We never discover anything until the force that is responsible for it has come in contact with something that has produced light, or heat, or sound, or something we can either feel, or see, or hear, or taste, or smell.

"That accounted for the discovery of the Roentgen ray, which in turn led to the discovery of radium.

So far as concerns the discoveries and evolution of scientific projects that have been witnessed this year, undoubtedly the most important up to date is the conquest of the air. But, although many forms of aerial machinery have been devised, aviators have a long road to travel before they attain perfection. Until they have learned the secret of the vulture they cannot say they have mastered the art of flying.

Buzzard May Reveal Great Secret.

"When I was in Florida last year I noticed these turkey buzzards, or vultures, perform all kinds of evolutions in midair without the quiver of a feather or the assistance of any breeze. They rose and fell, floated or glided at pleasure, apparently without exertion. How they did it I don't know, but I do know that until the secret has been learned by man the conquest of the air will not have been completed.

"Still the fact remains that the aviators have forged the first link in the chain that will hold the key to this problem. I am convinced that in the near future some form of aerial machine will be employed for commercial purposes. It doesn't take long after an invention has once been made public for persons other than the inventor to improve on it. Progress from that point is extremely rapid. Probably the first use of the aeroplane will be the carrying of the mails.

"Taking that into consideration—the rapid advance in aviation—it is well, perhaps, for the honor and glory of the mariner and the terrestrial traveler that Dr. Cook captured the pole when he did. Otherwise the prize would probably have been wrested from them by a navigator of the air.

"Although this year has been noteworthy in respect of scientific progress, that progress, it must be borne in mind, has been more spectacular than solid in its results. The great and really useful inventions are yet to come. These will take the form of discoveries that will lift the 'submerged tenth' to the level of his fellow man. In other words, they will 'jack up' the workingman by providing automatic machinery that will perform all the menial tasks and thus compel him to fit himself for something better. Other inventions will provide pleasant and sanitary homes for the rental that is now paid for an unhealthy, dirty, dark tenement. Still others will reduce the cost of decent living to a minimum by detecting fertilization that will make fifty crops grow where one is yielded now.

Thinks There Is a Surplus of "Highbrows."

"Too little attention is paid to the elevation of the workingman. Our present condition of society is topheavy. We are overburdened with 'highbrows.' We have too many lawyers and professors and academicians. We have too much of the so-called 'higher education' and too many unread libraries. Nothing delights me more when I cross the ferries than the sight of the large number of workingmen reading newspapers. The newspapers constitute the great democratic library from which most of us can derive our education.

"The workingman doesn't want charity or professional philanthropy. That's all punk. He wants to be, and he has a right to be, as independent as the proverbial 'hog on ice.' The moment you offer him something for nothing he becomes suspicious. I know that because I am a workingman myself. Give him value for his money, but don't build a house at a cost of $3,000 and sell it to him for $1,000. That's punk, too. Build a house at a cost of $1,000 for material and labor and sell it to him for $1,200, so that the builder gets a reasonable profit and the purchaser gets the worth of his money.

"In that connection I may say that I have almost finished my mold for a cement house that can be rented at less than is paid for the cheapest of flats in the crowded tenements of New York."

"Why not pour cement warships?" asked one of Edison's cronies jokingly.

"Why not?" retorted the inventor, with a twinkle in his eye. "They would be much cheaper than steel, and if they were lost all you would have to do would be to pour a few new ones. If you are going to war why not have twenty or a dozen molds and pour out a cement fleet whenever you needed one? But, joking aside, cement is going to be a much greater factor in the affairs of life than it is at the moment."

Cook Shows What American Pluck Can Do.

Reverting to the discovery of the pole and the inventions of the year, Edison said:

"I do not know that Cook's work has any particular value from a practical and scientific viewpoint, but it has great value as a demonstration of what American pluck and energy and brains can accomplish, and as a stimulus for others to do something that will make their names as famous and aid their fellow man.

"Aren't we Americans great people? We call ourselves Americans, but as a matter of fact we are not. We are a lot of crossbreeds, and in that lies our power. We are a mixture of the best of Europe, for after all it is only the man who has pluck and determination and brains that decides to emigrate to a country wherein he believes he can improve his condition.

"And doesn't this country afford him the best

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The Best Disc In the World

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O. RÜHL, 77 City Road, LONDON, E. C.

chance to do that? Isn't it a wonderful country? I remember when I was a peanut conductor on a railroad out West I used to see immigrants from Sweden and Norway who looked as if they never could be assimilated. Yet in comparatively few years I saw the sons of those men become Senators with every trace of their foreign extraction apparently wiped out.

"Is there any other country on the face of the globe could do that? Isn't it a peach of a country?"

CARUSO'S VOICE CHARMS MOUSE.

Judge Pardee of Atlanta, Ga., Has Interesting Experience Illustrating Effect of Music on Rodent—Mouse Risks Life to Hear Certain Selections.

A mouse that risks its life every evening, in order to hear Caruso sing, inhabits the home of Judge Don A. Pardee, on Ponce de Leon avenue, Atlanta, Ga.

One of the judge's sources of pleasure after the labors of the United States circuit court are ended for the day is a Victor Victrola, and among the valuable records he has collected there are half a dozen or more which reproduce the marvelous tones of the famous Italian tenor in solos from grand opera. There are also records of the voices of Scotti and Farrar and Campanari and other noted stars of the grand opera stage, but it is the Caruso records alone that attract the musical mouse.

The mouse was first observed drinking in the melody of this voice one day last week. The judge's family and several neighbors were gathered about the Victrola when one of the circle noticed the little rodent peeping from a crack in the corner of the fireplace. Caruso was then singing through the machine, but the significance of this fact did not occur to the observer at the time. A moment later, however, when the great tenor ceased and Madame Schumann-Heink began with the opening bars of "Knowest Thou the Land," the mouse instantly withdrew into the seclusion of its hiding place and remained there until Caruso sang again. Then the observer called the attention of the others to the listening attitude of the mouse in the corner, after which several experiments were tried with the result that the little fellow appeared only when Caruso sang.

When it was clearly established that the mouse's musical inclinations centered solely upon the Italian tenor, other experiments were tried to determine which one of the songs suited him best. "Celeste Aida" was put on the Victrola, but the mouse remained merely listening; then "Heaven and Ocean" was played with the same result. Finally, however, when the superb solo, "Gentle Spirit," from the opera "La Favorita" was put on, the mouse darted from the corner and came squarely out before the assembled crowd. It sat up like a trained dog, cocked its ears forward and gave an excellent imitation of a cultured person enjoying high class music. This experiment was repeated time and again with the same result, so that the party witnessing it was convinced the mouse at Judge Pardee's is infatuated with Caruso's voice and will risk its life any moment to hear him sing "Gentle Spirit."

R. E. Severe, manager of the talking machine department of the Elyea-Anstell Co., Atlanta, who sold Judge Pardee the outfit, vouches for the truthfulness of the story.

HOW BEST TO ATTAIN RESULTS

In the Sale of Talking Machines or Any Other Product—This Subject Discussed by an Expert in This Line.

A well known traveling salesman, in discussing the methods whereby he best attained results, remarked as follows:

"In all my experience of selling to the trade I have found but few that were not ready to say 'No' as soon as I introduced myself. I think that the less introducing a salesman does with himself the better success he will have. I believe in getting busy as soon as I can get the dealer's attention and drive away at my proposition. The dealer knows that his store is the most up-to-date and that his town is the most prosperous west of Chicago. What a salesman wants to do is to sell goods and not be a booster for a Promotion Committee.

"I have always found the plan of having something new a good idea. In handling the ——— line most every dealer when I told him that I had something new would say that he knew the contents of the line, but when I would draw out a new sample from my pocket and get him interested it would give me an opening for the balance of the line. When he had seen the entire line he would say with surprise that he always thought that it consisted of a cheap line of goods. It goes to show that half the dealers think they know more about a line than the salesman who is handling it, and unless a salesman uses tact he will get turned down in most cases, and will be unable to present the dealer the full value of his line."

There is meat in this for talking machine men, as well as all others engaged in developing business.

DITSON CO.'S HANDSOME DEPARTMENT.

The interior decorations of the talking machine department of Charles H. Ditson & Co., New York, are not only in excellent taste, but very handsome. The pea green color scheme with a border of silver and the rich, dark mahogany woodwork and old ivory effects are in elegant contrast. The decorative work was finished last week, and when the new Persian rugs were placed on the floors of the roomy demonstrating booths the other day the general appearance of the department was greatly admired.

Opportunities are going by all the time. Keep your eye out for such as you can use in your business and nab them.

MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

WHEREVER there is a talking machine there are wanted perfect loud, medium, or soft reproductions.

Wherever there is a talking machine there are ladies, and where there are ladies, are needed sewing needles and pins.

All these needs are joined in:

Jos. Zimmermann's

Famous Needle Cabinet

PUT IT IN THE WINDOW AND COIN THE ORDERS

SOLE MANUFACTURER

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN——GERMANY

TRADE IN CINCINNATI.

Opening of Fall Welcomed by Talking Machine Dealers—Salesmen Enthusiastic—Cool Weather Aids Record Sales Materially——Piano Players Said to Hurt Sale of "Talkers"—Cheaper Machines Expected to Disappear from the Market—Better Machines Mean More Record Sales—Red Seal Records in Demand—Some Handsome Window Displays—Milner Co. an Active Concern.

(Special to The Talking Machine World.)
Cincinnati, O., Sept. 6, 1909.

September 1 was greeted with a great deal of satisfaction by the talking machine dealers in Cincinnati. The month of August is, undoubtedly, the most unsatisfactory month in the year, from the standpoint of the talking machine dealer. There is hardly a home in the entire city, except in the poorer districts, where at least a part of the family is not absent on a vacation, and it is almost impossible to interest new prospects, except to take advance orders for September delivery.

These orders are now coming due, and a number of talking machine salesmen expect to do more in the first ten days of September than they did during the entire month of August.

The pace they set during the first two days was a very fast one, and if it can be kept up September will certainly be a record-breaker. Every train is bringing in crowds returning from the summer resorts, and conditions will very soon be normal, enabling the dealer to close the large amount of business that had accumulated during the summer.

Talking machine dealers did not expect the season to open until about the 15th of September, but it now looks as though it will start with a rush from the very beginning of the month.

The weather has been so cold that outdoor amusements have not been very attractive, and with indoor amusement the order of the day, the Victor has been in big demand.

As a consequence, record sales have increased very materially, and a large number of machine sales are being made. The instalment trade, which in the past was the backbone of the business, is again coming into evidence, and this with the tremendous new field on the Victor Victrola, will guarantee a busy season to the talking machine dealers.

There is a well defined opinion among talking machine dealers of this city, that the piano player and the player-piano are injuring the trade to some extent. Among all talking machine owners is cultivated a taste for musical entertainment, that they have proven to be good customers for the piano player. A piano player representing, as a general rule, many times their outlay on a talking machine, naturally receives more attention, and as a circulating library can be patronized at an extremely low rate, the talking machine is very often entirely neglected.

Many dealers have expressed the hope that the very cheap talking machine will gradually disappear from the market, as they find that the greater the investment in the instrument, the greater the interest of the owner in same, and the more probability of his proving a record customer. It stands to reason that the $25 machine will be relegated to the storeroom a great deal quicker than a Victor Victrola.

The Rudolph Wurlitzer Co. report a most satisfactory sale on Red Seal records. Their first floor salesrooms have proven themselves to be the very thing and are being patronized very extensively. It is a common thing to see every booth occupied by Red Seal buyers, and this in spite of the fact that this firm is doing a large business in selling records on the approval basis, whereby the customer has the opportunity of trying them in his own home without any trouble or extra expense, as the records are delivered and called for by representatives of the talking machine department.

Very attractive window displays are being made by this concern and their newspaper advertising has been very extensive. Their retail department is being attended to by seven salesmen, everyone of whom are old talking machine men, and equipped with a thorough knowledge of the business. As a result that store is enjoying a very good business and is known throughout the Middle West and South as one of the headquarters for Victor and Edison goods.

One of the busiest spots in Cincinnati is the store of The Milner Musical Co., on Sixth street between Vine and Race. This firm has just started on its third year of successful dealings with the music-loving people of this city. They handle everything known in the music line from pianos to talking machine needles. At the time the writer called everyone was busy selling goods; in fact, Raymond Strief, the general manager, had just finished selling a Victrola and a good sized bunch of records to one of Cincinnati's wealthy citizens. The entire sale amounted to over $300 and Mr. Strief had the cash before the outfit was delivered. He is very enthusiastic over the sale of the new Victrola and speaks highly for the future of the talking machine business. The Milner Co. are jobbers of the Victor and Edison lines. Their store is so equipped that one saleslady can handle five record customers at the same time. They have seven individual record salesrooms for the sale of Victor and Edison records, thereby assuring the customers privacy in the selection of their records.

HE CUT PRICES IN VICTOR GOODS.

Max Goldberg Haled to Court by Victor Co.

Max Goldberg (said by the jobbers to be only one of the names by which he is known in the talking machine trade), hailing from the mysterious East Side of New York, was brought into the Circuit Court of the United States, that city, Friday, August 13, to explain to Judge Hough why he should not be punished for contempt of court, and also why a restraining order should not be issued enjoining him from selling Victor machines and records at less than the prescribed price. Counsel for the defense asked for an extension of time, as he had been brought into the case only the previous afternoon. The request was peremptorily denied, with a few caustic remarks by the judge relative to the attitude and peculiar actions of Goldberg in the matter.

Counsellor Pettit, for the Victor Talking Machine Co., stated to the court that a number of attempts to serve Goldberg with the papers had been ineffectual. Finally, when the case was called before Judge Lacombe two weeks before, the defendant had appeared in court in person and without an attorney and declared he did not understand a word of English. The court then granted Goldberg an adjournment for two weeks in which to engage counsel and set the hearing down peremptorily for August 13. Judge Hough was not disposed to be lenient, granting the injunction on the main petition, and adjourning the hearing on the contempt proceedings until the next motion day, namely, August 27. Judge Hough also ordered that notice to defendant by mail would be sufficient. On that date the hearing was set over to September 3, and again to September 17 on account of pleaded sickness.

FRANK DORIAN ARRIVES FROM EUROPE.

On August 30 Frank Dorian, recently manager of the European interests of the Columbia Phonograph Co., General, in Europe, with offices in London, Eng., got into New York on the "Campania," of the Cunard line, with his family. Later he called at the executive quarters in the Tribune building, visiting the various departments under the guidance of Paul H. Cromelin, vice-president of the company.

The laboratory premises formerly occupied by the American Record Co., 241 West 23d street, New York, have been leased for the same purpose by the Sonora Phonograph Co. Geo. K. Cheney is in charge.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, who went abroad with his family in June, is now at Carlsbad, Austria, drinking the waters. He will be home next month.

RECORD TRAYS FOR SALE

For Sale—1,500 unused, best quality Syracuse Record Trays. Half price if taken immediately.

THE COLUMBUS PIANO CO., Columbus, O.

BUSINESS FOR SALE.

Victor and Edison Phonograph Business For Sale.—Established 5 years in choice residential section of New York city; all salable goods; no cut-out records; mailing list 1,000; facilities for serving four customers at once. Parties wanting to do business here please reply. Job lot buyers keep off; good reason for selling. "Value," Talking Machine World, No. 1 Madison avenue.

EXPERT RECORDER DESIRES POSITION.

Can make "hill and dale" discs and all cylinder work; galvano room work thoroughly understood; pressing and all laboratory work; making of machines, etc; not a cheap man, but good; trial if required. Address, "Expert Recorder," Talking Machine World, 1 Madison avenue, N. Y.

POSITION WANTED AS MANAGER.

Position as manager of talking machine department wanted by young man who has had several years' experience under one of the best men in the business. Address, "Manager," care of Talking Machine World, No. 1 Madison avenue, New York.

SALESMAN WANTS POSITION.

EXPERIENCED SALESMAN, energetic and capable, wants good opening; experienced as salesman and manager; highest recommendations. BOX 750, Talking Machine World, 1 Madison Ave., New York.

Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

F. L. DYER RETURNS FROM EUROPE.

The President of the National Phonograph Co. Receives Hearty Welcome—Chats With the World Regarding His Attendance Before the Board of Trade Copyright Commission.

Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., arrived from Europe September 9 on the "Deutschland," of the Hamburg-American line, looking greatly improved by the trip and the rest. He has been abroad with his family since early in July, sailing immediately following his attendance, with Thomas A. Edison, at the banquet given in connection with the annual convention of the National Association of Talking Machine Jobbers in Atlantic City, N. J., July 6 to 8.

At the pier to welcome Mr. Dyer were the officers of the National Co., heads of departments, etc., including the subjoined: Peter Weber, denuded of his whiskers and appearing fifteen years younger, superintendent of the Edison works;

PRESIDENT FRANK L. DYER.

Wm. Pelzer, vice-president; C. H. Wilson, general manager; F. K. Dolber, sales manager; Walter Stevens, manager of the export department; L. C. McChesney, manager of the advertising department; Nelson C. Durand, manager Edison business phonograph department; John Pelzer, of the Edison kinetoscope department; E. J. Dodge, manager, and Wm. Butler, of the Edison storage battery department. Mr. Dyer, looking pleased and contented, was accompanied by Mrs. Dyer and his son Jack, F. L., Jr., having come back alone two weeks before.

After everybody had cordially greeted Mr. Dyer and told him how fine he was appearing and how pleased they were to see him with them again, he had an interesting chat with The World, who was also present to bid him welcome home, regarding his attendance upon the Board of Trade's special committee in London, Eng., appointed by government suggestion, to investigate and report upon the present condition of copyright affairs and legislation helpful thereof, and to the various interests in connection therewith. Mr. Dyer expressed himself substantially as follows:

"Yes, I attended a meeting of the Board of Trade's copyright commission at their special invitation when in London, to explain the new American law and express my opinion in connection therewith and cognate matters. Many questions were asked me by members of the commission during the two hours I was before them. They were favorably impressed with our copyright act, and as the result of their investigations and deliberations will devise and report a bill of a similar nature with their recommendation for its passage. The contemplated measure will thoroughly protect the writers' and composers' right.

"It was evident to me at once that the commission are hostile to reproduction privileges as viewed by the phonographic and other automatic instrument people, the same as the Patents Committee of Congress. They are not quite clear as to how a monopoly in copyright music could be prohibited or prevented. Whether this would be accomplished by means of a minimum royalty charge and thereby creating an open and free market for copyrights, subject to the action of the owner, or in some other way, the commission were not prepared to state.

"The commission do not question the legality of our method. As to the constitutionality of a law like the American statute in this respect, you will remember that Great Britain is not governed by a written constitution, but by precedent and general or accepted usage. Therefore, Parliament is supreme, and such laws as that august legislative body passes are final in a sense of their legality. The courts are subordinate to to Parliament, and there is never any question raised as to an imperial act.

"While the commission will recommend a copyright bill of some kind, and give it their unequivocal indorsement, I cannot say what Parliament will do with it. Of course the Government will take up the bill, endorse and urge its enactment; in fact, that is the only way any legislation can be passed. It requires unanimous consent to pass a new law. My impression is, however, that a copyright bill of some kind will be enacted.

"As to business, though I was on the Continent as well as in Great Britain, I paid little attention to trade affairs. I know that business over there is improving. The recovery from the financial slump is much more rapid than with us. I should say the talking machine business was very good and getting better from what I saw and heard. I had a splendid trip going and returning, had a most enjoyable time abroad and never felt better in my life."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

AUGUST 11.

Bangkok, 8 pkgs., $175; Cardiff, 50 pkgs., $225; Chemulpo, 8 pkgs., $307; Havana, 2 pkgs., $111; Havre, 59 pkgs., $492; Hong Kong, 43 pkgs., $970; La Paza, 4 pkgs., $144; London, 11 pkgs., $306; 145 pkgs., $3,559; Manila, 31 pkgs., $701; Rio de Janeiro, 34 pkgs., $2,2396; San Domingo, 4 pkgs., $55; Santa Marta, 2 pkgs., $100; Shanghai, 1 pkg., $100; Sydney, 1,735 pkgs., $19,255; Trinidad, 12 pkgs., $188; Valparaiso, 20 pkgs., $435.

AUGUST 18.

Antofagasta, 11 pkgs., $726; Berlin, 13 pkgs., $310; Buenaventura, 7 pkgs., $589; Buenos Ayres, 10 pkgs., $445; 38 pkgs., $1,028; Colon, 3 pkgs., $178; Guayaquil, 6 pkgs., $128; Havana, 18 pkgs., $189; 3 pkgs., $166; 14 pkgs., $619; La Union, 5 pkgs., $160; London, 5 pkgs., $673; 583 pkgs., $4,247; Mazatlan, 3 pkgs., $296; Montevideo, 16 pkgs., $2,785; Para, 5 pkgs., $428; Porto Barracas, 2 pkgs., $123; Rio de Janeiro, 11 pkgs., $214; St. Johns, 82 pkgs., $178; Tampico, 9 pkgs., $666; Trinidad, 5 pkgs., $121; Vera Cruz, $108 pkgs., $2,506.

AUGUST 25.

Berlin, 17 pkgs., $248; Cartagena, 6 pkgs., $711; Colon, 5 pkgs., $123; Havre, 1,007 pkgs., $5,474; Liverpool, 6 pkgs., $750; London, 5 pkgs., $737; 5 pkgs., $614; Mombasa, 2 pkgs., $500; Montevideo, 2 pkgs., $180; Rio de Janeiro, 8 pkgs., $639; Tumaco, 2 pkgs., $111; Vera Cruz, 218 pkgs., $5,931.

SEPTEMBER 2.

Berlin, 4 pkgs., $173; Buenos Ayres, 118 pkgs., $8,972; Cienfugos, 15 pkgs., $1,228; Hamburg, 40 pkgs., $962; Havana, 5 pkgs., $195; Hong Kong, 37 pkgs., $838; London, 3 pkgs., $583; 838 pkgs., $8,634; Melbourne, 1,662 pkgs., $17,004; Rio de Janeiro, 5 pkgs., $156; Tampico, 6 pkgs., $480; Vera Cruz, 92 pkgs., $5,384.

Why not kill two birds with one stone?

It is becoming a regular thing for the heretofore exclusive talking machine dealer to take on a line of small musical instruments.

The two lines make an ideal combination.

As the profit on musical merchandise (100 to 300%) is even greater than on talking machines, you are able at a single expense for doing business, to make more than a double profit.

A surprisingly small investment is required to start a musical instrument department.

If you have never handled the line, we can be of great assistance to you. We will gladly give you the full benefit of our 53 years' experience, and start you in right so that you cannot fail to succeed.

With this in mind, we have arranged schedules of stock, suitable for cities of various sizes, which will give you an exact idea of the size of the stock you will require, its cost, etc.

We suggest that you write for these schedules, and a copy of our large wholesale catalog, and look into the matter a little.

A good fall and winter trade is ahead, and you will make no mistake to act at once.

If you already handle musical goods and do not have our catalog, write for it. We can positively save you money.

The Rudolph Wurlitzer Co.

Cincinnati and Chicago

Jobbers of Victor, Edison and Regina goods. Manufacturers and Importers of Musical Merchandise.

THE COLUMBIA GRAFONOLA LINE.

Important Announcement Showing the Columbia Plans for the Fall—Unique and Handsome Creations Which Will Attract Critical Buyers or We Are Mistaken.

There is a big bunch of Columbia news in this issue of The World and there are announcements which will keep the trade guessing for some time.

The Columbia people have been doing things in the past year and this latest announcement, in the early fall, of the Grafonola line, coming as it does on top of another series of Columbia

THE GRAFONOLA "REGENT."

moves, will keep the trade tongues wagging at a lively pace.

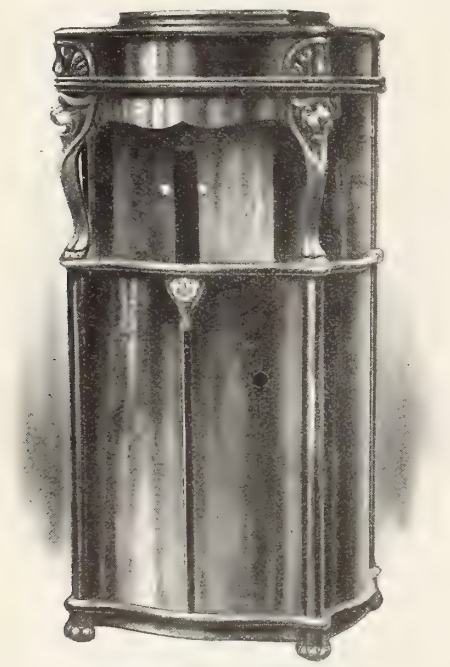
The Columbia Phonograph Co. have now entered the field with an entirely new line of concealed horned graphophones.

These are in cabinet form and retail for $200 and $225.

The Grafonola "Regent," an illustration of which is shown herewith, is certainly a unique creation.

It combines with a dainty library table a complete graphophone equipment. This is cleverly concealed in the body of the table.

The "Regent" Grafonola is adapted for library use, and its field outside is quite extended, as it



THE GRAFONOLA "DE LUXE."

lends itself to varied surroundings in a charming way.

The "Regent" certainly marks an innovation in cabinet talking machines.

Then there is the Grafonola De Luxe, a strikingly handsome cabinet provided with the graphophone equipment, which may be combined with the Regina attachment at the option of the purchaser at $200 or $225, the latter price including the Regina attachment.

The Columbia dealers will see at a glance that with such an addition to the Columbia line it means at once added selling force—it means that the Columbia people are now specializing in a manner which makes their product more attractive from every viewpoint.

BOSTON'S BUDGET OF NEWS.

Great Activity in Trade—Grand Opera Records in Demand—Grafonola "Regent" Being Taken Up by Furniture Houses—Graphophone for Battleship Salem—Eastern Co.'s Big Victrola Business—Cook Likes Victor Line—Ditson's Cheery Report—A Pretty Romance at Eastern Talking Machine Co.'s.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1909.

Judging from the record of sales of talking machines and records in Boston so far this month, this business is trying to put itself up on a sort of North Pole altitude, only in this industry there is no controversy as to who did the trick, for everybody just now is so busy doing the trick that he hasn't time to make comments about the other fellow. Almost without exception every talking machine dealer and jobber in this city states emphatically that the volume of business done in September will be more than double that done last month, and far ahead of that of last September.

"We are going to have an enormous talking machine business this winter," is heard at every store, and the present indications bear them out.

Of course, one strong factor in the development of the business this winter will be the opening of the new grand opera house, where Constantino, Alice Neilson and the other favorites will be in almost daily evidence. One result already seen is a great impetus to grand opera record sales. Interesting in this connection is the greatly increased sale of Anselmi records, since this great artist has been so widely advertised by the newspapers over here. All the retail stores are "playing up" the grand opera records, the Eastern Talking Machine Co. having a novelty idea by the side of their door. It consists of a portrait of Caruso, in a frame on which is printed the question, "Which Is Which?" When the record is being played inside the question is obvious.

Several new things have been sprung on the local trade by the Columbia Phonograph Co. this month. Chief of them is the new Library Table graphophone, which bids fair to create a sensation here. It combines not only a handsome and useful household article, but is an improvement on the principle of an enclosed, hornless machine in that it is so arranged that all noise of the motor is eliminated. Already seven big furniture stores in the city of Boston have taken these instruments to add to their line of furniture. Manager Erisman of the local Columbia store is making good advertising use of the fact that the company have recently sold 100 of these machines to the Lewis Publishing Co., of St. Louis, for their chapter houses. This library table graphophone marks the biggest advance in the talking machine business since the Victrola was brought out.

The Columbia Co. are also expecting later in the month their new upright instrument. Another new thing just brought out here is the new indestructible record reproducer for Edison machines, in which the point is made smaller than usual, thus doing away with the surface scratching, and giving a clearer, fuller tone.

The Columbia Co. are making good advertising use of the enormous photographs taken of the officers and crew of the Battleship "Salem," when the citizens of Salem presented them, on July 27, with a beautiful Columbia Symphony graphophone and a silver service. During the visit of the battleship fleet here late last month, the salesmen sold six of these big instruments to six of the submarine boats, so that now the Columbia is being played under water as well as on top.

At the Eastern Talking Machine Co., the report is that "Everything points to a tremendous big fall business because it seems as if everybody had regained confidence. The association of the men in the store will begin its fall sessions the last Thursday of this month with a banquet at one of the hotels. Manager Taft is going on a business trip the week before this, but promises to get back in time to attend. The Victrola business here is very big, particularly on the XVI and the Victrola XII. In fact, the increased sales of these instruments are fairly convincing that the coming instrument in popular demand is the hornless one.

An interesting feature in connection with the Eastern Talking Machine Co.'s business is that everything sent out by the firm bears its trademark, which is becoming very well known now. It is a very attractive design, the work of Mr. Freeman, head of the sales force.

William A. Pike, whose stock was badly damaged by fire a short time ago, has not resumed business as yet, but he says that when he does he will put in a more complete line of Victors than before, and will also strengthen his Edison line materially.

Manager Sylvester at the C. S. Osgood Co. is enthusiastic over the big increase that has been made in the Victor sales, and there is a great rivalry between the salesmen, one of whom regards himself as the Columbia "pusher" and the other the Victor "rusher." The Columbia department is keeping up to the hot pace without much trouble. Amberol records take the lead in the Edison line. At the present time there are very few two-minute records being sold. Manager Sylvester declares that he is heartily in accord with the ruling of the Victor company regarding jobbers sending Victor records out on approval.

Iver Johnson Co. are distinctly up-to-date, for they are now making excellent use of the street car advertising, and the window displays are unusually attractive. This company sell a great many small instruments to campers and canoists.

All the boys in Boston are glad to hear of the promotion of W. K. Henderson to the management of the Philadelphia store. He formerly made weekly trips through here.

By some slip, either of memory or typewriter, it was stated in last month's World that the Jerome H. Remick Co. here has a full line of Victors. They carry the Columbia, not the Victor, and as an example of how good business is with them it is only necessary to state that about the first order taken at their Tremont Row store was $40 worth of records to one man.

A neat bit of local business-getting-instinct has been shown by Manager Erisman of the Columbia store, who has secured Prof. Albert Edmund Brown, supervisor of music in Winchester and Reading schools, to make records of three very popular songs, and these are being "whooped up" all right here, because Mr. Brown is very well known and popular. Another straw showing that Mr. Erisman is fully alive to 1910 ideas is the distribution of the Columbia's new foreign catalog, in different languages, each decorated with the flag of the nation among whose representatives in this country it is purposed to send them.

Harry Rosen, the School street dealer, declares that business is developing amazingly well and he is sorry he did not begin earlier.

J. B. Cook, who handles the Victor, says that

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY
EDISON JOBBERS WHOLESALE EXCLUSIVELY We Follow the Golden Rule in all Our Dealings VICTOR DISTRIBUTORS
C. A. RAY, Mgr., TALKING MACHINE DEPT.

he is very glad he put the line in as an adjunct to his piano business.

At George L. Parker's the new Victor room is worth its weight in grand opera records, for it helps sell instruments. The little Victor dog, however, is entering a protest. He says he is put out on the sidewalk and in the doorway so much that he is catching cold, so now Mr. Parker puts him in the window. That dog is a great "purp."

In the big display window of Oliver Ditson Co. this week is a fine showing of high-class musical instruments, and occupying the place of honor is a Victor-Victrola, in a beautiful mahogany case. The Victrola is the star boarder at the Ditson Co., for the volume of business done with that instrument is big in the course of the year. The Ditson Co. have the benefit of the highest class of custom—people who really know and understand music—and who recognize the value in a Victrola. Manager Winkelman said this month that it has all along been very difficult to get sufficient from the factory to supply orders. Grand opera records seem to have the popular call here.

A pretty, little romance which is to culminate in the marriage of George Theissen ,the head shipper of the Eastern Talking Machine Co., to a former stenographer of the force, Miss Janet L. Brundage, has just come to light. Mr. Theissen is a very popular young man in the neighborhood where he resides and particularly so in the social circles, being a member of the Dedham Boat Club and other equally well known organizations. His bride is a brunette and possessed of more than the ordinary amount of charming personality. After the honeymoon, which will consist of a trip through the New England mountains, the couple will reside in Melrose. The employes will attend the wedding, which occurs to-day, September 9th, to wish them a happy future and to receive the advice along the matrimonial lines from one who knows.

DAVEGA'S FALL CAMPAIGN.

S. B. Davega, of the S. B. Davega Co., recently returned from a visit to the Alaska-Yukon Exposition, Seattle, Wash. He was accompanied by Mrs. Davega. Later, his son, Harry, made the same trip, getting back last week. L. Kaiser, director of the company's talking machine department, enjoyed a three weeks' vacation at Lake Champlain. Mrs. Kaiser, who has been in Europe for a couple of months, arrived home on Sept. 4.

Now that vacations are over the S. B. Davega Co. have started in on the trade campaign for fall and winter. Already, as a result of their active policy, they are booking some excellent business, which proves that things are again assuming old time activity. In another part of this paper, page. 13, the S. B. Davega Co. have a very important announcement in which they are featuring a special list of 150 extra fine Edison records. This is something entirely unique, and an offer which should appeal to dealers, who are virtually guaranteed a line of actual sellers—a line which must increase their trade and make money for them.

GEO. W. LYLE IS OPTIMISTIC.

Views the Business Future with Confidence—Columbia Prepared for Active Campaign.

"Business," remarked George W. Lyle, general manager of the Columbia Phonograph Co., who returned from a little outing last week, "promises to be of the right quality and the right proportions this fall if I read the signs correctly.

"We have, as doubtless you know, made preparations for an active campaign and I believe that the talking machine trade all over the country will realize that the Columbia policy is a correct one.

"With our new Grafonola products our line is certainly complete and can satisfy every taste and every pocketbook.

"We are receiving splendid orders and it looks to me as if the Columbia fall would be a good one from every viewpoint."

LANDAY OFF TO PACIFIC COAST.

Leaves To-day on Selling Trip for Talking Machine Supply Co.—Will Visit Every Trade Point of Importance—Landay Bros. Saratoga Store Has a Big Summer Business—Victor Publicity Comes in for Complimentary Words from Manager Louis F. Geissler.

As The World comes off the press for its September issue Max Landay, of the Talking Machine Supply Co., leaves New York for an extended selling trip through the Middle and Far West, going to the Coast before turning eastward again. Max starts September 15, and will be away until the middle of November. The Talking Machine Supply Co.'s line of needles, of which they have several new kinds, ranging from a cheap yet reliable grade to the very best made—bar none, every one alike, according to Mr. Landay's frank estimate of the excellence of his goods, to which many leading dealers give their unequivocal endorsement. "While our specialty is needles," remarked Mr. Landay, "our line of springs, on account of a new factory, are the equals of any in the market; and our parts are known to be of the very highest grade. I shall

MAX LANDAY.

not only call upon the trade in the Middle West, on the Coast and through the Northwest, but shall also go through the South and into Canada."

"Landay Bros.' store in Saratoga, N. Y., next to the United States Hotel, on Broadway, had a fine trade during the season, and we shall keep it open until October 1. During the summer we had a page advertisement daily in The Saratogian, for we are firm believers in advertising. This fall and winter we have contracted for double the space we occupied in the New York daily papers last season. It has paid us handsomely. You will see some clever ads from Landry Bros., written by the best experts in the advertising business, as we have just made arrangements to that effect." Regarding their advertising in general Landay Bros., under date of August 31, addressed the following letter to the Victor Talking Machine Co., Camden, N. J.:

"Your favor of the 27th inst. to hand in regard to local newspaper advertising, and contents noted. No doubt this letter was not intended for us personally, as same must have been a copy that was sent out to all distributers alike, as your company is probably aware that we have been the most consistent newspaper advertisers in this city, that we have appropriated from $5,000 to $10,000 annually for newspaper advertising. For the past twelve months the New York Times has carried our advertisement daily, and copies of a full page advertisement that we held in the Saratogian this summer, no doubt you have received.

"We are great believers in newspaper advertising, and we hope to redouble our efforts on this line this coming fall. We claim the distinction of being the first to demonstrate newspaper advertising in this city, and we hope to continue along this line right along. If you will refer to your own advertisement in the New York World for the past three months you will find our advertisement alongside in each issue. We cannot speak too highly of newspaper advertising for the Victor line, as it certainly has been the leading factor in building up our business."

To which Louis F. Geissler, general manager of the Victor Co., replied:

"We have noticed your liberal advertising and were very favorably impressed by it, and we think that your own experience will verify all that we had to say in our former letter. As you say, that letter was one on general advertising subjects and did not fit your case. if you inferred therefrom that we thought you were doing no advertising. The fact is, that it all of our distributers had done as well as your house, our business would be doubled.

"We should be pleased to receive the copies of the papers containing your advertisements, and are quite sure that every dollar spent in Victor publicity will bring you adequate returns, for, as stated in our previous lengthy letter, we are quite sure that our distributers have not succeeded up to date on connecting up properly and effectively with the factory advertising, and we shall appreciate your efforts in that direction."

NEW VICTOR DEALERS IN CHICAGO.

The P. A. Starck Piano Co. and the Healy Piano Co. to Open Victor Departments—The Spigel House Also Has the Victor.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 13, 1909.

Some important Victor moves were consummate here to-day. The P. A. Starck Piano Co. have decided to take on the Victor talking machine and will open a special department devoted to these instruments on the third floor, of this building with Harry Berger in charge, with Harry Berger in charge.

The Healy Piano Co. are also establishing a Victor department. This means much because Raymond Healy made a big success of talking machines with the old Healy Music Co.

The Spiegel Furniture House, hitherto Columbia dealers exclusively, have also taken on the Victor in addition.

The Talking Machine Co., of this city, sold the stocks to these concerns in each instance.

GOOD TIMES ARE HERE!

Talking Machine Men Report Business Improvement All Over—L. F. Geissler's Great Report of Increasing Orders for Victor Goods—Some Figures Which Tell the Tale.

Trade with the Victor Talking Machine Co., Camden, N. J., has assumed old time proportions, and Louis F. Geissler, general manager, is greatly pleased over the outlook. An idea of the activity which prevails may be gleaned from a chat which Mr. Geissler had with The World on Monday last, when he said: "Our orders for August were double those of any two months of the year, and orders for the first ten days of September were greater than for the entire month of August. Our pressing plant is now as busy as can be turning out records, and I would impress upon dealers the necessity of placing orders for records with their jobbers at once."

This is gratifying news indeed, and is in line with the reports received of business progress received from correspondents in widely separated sections of the country.

DEATH OF HOMER A. CAMPBELL.

Homer A. Campbell, in charge of the talking machine department of W. J. Dyer & Bro.'s store in St. Paul, Minn., died recently at the home of his brother in River Falls, Wis., where he had gone to spend his vacation. He was 25 years old.

TRADE FABLE
No. 1

There was once a talking machine salesman who through a magnetic personality had the trade in his territory cinched, and whose main occupation after the factory whistle blew seemed to be to put back into circulation the large fat bankroll he received every Saturday. This latter he managed to accomplish with such success that he delighted the hearts of the neighboring bartenders and cabbies and caused strange and deep felt envious remarks to be coined by his brother salesmen from competing houses.

Nightly this star plugger for the talking machine house could be observed at a certain gilded palace on the Gay White Way entrenched behind a battery of fizz containers, expounding the merits of his product to some jay from the hills.

Probably the most remarkable thing about our hero was his extraordinary gift of gab. He could spill out a line of Sheepshead Bay French that would make a Brighton Beach bookmaker hand him the palm without argument.

One time this smart salesman languidly stepped from a Pullman and looked around to see where he was. It happened to be the hottest little town in the world and the cockles of the salesman's heart grew warm as he anticipated the pleasure he would have in calling on his trade; all of whom were more or less sportily inclined. Reaching his hotel, he rapidly wiped his Litholin with a damp towel, and lighting a cigar, made for the firing line.

"If you want to cast your optics on something classy from a stable that's on the level," said the salesman to a thin emaciated buyer, sucking on a cigarette, "just train your glimmers on this collection of brain children." "Hold on now," continued he, "you are about to slide me the Cook shoulder and tell me you're stocked up to the hilt. If you mean to admit that you are playing to crowded houses in the stock room with other machines, let me tell you that your business discernment needs polishing up a bit. Every machine in the world but mine is in comparison like a lame pup to a King Lud. Fire away now, kid, and let me get busy with my Dixon."

At this point the buyer, who had been holding himself in restraint, slowly rose and straightened out, revealing a physique of unusual solidity and strength.

"Dog," said the buyer, "for some few minutes I have been an unwilling audience to a knocker. Of all the men I despise the knocker is I-T. Under ordinary conditions I might have let you wander out and disseminate some more of that egotistical flow of gab to the rest of the trade here, but you seem to have such an incurable desire to knock that I am going to thrash you. Put up your dukes."

Three weeks afterward a tottering figure with a bandaged head was seen emerging from the local hospital and hasten to the railroad station in time to catch the outbound train.

Moral.—If you must knock use a hammer.

BIG SPURT IN BUSINESS.

The Leading Talking Machine Men Are Optimistic Over the Opening of Trade for September.

With the opening of September business with talking machine jobbers, distributers and dealers appears to have taken on a new lease of life. Reports from local houses are of this encouraging nature, and from outside concerns—East and West—the advices are of the same pleasing tenor. It also appears that the Southern trade will roll up a new record in respect of sales.

L. Kaiser, of S. B. Davega Co., New York, said: "Business in our talking machine department has improved very much indeed, recently. Dealers are showing an interest that has been lacking for months. The outlook for the fall season is very bright."

G. T. Williams, general manager of the New York Talking Machine Co., said: "Yes, indeed, trade is looking up. September is very much better than for several weeks past. We are preparing for a good fall season, and our dealers talk in the same way."

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, said: "Sales are increasing and the wholesale department has truly made a very satisfactory record considering general business conditions. We are in good shape now, and our jobbers and dealers are convinced a big trade is before them this fall. Candidly speaking, however, while September has opened up fairly well, still business should be better than it is. In a week or so things will be moving right along."

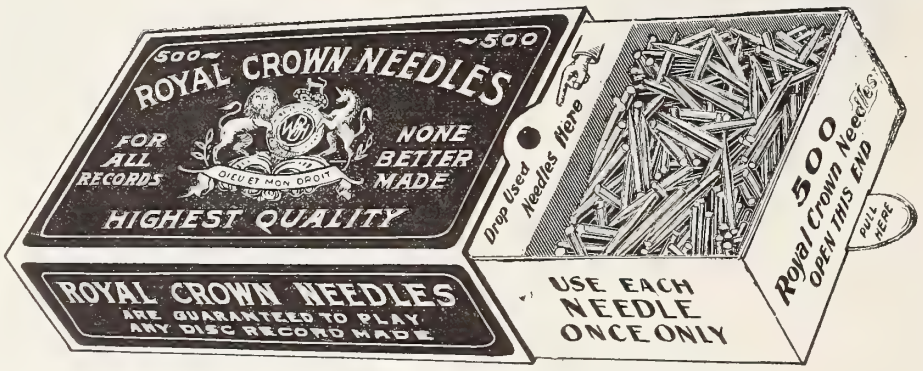
Chas. H. Ditson & Co. said, "Our talking machine department's business is growing rapidly, and during the summer our sales went away beyond our expectations. September so far is keeping up this pace, and we feel assured of a strong trade this fall, wholesale and retail."

The Eilers Piano House, Portland, Ore., have always been Edison dealers and not jobbers in that territory. They have always done an excellent business with the line, and there never have been any differences between the two companies, as may have been inferred from an item that appeared concerning them in the August issue of The World. It was one of those semi-official mistakes that will occur with the best regulated intentions, and for which The World is entirely blameless.

The first meeting of the creditors of the Leeds & Catlin Co., bankrupts, was scheduled to be held yesterday at the office of William Allen, referee in bankruptcy, 67 Wall street, so all concerned may attend, prove their claims, appoint a trustees, examine bankrupts and transact other necessary business.

Don't think because you have heard someone say, "It is useless to devote time and money to window displays," that it is true; they put up a poor argument when cornered; try a thing and argue from experience.

ROYAL CROWN NEEDLES



Showing a fac-simile of the patented box ready for use, Always printed this way

EVERYBODY is anxious to get the most perfect and natural tones from their talking machines, and same are only to be obtained by using

ROYAL CROWN NEEDLES

WE PACK THE GENUINE

ROYAL CROWN NEEDLES

IN BOXES CONTAINING

300 needles to a box
400 needles to a box
500 needles to a box
800 needles to a box
1000 needles to a box

We manufacture these needles in all the various tones, as follows: Soft Tone, Medium Tone, Standard Tone and Loud Tone.

We supply to jobbers only; if your dealer cannot supply you, write direct to us.

W. H. BAGSHAW

LOWELL, MASS., U. S. A.

Oldest and Largest Manufacturer in America

THEY ARE MADE FROM THE BEST SHEFFIELD STEEL

The workmanship in the Royal Crown Needles is the finest known, and guaranteed superior to all others.

We warrant the Royal Crown Needles to play any Disc Record made, without variation.

You cannot lose a needle when closed

North Pole Discovered!
Magnetic South Pole Discovered!
Flying Machine Races a Fact!
Telephones Now Without Wires!

But most wonderful of all: Sembrich, Caruso, Scotti, Journet, Severina and Daddi singing the Sextette from "Lucia" in your own parlor!!!

Gentlemen:

This is an age of red-blooded men with but small space and meager reward for the loiterer.

We Think:

The Talking Machine Company of Chicago, since its entrance into the exclusive wholesale branch of the Talking Machine business has, by its unswerving allegiance to the cause of **better service**, to the cause of the **dealer** and the cause of **Victor Talking Machines**, made for the up-lift of the Talking Machine business not only in our own city, but generally throughout the country.

A New Era in the Talking Machine Business has been created. The **jobber** of to-day is working for the **dealer** of tomorrow. The initial order is not sought for now as of old. The steady, enduring business of the dealer is what we all strive for. Our wholesale attitude makes it possible to aid the Dealer in a retail way. Our efforts are all on **Victors.** This concentration of purpose gives us a definite, tangible path to work on.

Mr. Dealer:

If you could buy **Victor** goods in sufficient quantity to anticipate your Winter business and be rid of the terror of paying for them before the returns have started to come in, would you do it?

We have a plan of easing the load and paving the way to a profitable season. In your business lack of capital is a handicap, but not an **unsurmountable difficulty.**

In the name of good service, ambition, aggressiveness and liberality, we solicit your business.

The Talking Machine Company
72-74 Wabash Avenue Chicago, Illinois

After they are reproduced in the laboratory of the Edison Company at Orange, they will be placed immediately upon the market. This will be within a couple of weeks, as the work on them will be rushed, in order to have the records on sale in the United States and Mexico in time for the meeting of the presidents in October.

"The President, by his selection of the Edison phonograph for the recording of his voice, has shown his recognition of the genius of Thomas A. Edison, the inventor of this great instrument, which stands in a class by itself, being, in fact, a machine on which records can be made at home at any time. As a teacher of languages, as well as a provider of home entertainments, this marvelous creation of the brain of Edison stands unrivaled among all other phonographs in the world to-day."

Ridgway With Lyon & Healy.

L. B. Ridgway, who for three years traveled on the Coast for Sherman, Clay & Co., and knows the wholesale game from start to finish, has joined the traveling forces of the talking machine department of Lyon & Healy.

SALTER CO.'S NEW CABINET.

Introduce a Number of New Styles Notably One to Match the New Victrola No. 12.

(Special to The Talking Machine World.)
Chicago, Ill., September 4, 1909.

The Salter Manufacturing Co., of this city, are just introducing a cabinet to match the new Victrola XII machine. It is an extremely handsome piece of cabinet work made in solid mahogany, with rounded corners, and carved capitals and feet. The interior arrangement embodies the Salter system of horizontal wood shelves, felt lined, one shelf to a record, and which has come into great popularity with the wide distribution of the double-faced record. There are two tiers of shelves, one for ten, and the other for twelve-inch records, both, of course, suitable for the ten-inch. The cabinet holds 160 records and will retail for $45. A plainer style of the same size and holding capacity retails for $30. A molding around the top keeps the machine from slipping off the cabinet when winding the spring. The company also have several other new styles of disc cabinets, all equipped with the felt lined shelving and the top molding. A new catalog illustrating and describing the company's entire line of disc and cylinder cabinets is now on the press and will be ready for distribution about September 15. An important anouncement from this concern appears on page 54 of this issue.

Dead stock means dead capital, and dead capital is ruinous to successful advertising.

Col. F. B. T. Hollenberg, president of the Hollenberg Music Co., is spending the "hot days" at his summer home in Wisconsin.

Otto Steigmare, of O. K. Houck & Co., of Memphis, spent a few days in Little Rock recently.

GEISSLER HOME FROM COAST TRIP.

General Manager of Talking Machine Co., Chicago, Returns from a Sojourn of Several Weeks in Various Western Cities—Impressed With the Growth of San Francisco—Something About the Great Music Houses—Prosperity Prevails, People Have Money and What Is More Important Are Ready to Spend It—Has Interesting Chat With World.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 5, 1909.

Arthur D. Geissler, general manager of the Talking Machine Co., returned on Wednesday of this week from his annual trip to San Francisco, his former home. He spent several weeks among his old friends in Frisco and Los Angeles and spent a day or two at Salt Lake City on the way home. Incidentally, he visited most of the talking machine dealers and jobbers. "It is a fact,

ARTHUR D. GEISSLER.

backed up by statistics, that more talking machines are sold on the Pacific coast in proportion to the population than anywhere in the world," remarked Mr. Geissler. "The house of Sherman, Clay & Co. is in itself an immense factor. They have branch stores all up and down the coast and confine their entire efforts to the Victor. The new San Francisco is the most beautiful city that I have ever seen. Practically, the entire business district is new and the buildings are just as clean as the day they were put up. San Franciscans, like the citizens of Baltimore, realize that the fire is the best thing that could have happened to the city. The coast is prosperous and the people are spending money as freely as the easterners. It is interesting to note the character of men in the talking machine and music trade, and the interest they take in political and public affairs. Byron Mauzy, head of the well known music house, made a gallant fight for the Republican nomination for mayor against Crocker, who was supported by the Business Men's Association, of which Andrew McCarthy, treasurer of Sherman, Clay & Co., is chairman.

"Phillip Clay, vice-president of Sherman, Clay & Co., is head of the committee on arrangements having in charge the carnival to be held in October in honor of Gaspar Di Portola, the first Governor of California.

"There is a vast amount of building activity among the talking machine and music concerns. Kohler & Chase are putting up a magnificent building, which will be finished in December. Clark Wise & Co. are in their fine five-story building, which is located on the main shopping thoroughfare, and they are attracting great crowds by demonstrating an Auxetophone from a second-story window. Wiley B. Allen Co. have in their new building one of the most beautiful talking machine departments that I have seen. The finish is in white enamel and mahogany and the equipment is superb. They also have ten record-demonstrating rooms in the basement.

"I received the surprise of my life when I went with Ferd Stevenson, secretary of Sherman, Clay & Co., to a deer barbecue at the camp of the Lagunitas Rod and Fishing Club in the mountains in Marin County. It was strange enough to see magnificent five-pronged bucks which had just been killed in the vicinity and great hampers of beautiful trout, and all within two hours' ride of Frisco. I hadn't been at the camp fifteen minutes before I ran into a party consisting of President Eldridge R. Johnson and Leon F. Douglass, chairman of the board of directors of the Victor Co.; B. G. Royal, president of the Universal Talking Machine Co., and Peter Bacigalupi, the big San Francisco jobber. Messrs. Johnson and Royal had been visiting Mr. Douglass at his home in San Rafael, and the three came into camp for the barbecue after a very successful deer hunt.

"At Los Angeles I had the pleasure of inspecting the new talking machine department of the Fitzgerald Music Co. The department manager is Mr. Andrews, formerly talking machine manager for George J. Birkel Co. The Southern California Music Co., are doing an immense business and Edward Geissler, managing partner of the George J. Birkel Co., looks forward to the largest fall business in the history of the house.

"At Salt Lake City I made a hurried call on the Clayton-Daynes Music Co., who have recently been made Victor distributers and on the new Daynes-Beebe Music Co., who have fine Victor retail warerooms."

Here is a good definition of a gentleman: "A man that's clean inside and outside, who neither looks up to the rich nor down on the poor, who can lose without squealing and win without bragging; who is considerate to women, children and old people; who is too brave to lie, too generous to cheat, and who takes his share of the world and lets other people have theirs."

Sectional Cylinder and Disc Record Cabinets

Resembles a Handsome Sectional Book-Case

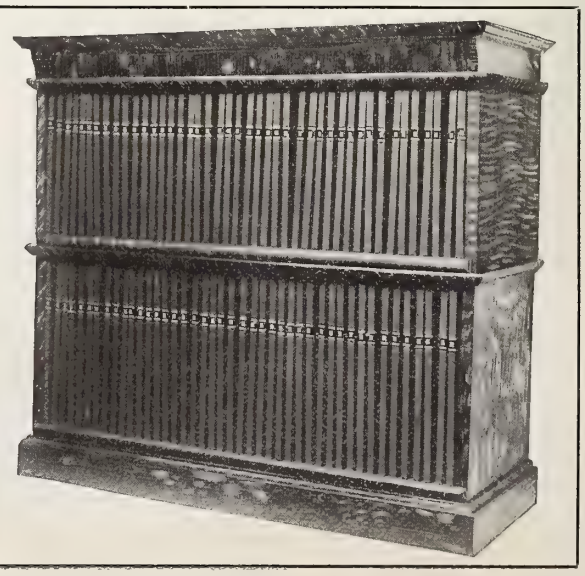
The sections for cylinder records are equipped with thirty-three compartments, each compartment holding four cylinder records, each section having a total capacity of 132 cylinder records.

The sections for disc records are equipped with forty compartments, each compartment being subdivided for three disc records, each section having a total capacity of 120 records.

The record filing capacity in these cabinets is unlimited.

Write for descriptive catalogue and dealers' special prices

Compartment Filing Cabinet Co., 426-28-30 Twenty-Ninth St. CHICAGO, ILL.



"The Harvest Is Ripe"

Splendid crops in the Middle West mean that a great amount of money will be spent this fall for Talking Machine Equipments.

Are You Prepared

to garner your share of the abundance?

¶ The cool evenings mean indoor entertainment and the Talking Machine is recognized as the greatest of home entertainers.

¶ These facts, Mr. Dealer, mean money in your pocket if you are in position to take advantage of your opportunities.

¶ Let your townspeople know that you supply the best in machines and records: that you can fill their wants promptly and satisfactorily.

¶ Your ability to carry out your promises is unquestionable if you place *your* orders where they will receive proper and painstaking attention.

¶ Our Talking Machine department is the acme of efficiency; no order of yours is too small to merit our best efforts.

¶ Dealers handling both Victor and Edison machines and equipments will appreciate the saving in freight costs, and quickness of delivery, made possible by buying from a concern that can supply both lines. Our stock is complete in every detail.

¶ When you deal with us you are dealing with a house almost half a century old, an insurance of right treatment.

Take Advantage

of our new, special machine offer and acquire a representative stock for your Fall trade.

Write for Particulars Regarding this Special Offer

Lyon & Healy

CHICAGO

OUTING OF WURLITZER EMPLOYES.

The Chicago Branch of the Wurlitzer Co. Held Their Second Annual Outing on Labor Day —A Most Enjoyable Time at Dellwood Park —General Manager Uhl Umpire.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 7, 1909.

The employes of the Chicago branch of the Rudolph Wurlitzer Co. enjoyed their second annual outing on Monday of this week, Labor Day. The scene of the outdoor festivities this year was Dellwood Park, a beautiful resort near Joliet. The trip was made over the Chicago & Joliet electric, a train having been chartered by the company. It was a regular basket picnic, and tables were spread on the green sward in the natural part of the park. The great feature of the day was the baseball game between the single men and the married men teams. The final score was 18 to 14 in favor of the benedicts. The feature of the game was the clouting of the married men, who made ten runs in one inning. The umpire was General Manager E. H. Uhl, and it is hardly necessary to state that his decisions were unquestioned. Honors are now even. Last year the single men won. In the afternoon a big program of athletic events was pulled off, ending with a tug of war between two picked teams, selected by Assistant Manager F. A. Siemon and T. P. Clancy, manager of the automatic department. Siemon's team won. After the distribution of the prizes to the winners of the various contests, dancing, chute shooting and the various concessions of the park were indulged in until 7 o'clock, when the cars were taken on the return trip to Chicago.

CLOSING A SALE BY TELEPHONE.

A Story Which Proves That Milwaukee Is Thoroughly Up-to-Date in Selling Machines.

Wafted on the malt-laden breezes from Milwaukee comes the following, which intuition teaches one, is probably the effort of the fertile brain of A. D. Herriman, manager of the Columbia branch in the city of beer and beauty:

A. N. Francis, who enjoys the distinction of selling more Symphony grand graphophones than any other member of the selling staff of the Milwaukee branch of the Columbia Phonograph Co.'s store, reports a novel experience in closing a sale by telephone.

Mr. Francis had an appointment to make a demonstration at a customer's home (using customer's machine), at which time the prospective buyer was to be present. The hustling salesman was on hand with a good supply of Fonotipia records, and while waiting for the buyer to put in an appearance the machine was turned loose, much to the enjoyment of the assembled guests and neighbors, who seated themselves comfortably on the lawn.

The telephone rang just as Bonci started his "Questa o Quella"; the party at the other end was the prospective customer, who wanted to be convinced that grand opera was possible "in your own home," and called up to say that he would be unable to keep his engagement. "I Love My Graphophone, but Oh You Telephone." Bonci kept on singing, and Mr. Buyer heard not only Bonci's voice over the wires, but Constantino, the new tenor, put one over, and Kubelik fiddled some.

Thus ends all good stories. The man said send the outfit up, the hello operators enjoyed the songs and music, and last, but not least, the moral: Use every means possible and there will be no dull days.

WHAT SALESMANSHIP MEANS.

Something More Than Mere Selling of Goods —Aggressiveness and Persistence Two Necessary Factors.

There is a saying, "I would rather have five complaints as to my prices being too high than to have one complaint of the poor quality of my goods." That is a good line of argument for salesmen to use.

Salesmanship means the selling of goods at a profit. Aggressive salesmanship means all of that and with it everlastingly keeping at it, for it is the insistent, persistent plugger that is the aggressive salesman, whether selling goods to you as a dealer or whether selling goods over the counter. Aggressive salesmanship means, furthermore, that the man selling the goods should go after the things that the other fellow is waiting for. The aggressive salesman is the reaper, not a gleaner.

It is the salesman who keeps the smoke belching out of our millions of smokestacks from coast to coast and from Canada to the Gulf. Success does not come by trying to undersell your competitor, but rather in upholding prices so that the highest profit can be obtained by all. That is a fundamental principle of good merchandising and good salesmanship. Anyone can sell goods on a concession basis. Anyone can sell goods like a slot machine—any kind, any price—but the successful salesman and the successful firm has quality goods at quality prices. The man who has only price in his selling argument is not a salesman, never was, and never will be. All people are not looking for the cheapest place to buy. They want good goods, good service, good treatment. Many sales are lost because the customer never knows when the salesman who has the habit of cutting prices, has struck his bottom price. Cutting prices is not only a dangerous method of doing business, but nearly always it is a ruinous method and it is one a good salesman never employs.

MORE CARE IN PACKING GOODS.

The railroad traffic managers are co-operating in all parts of the country in an endeavor to educate shippers to pack their goods with more care and to look more carefully after the directing and tagging of the same. It is said that the hardware men of the country are in as much need of reform in these matters as are those in any other line of trade. Goods packed in frail crates, or in boxes of insufficient strength, will almost inevitably be subject to loss and damage in transit.

The chairman of the St. Louis Traffic Association sees an improvement already as a result of the agitation of this subject. He says: "The two greatest sources of claims on the railroads for damages are improper marking and improper packing. Shipment should be started out right in the beginning. It pays the shipper to do so, as he is not only saved the annoyance and correspondence incident to shortages or damage, but his shipments arrive more promptly, in better condition, and his customer is pleased. This seems a self-evident fact, but few seem to realize it.

"The recent rules for marking shipments have had a most marked effect. One line which had found it necessary to operate a warehouse for the disposition of unmarked articles is about to abandon its warehouse for lack of business. The saving in claims, to say nothing of the saving in friction between the road and its patrons, is simply incalculable."

TO TRANSFER BANKRUPTCY CASE.

Creditors Petition to Have Leeds & Catlin Case Transferred from Connecticut to New York Court—Receivers Fail to Qualify—Petition Will Be Granted as Matter of Form at Hearing Which Will Occur Later.

A petition to transfer the bankruptcy case of the Leeds & Catlin Co., talking machine and record manufacturers, Middletown, Conn., from Connecticut to the District Court of the United States, southern district of New York, was heard August 23 before Gustaf B. Carlson, referee in bankruptcy, at Middletown. The petition states that "Theodore H. Taft and Thomas S. Brown were appointed by the United States District Court for the district of Connecticut as temporary receivers of the assets and effects of said bankrupt, but have failed to qualify as such; that seventy-five per cent. of the creditors of said bankrupt are located or have their principal offices in the City of New York; that the books and officers of said bankrupt are located in the City of New York; that it is in the interest of creditors and for the benefit of the estate generally that the proceedings be consolidated and that the proceedings in the State of Connecticut might be stayed and that the entire and further administration of the estate be relegated and transferred" to the New York federal court. As this is a matter of form, the petition will be granted, and the sale of the factory property and other assets of the bankrupts at Middletown will be disposed of under order of the court.

It is said the defendants in the "dubbing" case, in which Judge Chatfield gave them that awful "swat," had orders on hand for 200,000 records.

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company
Inventors and Sole Manufacturers
1504 NORTH 40th AVENUE
CHICAGO, U. S. A.

THE FAMOUS
Beka Disk Records
of Berlin, Germany
Can now be obtained in this country

I carry a large stock of the Beka German, Polish, Greek, Italian, Roumanian, Russian and Hebrew **double faced** 10 and 12-inch records—loud, distinct records, superbly recorded. The best native artists.

I am the only Beka jobber in the United States.

Write me for catalogs, prices and dealers' discounts.

B. OLSHANSKY
1302 S. Jefferson St. CHICAGO, ILL.

"TALKER" CONDITIONS IN FOREIGN COUNTRIES.

Discussed by J. O. Prescott, Who Is a Close Observer of Developments in the Talking Machine Fields of European Centers—Business Improving Abroad—The Vertical Cut Disc Coming—Pathe Freres in the American Market Soon—His Interesting Experiences in Russia, China and Japan and Observations Thereon—Russia and Japan Are Preparing for Second War.

About a month ago—on August 19 to be exact—J. O. Prescott, formerly with the American Record Co., defunct, and at one time manager of the export department of the Universal Talking Machine Mfg. Co. when in New York, came back to this country from a trip around the world. He sailed May 19 on the "Lusitania," of the Cunard line, at a moment's notice, as it were, expecting to return in three weeks; instead of that it was so many months. In a prefatory way it may be said that Mr. Prescott is a brother of F. M. Prescott, one of the best known figures in European talking machine circles a few years ago, but now retired at Summit, N. J., on a comfortable fortune made in the business, and who, by the way, is across the water. J. O. and F. M. Prescott, in the early history of the trade, were large exporters of the National Phonograph Co.'s product.

From this recital it may be inferred that Mr. Prescott's acquaintance with trade affairs is pretty wide and thorough. What he prides himself upon especially is his mechanical knowledge of talking machine devices and processes, and of which he is also an inventor. In addition he is a thoroughly educated man, a close and intelligent observer, has traveled extensively and can speak fluently several languages besides English. Consequently what Mr. Prescott saw when abroad on his last trip and his deductions therefrom may be accepted as coming from one as far from prejudice as human nature will permit a man to be who has been "through the mill," knows what he is talking about and has a keen sense of humor. Over and above this he is now engaged in a totally different line of business, and therefore such time as he devoted to inspecting European talking machine plants, talks with trade authorities there, and the opinions he derived therefrom are purely those of a disinterested traveler. His informal chat with the World follows:

"As you know, when I went away in a hurry my stay was expected to be brief; in fact, I almost figured in catching the same steamer back on its second trip out. Instead of that I went across Europe, into Russia, from there, via Siberia, to the eastern Pacific Coast, down through China, Manchuria, Corea, over into Japan, thence to San Francisco and across the continent to New York—literally around the world. Though out of the business for good and all still I could not shake off so many years' connection entirely, so I was interested enough to see what was being done, what was going on and the general conditions of the trade in Europe, especially as to new devices, methods and goods.

"Let me say I found business in excellent shape, the majority of the manufacturing companies having about all they could conveniently attend to, and that is not describing the situation too strongly. Possibly I may have been too much impressed with what I saw, but that is only a matter of opinion. One thing that came under my observation that could not be ignored is the growing popularity of the vertical-cut sound wave on disc records. I believe it is the coming record, and that its introduction in the United States by the present large companies is only a question of time, and short at that. I am convinced, from what I saw and heard, that manufacturers here will have a vertical-cut disc on the market inside of a few years.

"What convinced me of its coming strength was my visit to the establishment of Pathé Frères in Paris. Emil Pathé showed me some really wonderful records—twenty inches or more across—playing twenty minutes with a sapphire reproducing point. You know a steel needle, no matter how carefully made, could not stand this wear; that is the reason the American records are made of the present size. As I talked French like a native, of course M. Pathé found no difficulty in explaining things, and he did not hesitate to show me practically all the new ideas his firm had worked out and in the process of completion. The sound reproduction of their vertical-cut records was most perfect. The notion that true effects cannot be attained by use of the undulating sound line is wrong. With a blunt or round sapphire point gliding easily over the up-and-down cut—no sharp angles or points to encounter—just smooth waves, so to speak, the results were most gratifying and the effects were reproduced with great fidelity.

"Pathé Frères expect to place their vertical-cut discs on the American market within a year. Of course, I know they have a branch house new devoted exclusively to the moving picture proposition, but when they come to New York this time they propose to be in right and will go after business in no uncertain way, as you know they have ample capital. Yes, I am aware that in the past they have been flirting with the idea of putting out their line in this country and even establishing a factory. Perhaps they got 'cold feet' or were afraid of the patent situation. Whatever the cause, however, they did not materialize. The volume of their current business is so enormous that it is impossible to give this proposition—for it is a big one—the necessary time or attention to perfect plans for its development along successful lines.

"My experience in Russia was peculiar and not free from excitement. A traveler, no matter if he is an American, is not permitted to pass through the empire wearing a masonic or any other kind of secret society pin or other device exposed about his person or on his watch. They must be concealed. No cameras are allowed and the subterfuges we employed to mislead and confuse the Russian soldiery while a few harmless pictures of scenery and characteristic oddities of the people we saw here taken were amusing to say the least.

"As a matter of fact Russia is straining every nerve in making preparations for a second war with Japan, and it is bound to come within a few years. Hence the officials are fearful of all kinds of pictures that might give the slightest information as to the troops that are being constantly drilled, or of fortifications and military depots erected for the storage of arms and ammunition. The Russian common people are extremely poor. They are taxed to the point of poverty and therefore precious little money is being spent for talking machines, excepting perhaps of the very poorest kind.

"Think of undertaking a railroad journey of fifteen days! This is what I did, going from Moscow to Vladivostok on the Sea of Japan. The Trans-Siberian Railroad, thousands of miles long, is a great achievement, but, as was proven during the late Russo-Japan war, it was totally inadequate for the express purpose for which it was built. The Russians are now double-tracking the road and when it is completed preparations for the second war with Japan will be pushed forward rapidly. Every effort with that end in view is being strained.

"In Japan I found the same feeling. The Japanese are also on the job, and they, too, are gathering war material, ships, money, strengthening and enlarging their fortifications, erecting new ones and taxing the people to the limit. Japan is a small country and the population is poor, but they nevertheless realize why they are called upon to 'give up' and therefore they 'come across' more or less cheerfully. War with the United States? No, far from it. Japan is eager to avoid any difficulty with us. Because outside the extremely friendly relations with this country they could not survive the strain of two wars in succession.

"But excuse me from permanently living in Japan. The beautiful pictures we see there of entrancing landscapes—the land of the chrysanthemum and the lotus flower—are on postal cards only. Attempts to manufacture imitation American talking machines and records have been made but they do not amount to much. No matter how cheap these goods may be Japan is a poor market, as nobody has any money excepting the very rich, and they are comparatively few in the teeming millions of ordinary Japs. Of the rice, it is a popular saying among the foreigners that the Japanese eat their own crop year in and year out. But as Kipling says, that is another story.

"China is in bad shape financially. The 'American panic,' as the disturbance of 1907 has been termed by Europeans, has just about struck China, and business is almost at a standstill. Money is scarce and tight. Moultrie & Co., of Shanghai, the greatest compradors or merchants on the coast, and who have handled large quantities of talking machine goods for all the great American manufacturing concerns, told me the outlook at present throughout the Orient was dismal. I heard of the Victor goods everywhere. Coming across the Pacific from Yokohama to San Francisco in the 'Nippon Queen,' a Victor Victrola was installed in the cabin and 'Red Seals' were in demand."

TO HANDLE THE COLUMBIA LINE.

McMurry & Becker, New Dealers in Schenectady, Will Also Handle Hallet & Davis Pianos in Addition to Talking Machines.

(Special to The Talking Machine World.)

Schenectady, N. Y., August 31, 1909.

The new music dealers, McMurry & Becker, of this city, who open their store the first of next week, have become Columbia dealers, and will handle that line exclusively. They placed a good sized initial order for machines and records, and their talking machine department will be managed b yan experienced man. The Hallet & Davis pianos will be their leaders in the instrument line, and they will also carry a substantial stock of small goods and sheet music. The firm are composed of enterprising men, with a complete knowledge of the business, and their success is assured.

NEW RECORD EXCHANGE PLAN.

A new permanent record exchange proposition, that became effective Aug. 15, has been formulated by the Columbia Phonograph Co., General, wholesale department, the particulars of which are embodied in the appended letter that was sent the trade:

"To the Trade: All instructions prior to this date relative to the exchange and return of records, cylinder and disc, wholesale and retail, are hereby cancelled, and the below made effective as of August 15, 1909. No retail exchange authorized—even exchange wholesale:

"Until further notice our exchange of cylinder and disc records will be confined to Columbia cut-out records, which now or later appear in our current catalogs, said exchange to be made semi-annually. Our first exchange on this basis will be made February 15, 1910, six months from August 15, 1909, to cover records the cutting out of which may be announced on or before that date. Full particulars, together with all necessary order forms and blanks to cover this exchange will be prepared and placed in your hands early enough before that date to enable all dealers to make the necessary preparations.

"Under the present plan of issuing new records each month it will be necessary from time to time, in order to keep our list of records limited to a reasonable number of selections, to drop certain selections from our catalog, and we have decided upon the above course to protect our trade (Columbia dealers) against the necessity of carrying an unreasonable large catalog."

When a clerk grows too big for his position someone is going to find it out, and he will advance because he cannot be kept down.

MILWAUKEE'S NEWS OFFERINGS.

Wisconsin Talking Machine Dealers' Association Organized With H. W. Krienitz as President Due Largely to Lawrence McGreal's Earnest Efforts—General Meeting Called for September 17—Local Association a Proven Success—Big Fall Business Looked for by Dealers—Wholesale Trade Rapidly Increasing—McGreal Sells Out Piano Stock—The New Library Table Graphophone—Victrola Sales Booming—Saak Leases Additional Quarters—Entertaining an Ambassador—Personal Notes of Interest—Other Trade Items of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1909.

The movement started in Milwaukee some months ago by Lawrence McGreal and other leading talking machine dealers, for the organization of a State talking machine dealers' association, has at last materialized. A short time ago dealers of Milwaukee and a few from surrounding towns met at Mr. McGreal's place of business and organized temporarily the Wisconsin Talking Machine Dealers' Association. Harry W. Krienitz was elected president, Miss Gertrude F. Gannon secretary and C. C. Warner treasurer, all of Milwaukee.

It was arranged at this meeting to call a general meeting of the dealers throughout the State Sept. 17, at 3 p.m., at the McGreal establishment, 174 Third street, Milwaukee. Miss Gannon, secretary, has sent out letters to all dealers of the State apprising them of the coming meeting, and already many replies have been received, indicating that the attendance will be large and that there is plenty of interest in the matter. Attention is being called to the fact that the special meeting for organization is to be held during the week of the Wisconsin State fair in Milwaukee, and that it is also on the day that President Taft is to speak in Milwaukee. President Taft speaks in the morning and the special meeting will be held in the afternoon, so it is expected that this extra attraction will be the means of inducing a large number of dealers to attend the meeting. Permanent officers will be elected at the meeting and a general discussion on all subjects pertaining to the trade will be brought up. Dealers have been asked to make a memorandum of any matter which they would like to bring before the association for discussion, and a particularly valuable and interesting gathering is expected.

The attention of dealers has been called to the fact that several States have organized local and State associations and that these are operating with the greatest possible success. The Milwaukee Talking Machine Dealers' Association, organized some months ago, has proved of especial value to dealers of this city, and it is the feeling that a State association will be of vastly more importance. The idea is for the dealers to meet annually, or more often if necessary, for the purpose of taking up and discussing such matters as may be of interest to the talking machine trade, and pass such resolutions as they may deem wise to lay before the National Association of Talking Machine Jobbers, who in turn will bring them before the manufacturers. Dealers themselves feel that nearly every branch of trade has its local and State associations and the conviction has grown among the dealers that they should get together for self-protection. Practically every dealer approached believes that great good can be accomplished by united action, and that many abuses can be remedied through the medium of a State association.

Expect Big Fall Business.

One of the biggest fall businesses in the history of the Wisconsin talking machine trade is expected by practically every dealer in the State. General conditions have improved, money is becoming more plentiful and confidence seems to have at last returned, with the result that people are more inclined to indulge in luxuries. Dealers say that the retail trade has displayed vast improvement, even at this early date, and there is every indication that trade throughout the remainder of the year will be of the very best.

The Milwaukee wholesale talking machine trade has been increasing by leaps and bounds until the present trade is exceeding all expectations of jobbers. Indications are that dealers were never lower on stocks than at the present time, and now they are hurrying to order before the later fall rush overtakes the trade. One wholesale representative who left Milwaukee recently sold $2,000 worth of stock in one day.

McGreal Disposes of Piano Interests.

Lawrence McGreal has disposed of his piano interests in order that he may devote his entire time to the talking machine business. His stock of Strohber, Hoffman and other pianos has been sold to the Gimbel Bros.' piano department, which is now carrying on a special sale of the instruments. Mr. McGreal added the piano line to his business a few months ago more in the nature of an experiment than anything else, believing that perhaps a side line made up of the excellent pianos, manufactured by the Smith, Barnes & Strohber Co., at their North Milwaukee factory, might prove to be a profitable venture. The well known talking machine man still believes that his piano line was entirely satisfactory and that a good live side line is all right for the average retail dealer, but that the average jobber and retailer should devote his entire time to his talking machine business.

Alfred Hille Optimistic Over Fall Outlook.

That the fall talking machine business will be more than satisfactory is the opinion of Alfred Hille, manager of the talking machine departments at the Joseph Flanner Music house, Milwaukee. Mr. Hille reports some good sales in both the machine and record lines.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., has just returned from a special trip to Winnipeg, Can., where he called upon leading jobbers and retailers.

Library Table Graphophone Liked.

The Library Table graphophone, the new model of the Columbia, has made its appearance at the Milwaukee branch of the Columbia, and Manager A. D. Herriman reports that it is creating something in the way of a sensation. Several orders for immediate delivery have already been received. The machine is built on artistic lines, and when closed represents what the name implies, a beautiful piece of parlor furniture, a library table, standing 33 inches high and with the top measuring 29x46 inches. Dealers are interested in the announcement that this latest output of the Columbia factory is a creation of W. C. Fuhri, district manager of the company at Chicago. The machine has spacious accommodations for records and accessories, concealed horn and other features which seem to be proving popular with the Milwaukee trade.

Ambassador Schmidt's Prediction.

William Schmidt, Victor representative of Wisconsin, was in Milwaukee a few days recently after a most successful trip about the State. Mr. Schmidt predicts that the fall and winter trade is to be a record breaker. Mr. Schmidt has just returned from a visit to the Victor company's factory at Camden, N. J.

McGreal's New Victrola Room.

The business and private offices at the establishment of Lawrence McGreal have been moved to other quarters on the main floor, and the former office space has been made into a large and handsome Victrola concert room. An especially fine trade in the Victrola line is being experienced by Mr. McGreal and other dealers of Milwaukee.

H. C. Smith, Edison and Victor dealer at Whitewater, Wis., was a recent Milwaukee visitor.

Henry Saak Still Expanding.

Henry Saak, the new Milwaukee talking machine dealer, handling the Columbia lines exclusively, recently established by A. D. Herriman, reports business exceptionally good. When Mr. Saak was interviewed by the representative of The Talking Machine World he was busily engaged in instructing a force of workmen at work enlarging his Vliet street store. Since opening his store in May of this year Mr. Saak has found it necessary to enlarge his floor space, and has secured the lease of the adjoining building, which he is now having reconstructed to accommodate his rapidly growing business. Private demonstration booths are being built and the work so far advanced gives promise of a very up-to-date and well appointed talking machine establishment.

Before engaging in business for himself Mr. Saak was connected with the Columbia Co. for a period of four years and more, working for the Detroit, Philadelphia and Milwaukee branches as instalment manager, and his excellent experience and his pleasant personality fits him for his new undertaking and assures his success.

Wisconsin Music Co. Buys Out Devoe.

The Edison stock and good will of C. B. Devoe, of Richland Center, Wis., has been purchased by the Wisconsin Music Co., of Madison, Wis., which will conduct the Richland Center business as a branch establishment.

How Ambassador Zerkle Was Entertained.

E. O. Zerkle, the hustling traveling salesman from the Chicago office of the Columbia Phonograph Co., stopped off in Milwaukee recently while on his northern trip through Wisconsin and Michigan and was the guest of A. D. Herriman, Milwaukee manager of the Columbia. Mr. Herriman and Mr. Zerkle spent the evening at a local theater, the special feature of the evening's entertainment being the song, "My Wife's Gone to the Country." The artist rendering the song happened to be an old schoolmate of Mr. Zerkle's, and he reconstructed the verses of the song to the effect that Mr. Zerkle had started out again on a record-breaking trip and that the resulting commission would take the whole Zerkle family to the country for an indefinite period. Other verses, equally as interesting, were given, and the whole thing made a decided hit. The song also made a big hit with "Eddie" Zerkle, and he left Milwaukee with the renewed determination to make his September trip the banner one of the year.

Big Sales of Edison Business Phonographs.

Some big sales in both records and talking machines are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. Mr. Hoeffler reports some very good sales in the Edison Business phonograph line.

J. R. Boles Returns from Visit to Seattle.

John R. Boles, Edison dealer at Kiel, Wis., has just returned from an extensive trip through the West, where he visited the Seattle exposition and various cities along the coast. Mr. Boles owns a large ranch of several hundred acres in Montana and he spent a short time inspecting his property in that State. The well known dealer passed through Milwaukee on his return trip to Kiel.

Miss Marie Krienitz, sister of Harry W. Krienitz, the well known Milwaukee talking machine dealer, has returned from a trip to the western coast. Miss Krienitz visited the Seattle exposition.

The new Edison machine fitted with the Cygnet horn is proving to be a decided winner with the Milwaukee trade.

GETTING BACK TO BUSINESS.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who enjoyed his vacation at Lake George, N. Y., with his family, returned September 8.

Wm. Pelzer, vice-president of the company, takes a couple of days off occasionally in lieu of a regular vacation.

C. H. Wilson, general manager, has been on his farm near Saratoga, N. Y., and was at the factory again after Labor Day.

TRADE IN THE MONUMENTAL CITY.

Dealers Prepared to Handle Heavy Fall Trade —Holidays Hinder Business—August a Good Month—Numerous Sales of Outfits to Excursion Boats.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 6, 1909.

The local dealers are prepared to cope with the contemplated fall boom in the talking machine business which they expect to start soon after the middle of the present month. They say that every indication points to a big year in the sale of records and machines and that they have every reason to believe that the showing at the end of the winter will prove 1909-10 as a record-breaking year. The first part of September will probably be a bit slow, for the reason that many persons are still out of town, and, then, too, the dealers have observed Labor Day as a holiday, which makes the present week late in starting. They will also observe Old Defenders' Day on Monday, Sept. 13, and this will make business a bit slow for several days, but from that time on the dealers fully expect to be on the rush for the rest of the winter.

August, for the most part, proved rather a surprise for the dealers. This month is looked upon as the slowest in the year, but last month, according to the dealers, many excellent sales of machines were made, while the demand for records was every bit as good as the several preceding months. One reason for this was the same as that which kept up the sales during the earlier part of the summer, namely, the demand from Baltimoreans who are summering in the mountains and at quiet watering places. These demands were, for the most part, for the very latest popular hits, while there were also requests for some old songs and operatic selections.

The sales of machines were not so slow, either, for August. Albert Bowden, who looks after this end of the business for Sanders & Stayman, states that he disposed of quite a few high-priced Victors and Columbias in addition to a big lot of records. James Mather, who handles Victor machines at 774 Columbia avenue, also stated that the sale of these machines in the southern and southwestern sections of the city was brisk during August, while his prospects for the winter are very bright. The other dealers make similar reports.

One notable feature of the sales during August was the orders for the use of these machines on excursion and other boats going out of this port. There has been quite a boom in the trade in this particular all during the summer, which would seem to indicate that the talking machine is gradually replacing the pianos and other musical instruments as a means of entertainment while on the water.

TELL YOUR CUSTOMERS

What You've Got—Enquiries Reaching the World Office Prove That Dealers Are Not Keeping Their Customers Acquainted With Latest Developments.

Dealers and jobbers would do well to impress upon their customers that complete orchestra parts for accompanying Victor records can now be procured. Within the past two months The Talking Machine World has received more than a dozen letters from people (not in the trade) who have made inquiries whether it is possible to secure orchestral accompaniments.

It is clear that the dealers from whom these parties purchased records have been neglectful in informing their customers of the fact that a goodly list of orchestral accompaniments have now been published which are available for accompanying Victor records.

The dealer should send out a special circular letter to his customers bearing upon this subject.

And this reminds us that the dealers, when they get their advance list of records, should make a special selection of say four or five of the popular and classical numbers—that is records that have been carefully tried over by themselves, and then send out literature regarding these special records, inviting the customers to call and examine them. Or better still, express a willingness to call with them to the customer's house. These are days when it doesn't pay to wait to have business come to one; it is best to go after it.

SOME POINTERS FOR SALESMEN.

Get the Cheerful Habit—Reach the Personal Side of Your Customers and Make Them Feel at Home—Constant Study Helpful.

"It's easy enough to be cheerful when life flows along like a song," and after all it's not hard to be cheerful habitually if you take pains to get into the way of it. Get the habit.

The stronger personal hold you can get upon the customers of the store, the more money you will be worth to your employer.

Every clerk in a store is a link in the chain that holds that store's business. A chain is no stronger than its weakest link.

If you discover that customers don't like to have you wait on them, make up your mind that the days of your stay in that place are numbered.

You know how you feel when you go into a store and no one pays any attention to you. You think a long time before you go there again.

Study some branch of store work on the side. Learn to make sign cards, to write advertising, to display goods, to handle correspondence. It's a busy man who hasn't time to learn something.

Don't talk generalities about the goods you are describing to a customer. Get right down to the definite facts and specify and make plain every small point.

Successful salesmanship is based upon an intimate knowledge of human nature. Study your customers. Get acquainted with their individual characteristics and humor their fancies.

A FIRESIDE MACHINE equipped with a **LIN-O-TONE HORN** Makes a Perfect Combination

THE material from which the Lin-O-Tone is made, pure linen, gives better results acoustically than any other. The tone is round and full and marvellously natural. The Lin-O-Tone pleases not only the ear, but the eye as well. The horns are finished in either red, black or blue, gold striped and furnished with heavily nickeled ferrule. Make up your mind, Mr. Dealer, to sell a Lin-O-Tone with every Fireside and you will please your customer, and incidentally increase your profits.

Length, 21 inches; Width of Bell, 17 inches. Retail Price, $3.00

THESE JOBBERS CAN SUPPLY YOU:

ALBANY, N. Y.,
Finch & Hahn.
ALLENTOWN, PA.,
G. C. Aschbach.
BANGOR, ME.,
S. L. Crosby Co.
BOSTON, MASS.,
Iver Johnson Sporting Goods Co.
BUFFALO, N. Y.,
W. D. Andrews.
BURLINGTON, VT.,
American Phonograph Co.
COLUMBUS, OHIO,
Perry B. Whitsit Co.
DES MOINES, IOWA,
Harger & Blish.
DUBUQUE, IOWA,
Harger & Blish.
GLOVERSVILLE, N. Y.,
American Phonograph Co.
HOBOKEN, N. J.,
Eclipse Phonograph Co.
KANSAS CITY, MO.,
J. W. Jenkins' Sons Music Co.
MINNEAPOLIS, MINN.,
Minnesota Phonograph Co.
MILWAUKEE, WIS.,
Lawrence McGreal.
MOBILE, ALA.,
W. H. Reynalds.
NEW HAVEN, CONN.,
Pardee-Ellenberger Co.
NEW YORK CITY, N. Y.,
Blackman Talking Machine Co.
Jacot Music Box Co.
OMAHA, NEB.,
Nebraska Cycle Co.
PHILADELPHIA, PA.,
Louis Buehn & Bro.
Penn Phonograph Co.
H. A. Weymann & Son.
PITTSBURG, PA.,
Standard Talking Machine Co.
PROVIDENCE, R. I.
J. A. Foster Co.
RICHMOND, VA.,
C. B. Haynes & Co.
ROCHESTER, N. Y.,
Mackie Piano, O. & M. Co.
SCHENECTADY, N. Y.
Finch & Hahn.
SPRINGFIELD, MASS.,
Flint & Brickett Co.
ST. PAUL, MINN.,
W. J. Dyer & Bro.
SYRACUSE, N. Y.,
W. D. Andrews.
TROY, N. Y.
Finch & Hahn.

PRESIDENT OF MEXICO MAKES EDISON RECORD

The Famous Soldier-Statesman of Mexico Consented at the Request of Thomas A. Edison to Make a Record for the National Phonograph Co.—The Interesting Communications Which Passed Between Them in This Connection—Record Will Prove of Great Interest in View of the Coming Meeting of President Diaz and President Taft and Will Have a Wide Popularity Among Spanish Speaking People the World Over.

In recognition of the genius of Thomas A. Edison, President Diaz, the soldier-statesman of Mexico, has made a record for the Edison phonograph, and to the Edison people now belongs the honor of having records by the presidents of the two great republics of North America. In view of the coming meeting of Presidents Taft and Diaz, this record should prove of great interest both in this country and Mexico, to say nothing of the Spanish-speaking world in general.

The signal success of the National Phonograph Co. in obtaining a record by President Diaz was largely due to the personal efforts of Mr. Edison, although the services of George W. Cook, one of Mexico's most prominent business men, enlisted in his behalf, were of no little value. George M. Nisbett, manager of the Mexican National Phonograph Co., distributors of Edison laboratory products throughout the Republic of Mexico, first realized the interest and importance of such a record, and at his suggestion Mr. Edison addressed a letter to President Diaz, as follows:

"Orange, N. J., July 8, 1909.

"My dear Mr. President:—Recalling the pleasure of my acquaintance with you in the early days of the electric light in New York, I wish to obtain, if possible, one or more phonographic records in Spanish of any matter that you may select, each preferably not over two minutes in length. These records, I am sure, would be eagerly received by your fellow citizens, and I have no doubt that they would create much interest in the United States, where your high character and distinguished services are so generally admired. Both President Taft and William J. Bryan have each made twelve records for us, which have been very favorably received by the public. If you would signify your willingness to oblige me, I will immediately take steps to have the records made in the best manner possible at any time and place that you may select. Accept, Mr. President, my best wishes for your health and prosperity, and believe me,

"Very respectfully yours,

"(Signed) THOMAS A. EDISON."

Complying with the above, President Diaz signified his willingness to have a record made. Regarding it the Mexican Herald of August 19 says:

"At the President's invitation, Messrs. Werner and Burt, experts from the recording laboratory of Thomas A. Edison, went to the castle of Chapultepec, where the records of the voice of General Diaz were made. The records thus obtained were extremely satisfactory, and the President expressed his pleasure at the successful conclusion of the affair, it being the only time that President Diaz ever spoke into a phonograph. By a happy coincidence, the records of the President's voice were made on the very same machine into which President Taft spoke when he made his famous series of speeches, prior to the late election.

"The records were shipped to the United States by a special messenger, who left the city last Monday evening over the National Railway. After they are reproduced in the laboratory of the Edison Company at Orange, they will be placed immediately upon the market. The work on them will be rushed in order to have the records on sale in the United States and Mexico in time for the meeting of the Presidents in October.

"The President, by his selection of the Edison phonograph for the recording of his voice, has shown his recognition of the genius of Thomas A. Edison, the inventor of this great instrument, which stands in a class by itself, being, in fact, the only machine on which records can be made at home at any time. As a teacher of languages, as well as a provider of home entertainments, this marvelous creation of the brain of Edison stands unrivalled among all other phonographs in the world to-day."

The President's reply to Mr. Edison's letter was in the form of a record, and this translation follows:

"Chapultepec, August 15, 1909.

"Thomas A. Edison, Orange:

"Esteemed and Good Friend:—Referring to your kind favor of July 8, like your good self, I also remember with pleasure the time when I had the satisfaction of knowing you and your wonderful experiments. At the same time I

PRESIDENT DIAZ OF MEXICO.

shared your firm faith in the great future of the physical sciences.

"I was in your country in the early days of the electric light in New York, and at that time I foresaw in you, the hero of talent and conqueror through work, one who would later make the fire snatched from the heavens by Franklin submit to discipline, in order that it might perpetuate here on earth, through your wonderful phonographs, the dear voices of our loved ones, reproducing all the rhythm, all the accents and all the modulations of human voice.

"I am pleased to comply with your request, for I hold in the highest estimation the great benefactors of humanity, and you are one of these; for you have created new sources of happiness, of well being and of riches for the human race, utilizing the most powerful forces known, light, electricity, labor and genius.

"Your friend, who grasps your hand with pride,

"(Signed) PORFIRIO DIAZ."

START IN "TALKER" BUSINESS.

Chase & West of Des Moines, Ia., Buy the Jones Piano Co. Stock and Become Victor and Edison Representatives.

Des Moines, Iowa, Sept. 4, 1909.

Chase & West, Incorporated, of this city, one of the largest and best known general house furnishing concerns in the middle west, have just started in the talking machine business on a large scale, becoming Victor jobbers. They have bought the entire Victor stock and rights of the Jones Piano Co., formerly Victor distributors. The stock invoiced in the neighborhood of $15,000.

The retail department occupies commodious quarters on the first floor and includes a Victrola parlor, manificently furnished, and two Victor and one Edison booth. The entire sixth floor is devoted to the wholesale stock and shipping departments, and the company have every facility for taking care of the needs of dealers in the best possible manner. They carry everything in stock that bears the Victor trade mark. J. W. Howard, one of the best known talking machine men in the State, has charge of the department. The company are confident of a very large fall trade and are making every preparation for it.

THE BATTLE AS CONDUCTED TO-DAY.

The face of the commander grew dark. The faces of the staff reflected their leader's anxiety. The correspondent of the great daily came a little closer. An aid rushed up. "General," he cried, "the enemy is advancing in force on our left wing!" The General's frown grew darker, and raising his field glass he peered long and earnestly toward the rear. "What in Sam Hill is detaining him?" he growled. "Are you waiting for reinforcements, General?" the correspondent somewhat timidly asked. "Reinforcements!" thundered the General. "Certainly not. I'm waiting for the moving-picture man, confound him!" At that moment the runabout bearing the picture machine whirled into position and the battle commenced.

A SALESMAN AND A CLERK.

A salesman is a person who takes the initiative in opening negotiations for an article sold. A clerk is one who is in charge of a stock of merchandise from which he fills the buyer's specifications.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

SIGNS DECREE IN "DUBBING" CASE.

Though Judge Chatfield's Decision in Suit of Columbia Phonograph Co. and Fonotipia Co. Against W. V. P. Bradley and the Continental Record Co. Was Filed August 7—What the Interlocutory Decree Says Upon the Question of Unfair Business Competition.

Though the decision of Judge Chatfield, Circuit Court of the United States, Brooklyn, N. Y., in the "dubbing" case was filed August 7 and published in last month's World, the decree was not signed until the 31st following. The suit is that of the Columbia Phonograph Co., General, New York, and the Fonotipia Co., Ltd., Europe, against W. V. P. Bradley, Brooklyn, N. Y., and the Continental Record Co. "in equity, unfair competition in copying sound records." The interlocutory decree says:

"It is adjudged, ordered and decreed * * * that the complainants have built up and are maintaining in this country a legitimate and valuable business and good will in the manufacture and sale of sound records containing musical selections specially executed for complainants, and said business constitutes a valuable property right, entitled to protection by a court of equity.

"The defendant, Winant V. P. Bradley, has caused copies or duplicates or counterfeits of complainants' said specially executed sound records to be made, the same having been designated 'Continental records,' and has sold said Continental records to the public as duplicates of the originals, and has thereby unfairly availed himself of complainants' property, and has to that extent diverted to himself the legitimate business which should and otherwise would go to complainants, to the injury of complainants' said business and good will.

"It is further adjudged, ordered and decreed that the said defendant, Winant V. P. Bradley, his associates, attorneys, privies, agents, clerks, servants and workmen, and each of them, be perpetually enjoined from either directly or indirectly copying or duplicating or counterfeiting for commercial purposes any sound record made, or put out, by the complainants or either of them, and from either directly or indirectly selling or offering to sell such copies or duplicates or counterfeits, and from in any manner either directly or indirectly by making, dealing in or handling said copies, duplicates or counterfeits attempting to divert to themselves, or otherwise unlawfully injuring, the business and good will built up and now maintained by the complainants as aforesaid.

"It is further adjudged, ordered and decreed that the said defendant, Winant V. P. Bradley, his associates, attorneys, privies, agents, clerks, servants and workmen and each of them deliver up to the custody of this court for destruction or such other disposition as this court may hereafter order, any and all of the aforesaid unlawful sound records (whether designated as 'Continental' or otherwise), and any and all matrices and other appliances for making the same, that may be in the possession or under the control of them or any of them, and likewise any and all advertising matter, catalogs, or the like, relating to said counterfeit sound records.

"It is further adjudged, ordered and decreed that this cause be referred to B. Lincoln Benedict, one of the masters of this court, for an accounting between complainants and the said defendant, Winant V. P. Bradley, with instructions to said master to report to this court with all convenient speed the extent of defendant's unlawful acts aforesaid, the amount of profits received, and likewise the amount of complainants' damages in the premises, and to this end the master is empowered and instructed to cause the defendant, Winant V. P. Bradley, to appear personally before him, to examine witnesses *ore tenus* and otherwise, to compel the production of books and papers, and is clothed with the usual powers of masters in accountings in equity.

"It is further adjudged, ordered and decreed that this court retain jurisdiction of this cause to enable complainants to bring in as party or parties defendant the manufacturer or manufacturers of the said unlawful 'Continental Records' when discovered.

"It is further adjudged, ordered and decreed that defendant pay to complainants the amount of profits and damages reported by the master, and that complainants have execution for the same and for their taxable costs and disbursements herein."

The same decree was also subsequently signed in favor of the Victor Talking Machine Co., Camden, N. J., who were likewise complainants at the same time, with such changes in phraseology as describe their goods.

SUPPLIES FOR VICTOR MACHINES.

Two New Products the "Victor Auxetophone Oil" and the "Victor Spring Oil" Is Supplied to the Trade by the Victor Co.—Latest Numerical Catalog an Imposing Issue.

(Special to The Talking Machine World.)

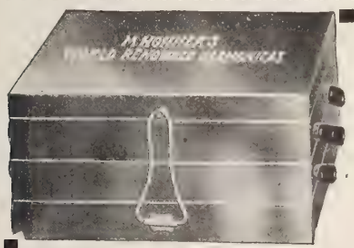
Philadelphia, Pa., Aug. 30, 1909.

Last week—Tuesday, to be specific—the Victor Talking Machine Co., Camden, N. J., issued a special letter to the trade concerning the care of Victor machines and Victor Auxetophones. In connection with the advice to keep the mechanism thoroughly oiled in their bearings with lubricants of the proper quality and standard, they announce two new products, namely, "Victor Auxetophone Oil," and the "Victor Spring Oil," with prices accompanying. Some pertinent and valuable advice is given by the company regarding lubricating the worm gears, winding-key, escutcheon and main springs.

A few days previous their Numerical Catalog, a numerical list of all records in the July record bulletin, was sent to Victor dealers, which is intended for the exclusive use of the talking machine departments of music dealers.

THE BIGGEST INVESTMENT.

If you are a good merchant the biggest investment you have is not in stock, but in the good-will of your customers.



No. 400—CLOSED.

HAVE YOU SEEN THE NEW C-D-C DEVICE?

It is really the greatest Harmonica-selling scheme ever put before the dealer.

THE C-D-C DEVICE consists of a three tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and, when closed, resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the cabinet is open the Harmonica display is exceptionally attractive, exhibiting the entire contents of 38 Harmonicas at one time, and showing the instruments to great advantage. When closed, the complete cabinet occupies a minimum of space, being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The Cabinet costs you nothing, and besides, you are the gainer by over **50 per cent.** cash profit on your investment.

The C-D-C Device contains 38 pieces of the very best selling

HOHNER HARMONICAS

Assorted in **16 different styles,** all keys, and can be retailed at the following prices:

16	**Pieces Assorted Harmonicas, to retail at**		**25c.**	**$4.00**
12	" " "	"	35c.	4.20
10	" " "	"	50c.	5.00
	Total retail value			**$13.20**

YOUR INVESTMENT

$8.75 } Per Cabinet and Assortment.

YOUR GAIN

Over 50 per cent. cash profit and a superb display Cabinet.

If your jobber cannot supply you with this assortment, write to us.

M. HOHNER, 475 Broadway, NEW YORK

CANADIAN OFFICE, 76 High Street, Toronto

HARMONICAS ACCORDEONS BLOW-ACCORDEONS

No. 400—OPENED

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

COLUMBIA WHOLESALE BUSINESS.

Reports of Strong Gains All Over the Country—Getting Big Slices of Department Store Trade—Some Recent Connections of Note.

The Columbia Phonograph Co. are receiving big slices of the department store business these early fall days. Reports from the wholesale department in the Tribune Building indicate an activity along this line with a record of big results. Exclusive contracts with initial orders running well into five figures are tossed off as quite an ordinary occurrence in the list of transactions recently booked.

Orders of no mean amount are on hand from R. H. Macy & Co., New York; Denholm & McKay (exclusive), Worcester, Mass.; Howland Dry Goods Co., Bridgeport, Conn. (exclusive); Houghton & Dutton, Boston; Rhoades-Haverty Co., Savannah, Ga. (exclusive); Jones Bros. (exclusive), Richmond, Va.; and Spiegel, May, Stern & Co. (exclusive), Chicago. In the announcement of their decision to handle the Columbia line exclusively, Spiegel, May, Stern have issued a strongly-worded statement commending the Columbia product.

A number of prominent music dealers have recently taken on the Columbia line.

The Southern California Music Co., of Los Angeles, one of the largest music houses in the West, recently ordered 30,000 Columbia double-discs as a starter.

An order lately received from Eiler's Music House, of Portland and Spokane, Oregon, foots up about $25,000 in records and machines.

Yeager Piano Co., Waterbury, Conn., one of the enterprising houses of the East, are now under the Columbia exclusive banner with an initial order of $5,000, and are extending the sales of the Columbia goods to many other parts of the state, as are also E. E. Forbes Piano Co., Birmingham, Ala., and Hollenberg Music Co. (exclusive), of Little Rock, in their respective territories.

Porch Bros., of Johnstown, Penn., who have been allied with the Columbia line for some time, are now rapidly disposing of a $5,000 order received a short while ago, and handle Columbia exclusively.

Out in Salt Lake City, the Daynes-Beebe Music House, "exclusive Columbia," has been doing business to the tune of $10,000 in Columbia goods during the past month, and Durval Music Co., Bluefield, W. Va., has just closed an order for $2,000 with exclusive rights.

August 23 John Macnabb, vice-president and general manager of the Universal Talking Machine Mfg. Co., Newark, N. J., went to Bradley Beach for a fortnight's vacation. Mac's family have been occupying a cottage at this pleasant Jersey coast resort for the summer, with the "head of the house" running in and out from business daily.

A BEAUTIFUL UDELL CATALOG

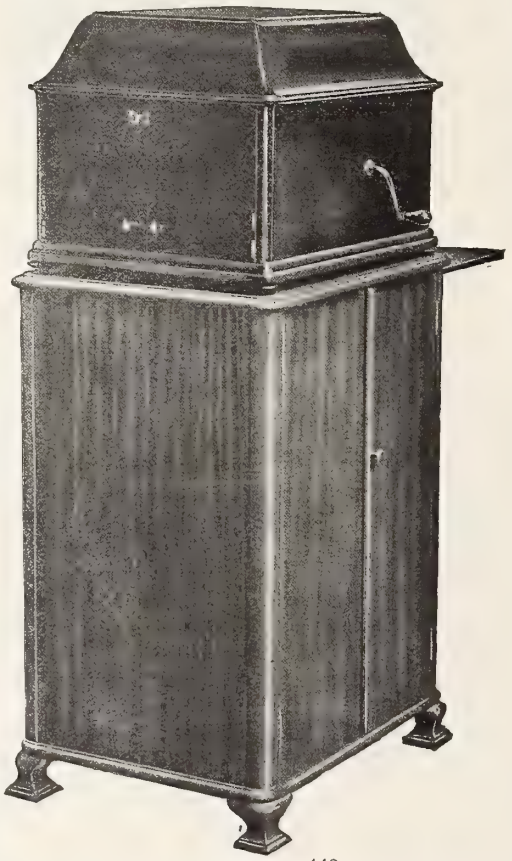
Is That Just Issued by the Udell Works, Indianapolis, Ind.—Contains a Very Complete Line of All Styles of Cabinets.

One of the handsomest and most satisfying catalogs ever put out by a house manufacturing cabinets is that just issued by the Udell Works, Indianapolis, Ind. It possesses many qualities that commend it, particularly the fine printing and paper used, and the manner in which the catalog is produced. The printing is of such a high order that an idea of the various woods used in the cabinets is clearly conveyed, although black is the only color used.

Then the construction of the volume merits praise in itself. It is divided into four sections, namely, "sheet music cabinets," "piano player roll cabinets," "cylinder record cabinets" and "disc record cabinets." Some very handsome designs covering all architectural schools are shown in each section. In fact, the styles are so complete and so varied as to satisfy the requirements of the most fastidious customer.

Among the designs illustrated is style 442, of which a cut appears herewith. This new cabinet is made to go with the new Victrola XII, and is superbly finished. It is 34 inches high, 24 inches wide, and 20 inches deep. It is made in mahogany. It will hold 190 12-inch disc records and matches in style and finish the Victrola XII.

The Udell Works have always been distinguished for the originality and attractiveness of their designs in cabinets, and we venture to say that no dealer can afford to look through this volume without placing an order. We would advise members of the trade whether dealing in pianos, music, or talking machines, to send for a copy of this new catalog, if they have not already received it. They will find an invaluable aid in satisfying the customers' demands for cabinets.



UDELL STYLE 442.

A rather unique feature of this catalog is the double cover, that on the outside being embossed, "The Udell Works, 1909-1910, Indianapolis, U. S. A." On the inside, within a very artistic border, appears the letter "U."

The Udell Works are entitled to the heartiest congratulations on the production of a volume so dignified and so complete as this. It gives not only an idea of the extent of their business, but is a veritable vade mecum to the talking machine dealer, or jobber, inasmuch as he is enabled by means of this volume to make a most comprehensive selection of stock.

The catalog is complete in every particular. Each style of cabinet is handsomely illustrated, tersely described, and a glance through the pages of the booklet will give either dealer or purchaser an excellent idea of the variety and beauty of the Udell products. The styles represented in the catalog tend towards simple elegance in practically every instance. In the cabinets for cylinder records fourteen distinct styles are shown, with different arrangements for holding records, in various capacities from 100 to 250 records. Seven of the disc record cabinets are fitted with clutches for holding the records in their original cartons, these styles being No. 512 to No. 519 inclusive. The other cabinets contain pasteboard pegs upon which the cylinders are placed after being removed from the cartons.

Thirteen cabinets are shown intended for the storage of disc records, including the new additions to the line, No. 442 holding 190 twelve-inch disc records and being finished in mahogany and Colonial designs to match the style and finish of the new Victrola No. 12.

CUTTING OUT BAD DEALERS.

Victor Co.'s Letter Defining Their Position in the Matter of Irresponsible Dealers—Eliminating the Undesirable Element—Helping "Live" Dealers.

(Special to The Talking Machine World.)
Philadelphia, Pa., Aug. 30, 1909.

A special letter was sent out by the Victor Talking Machine Co., Camden, N. J., to their distributers, Saturday, regarding their attitude toward unsatisfactory dealers throughout the country. The company state they have for some time been "cutting out" undesirable and irresponsible dealers—"dead ones," as they are termed—at the rate of about thirty-three and a third per cent. There have been months, the letter says, when as many as 200 to 300 of this class of dealers have been eliminated, and 150 or so live concerns substituted. The company, in directing the attention of Victor distributers to this effort on their part to vastly improve trade conditions—which has been accomplished by this drastic, yet polite procedure—urge upon them to be careful in signing Victor dealers that only reputable, responsible, progressive and aggressive merchants are selected. The company state they are making efforts to put the trade on a better and more beneficial basis as a pure business proposition, and it is their opinion their distributers should second and support this policy.

Leading distributers declare this is one of the best steps taken by the Victor Co. on their behalf, and that they will find themselves strongly supported. In other words, it is a good thing, and will be appreciated by every distributer in all parts of the country.

AN ADVERTISING POINTER.

A good method to insure satisfactory advertisements as to typographical makeup is to have the advertisements set up in some place where the equipment is right and the printer sufficiently skilful, and then mail proofs to the various papers in which the advertisement is to appear. Almost any printer can get good display if he has a diagram, even though the type in his office may not be the same as that shown on the proof. Good display depends more upon design, effects and the proper combination of the right sizes of type, than it does on any particular style or face of type. About nine times in ten one style may be substituted for another without seriously affecting the display.

BOUGHT BY DAVIDSON BROS.

Davidson Bros. have become proprietors of the Victor Talking Machine Shop, on Michigan avenue, Chicago, established by B. Feinberg, now on the wholesale traveling staff of the Columbia Phonograph Co., General. It is one of the finest equipped stores in the city, and the Messrs. Davidson are doing a nice business.

THE EVOLUTION OF A TRADE-MARK

Substitute the advertising department for the violinist, and in these six pictures you will have a very fair illustration of the successive processes through which the now familiar Columbia musical notes had to go before reaching perfection.

The original idea in the construction of this trade-mark was clear enough, but its working out was not so easy as might appear to the dealer who is using the tandem notes to attract attention to his own local advertising.

The fact is, the two notes as they now exist embody the very points originally sought for. The musical note is an object as familiar to every reader as a capital A. This is a music business, and it is music that is being sold. Therefore, the adoption of the musical notes in proper combination was an entirely legitimate and appropriate plan. Each of the first five musical note designs illustrated herewith were considered seriously before the sixth and present form was finally adopted. As it stands at present, these two Columbia musical notes have been widely commented on among advertising men as embodying a most striking combination of curves, vertical lines and angles—and the way these two notes project themselves from a newspaper page is evidence enough to anyone who has used them in his advertising that, for this purpose alone, their use as a trade-mark is well justified.

LINDSTROM & CO. ENJOINED

Against Infringing Berliner Patents—Action Brought by Victor Co. in U. S. Circuit Court.

Argument was heard Friday, August 13, on the motion to show cause why a preliminary injunction should not be granted against Carl Lindstrom & Co., New York, charged with infringing the Berliner patent by the Victor Talking Machine Co., Camden, N. J. The defendant appearing in the complaint was M. Boras, named as agent for Lindstrom & Co., in New York, known as one of the leading manufacturers of Germany, with headquarters in Berlin. The machine in suit was an exhibit, but an attempt to bring in a so-called mechanical feed device of another make was futile.

There appeared to be no great contention as to the similarity in operation of the Lindstrom machine and that of the Victor, the dispute being mainly as to whether Mr. Boras was an agent of his company in a sense that he could accept service of the bill of complaint. The defense, represented by Waldo G. Morse, held he was simply a selling representative, and therefore the complaint was technically faulty, and consequently should be dismissed. On the following day, Judge Hough, sitting in the Circuit Court of the United States, New York, granted the injunction, filing therewith the memorandum: "Order granted as to Boras individually and as agent of the company."

If there is absolutely no point upon which you can be enthusiastic about the store you're working in, find one with some symptoms of life about it and make a change.

VICTROLA AT CLUB RECEPTION.

A recent social function at the Nyassett Club, Springfield, Mass., owed a large part of its success to the fact that a Victrola recital was given, the latest red seal records being played. The outfit was furnished by Taylor's Music House, Springfield.

GRAPHOPHONE CO. MOVES.

The Graphophone Co., Albany, N. Y., jobbers for the Columbia line, have moved to handsome quarters at 123 Pearl street, that city, where they have a large and complete stock to meet fall demands.

Not to control, but to help others to control themselves—this is the fine art of managing men.

"NEEDLES"

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. GET IN LINE.

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

RECORD BULLETINS FOR OCTOBER, 1909

NEW VICTOR RECORDS.

ARTHUR PRYOR'S BAND.

No. Size.
5733 Sweetmeats Two-Step (Ragtime March) ..... Wenrich 10

VICTOR LIGHT OPERA CO., WITH ORCH.
31748 Gems of "The Prince of To-night"..... ..... Hough-Howard 12

VICTOR STRING QUARTET.
5735 Rondo from Serenade (Op. 525).....Mozart 10
31747 Winter-Marchen (Romanze, Op. 112)...Saro 12

THE RENARD TRIO.
58012 Songs without Words—The Cloud (Op. 53) ..... Mendelssohn 12

SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.
5739 The Last Rose of Summer.....Moore 10

DUET BY ELIZABETH WHEELER AND HARRY MACDONOUGH WITH ORCH.
5738 Gobble Duet from Mascotte (When I Behold Your Manly Form).....Audran 10

WERRENRATH AND MACDONOUGH, WITH ORCH.
5734 The Passage Birds' Farewell.....Hildach 10

EDWIN WHITNEY, ELOCUTIONIST.
5740 Roosevelt and the Darky..... 10

COMIC SONG BY JOSIE SADLER, WITH ORCH.
5729 Heinie Waltzed 'Round on His Hickory Limb ..... Ingraham-Cragg 10

TWO NEW LAUDER RECORDS BY HARRY LAUDER, WITH ORCH.
58013 Macgregor's Toast 12
58014 Saftest of the Family..... 12

WHITNEY BROTHERS QUARTET.
31746 The Blue Bells of Scotland..... 12

THE TRINITY CHOIR, WITH ORCH.
31749 Holy Art Thou (Music of Handel's Largo). 12

TENOR SOLO BY FREDERICK GUNSTER, WITH ORCH.
5741 Ich liebe dich (I Love Thee)—In German... ..... Grieg 10

BLANCHE RING, WITH ORCH.
5737 I've Got Rings on My Fingers—From "The Midnight Sons"..... Weston-Scott 10

VICTOR LIGHT OPERA CO., WITH ORCH.
31745 Gems from "The Beauty Spot" ("The Prince of Borneo," "Creole Days," "Hammock Love Song" and "Boulevard Glide" ..... De Koven 12

VICTOR DOUBLE-FACED RECORDS.

No. Size.
16349 (a) Flower Girl—Intermezzo Two-Step ..... Pryor's Band 10
(b) Love's Confession Waltz...Victor Orch. 10
16350 (a) Black and White—Two-Step..... ..... Victor Orch. 10
(b) The Land of the Swallows (Cornet-Flute) ..... Clarke-Lyons 10
16346 (a) "Red Head" Medley Two-Step..... ..... Victor Orch. 10
(b) I'm Awfully Glad I Met You..... ..... Jones-Murray 10
16348 (a) More Love to Thee, O Christ (Doane) ..... Werrenrath-Macdonough 10
(b) Along the River of Time..... ..... Metropolitan Trio 10
16348 (a) Oh, You Lovin' Gal.....Collins-Harlan 10
(b) Zeb Green's Airship.....Jones-Spencer 10
16351 (a) Juanita (Norton)....Metropolitan Trio 10
(b) Go Pretty Rose (Marzials)..... ..... Stevenson-Macdonough 10
16352 (a) Sweetheart's a Pretty Name When It's Y-O-U (Leslie-Piantodosi)..... ..... Peerless Quartet 10
(b) Mr. Othello—From "The Candy Shop" ..... Ada Jones 10
16353 (a) Lily of the Prairie (Mills)..... .....Murray and Haydn Quartet 10
(b) Firefly Galop (Strobbe)—Zylophone ..... W. H. Reitz 10

NEW RED SEAL RECORDS.

No. Size
LUISA TETRAZZINI, SOPRANO, WITH ORCH.
92067 Lucia di Lammermoor—Regnava nel silenzio (Silence O'er All).....Donizetti 12
92068 Ballo in Maschera—Saper vorreste (You Would Be Hearing).....Verdi 12
92069 La Sonnambula—Ah! non credea mirarti (Could I Believe).....Bellini 12

LEO SLEZAK, TENOR, WITH ORCH.—IN GERMAN.
61201 Stumme von Portici Schlummerlied (Slumber Song from "Massaniello") .....Auber 10
61202 Cavalleria Rusticana Siciliana (Thy Lips Like Crimson Berries).....Mascagni 10
61203 Lohengrin—Nun sei bedankt, lieber Schwan! (Thanks, My Trusty Swan).....Wagner 10
61204 Romeo und Julia—Ach geh auf, moch erbleichen (Fairest Sun, Arise!)....Gounod 10

M. REGIS, TENOR—IN FRENCH.
61192 Guillaume Tell—Barcarolle "Accours dans ma nacelle" (Come, Love, in My Boat).. ..... Rossini 10
61193 Mignon—Elle ne croyait pas (Pure as a Flower) .....Thomas 10

GEORGE HAMLIN, TENOR—IN ENGLISH.
74143 The Penitent.....Van de Water 12

HERBERT WITHERSPOON, BARITONE, IN ENGLISH.
64108 Flow Gently, Sweet Afton (Afton Water).. ..... Burns-Spilman 10

SR. SAGI-BARBA, BARITONE—IN SPANISH.
61194 Alma de Dios—Romanza.....Serrano 10
61195 El Grumete -Despedida .....Arrieta 10

WILHELM BACKHAUS, PIANIST.
71045 Prelude—Opus 28, No. 1; Study—Opus 10, No. 1 .....Chopin 12

FIVE NEW SHEET MUSIC ORCHESTRATIONS FOR ACCOMPANYING VICTOR RECORDS.
88063 Faust Salut, demeure.....Sung by Caruso
89005 Don Giovanni—La ci darem la mano..... .....Sung by Eames and de Gogorza
88042 Aida—O patria mia.....Sung by Gadski
88065 Good Bye .....Sung by Melba
88102 Martha—Last Rose of Summer..... .....Sung by Sembrich

EDISON STANDARD RECORDS.

10217 Oriental Dance ....Victor Herbert and His Orchestra
10218 My Wife's Gone to the Country..... .....Edward M. Favor
10219 Lonesome .....Byron G. Harlan
10220 A Passing Fancy.....Edison Concert Band
10221 Pay More Attention to Me.....Ada Jones
10222 Sweet Hour of Prayer....Edison Mixed Quartet
10223 I'm Crazy When the Band Begins to Play.. ..... Pete Murray
10224 Uncle Remus....American Symphony Orchestra
10225 I'm Going to Tell on You.....Frederic Rose
10226 Under the Honeymoon..... .....Miss Stevenson and Mr. Stanley
10227 Parody on "The Old Oaken Bucket".Nat M. Wills
10228 Lola Waltz.....United States Marine Band
10229 One Good Turn Deserves Another...Josie Sadler
10230 Santa Lucia.....Whitney Brothers Quartet
10231 I Wish't I Was in Heaven Sittin' Down.. ..... Edward Meeker
10232 Two Old Songs.....Albert Benzler
10233 When the Meadow Larks are Calling Annie Laurie .....Arthur C. Clough
10234 Down at the Huskin' Bee...Collins and Harlan
10235 Modern Love.....Grace Cameron
10236 Grand Republic March....N. Y. Military Band

EDISON AMBEROL RECORDS.

215 Selection from "The Red Mill"..... .....Victor Herbert and His Orchestra
216 I Wish I Had My Old Girl Back Again..... ..... Manuel Romain
217 Garden Melody .....Albert Spalding
218 I've Got Rings on My Fingers..... .....Billy Murray and Chorus
219 Turkey in the Straw Sketch...Golden and Hughes
220 Selection from "Maritana"...Edison Concert Band
221 My Pony Boy.....Ada Jones and Chorus
222 Dinah Dear .....Collins and Harlan
223 Seneca Waltz .....P. J. Frosini
224 I'll Go Where You Want Me to Go, Dear Lord .....James F. Harrison
225 Love's Old Sweet Song..Whitney Brothers Quartet
226 Old Comrades March..United States Marine Band
227 If I Only Had a Home Sweet Home...Will Oakland
228 Cupid's Telephone..Ada Jones and Billy Murray
229 Selection from "It Happened in Nordland"... .....Victor Herbert and His Orchestra
230 I Wonder if This Funny Little Boy Loves Me. ..... Grace Cameron
231 Scatter Seeds of Kindness...Edison Mixed Quartet
232 Dream of the Tyrolienne....Edison Venetian Trio
233 B. P. O. E.—Elks' Song.....Nat M. Wills
234 Opeeche.....New York Military Band

THREE AMBEROL RECORDS IN ITALIAN.
5001 Del tempio al limitar—"Pescatori di Perle" (Bizet) ....Francesco Daddi and Vincenzo Reschiglian
5004 Ah! Io vedi "Cavalleria Rusticana" (Mascagni).....Maria Avezza and Francesco Daddi
5005 Verranno a te sull' aure—"Lucia" (Donizetti).....Maria Avezza and Francesco Daddi

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A730 Lerhone et la Saone (Polka) (Roussel)..... .....Banda de Artilleria
The Mosquito Parade (A Jersey Review) (Whitney) .....Columbia Band
A731 Dublin Daisies (Irish Ballad) (Wenrich)—Vocal Quartet, Male Voices, orch. accomp. ..... Columbia Quartet
Sweetheart's a Pretty Name When It's Y-O-U (Piantodosi)—Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
A732 If You've Won the Only One in All the World You Want to Win (J. Fred Helf) Tenor Solo, orch. accomp.....Henry Burr
Longing for You (Morse)—Tenor Solo, orch. accomp. .....Byron G. Harlan
A733 When I Dream in the Gloaming of You (Ingraham)—Tenor Solo, orch. accomp...H. Tally
My Little Eva (Lowenwirth and Cohan)—Tenor Solo, orch. accomp.....Frank Reade
A734 It is Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye (Kerry Mills) —Baritone and Soprano Duet orch. accomp. .....Mr. Stanley and Miss Stevenson
If I Had a Thousand Lives to Live (Solman)—Tenor Solo, orch. accomp..... ..... Harvey Hindermeyer
A735 Pipit and Thistle-Pinch (Kling)—Piccolo duet, orch. accomp..M. Lufsky and V. Falvella
Marche des Jolies Femmes (E. Carosio)—Orchestra Bells, orch. accomp..Charles Adams
A736 Abraham Lincoln Jones, or The Christening (Chris Smith)—Baritone Solo, orch. accomp. .....Arthur Collins
But You'll Never Know Till You Get Married (Brookhouse)—Baritone Solo, orch. accomp. .....Bob Roberts
A737 I'm Going to Do What I Please (Ted Snyder)—Soprano Solo, orch. accomp..... .....Miss Stella Tobin
Wild Cherry Rag (Ted Snyder)—Baritone Solo. orch. accomp. .....Eddie Morton
A738 El Veintitres de Infanteria Marcha (Alfredo Pacheco).....Prince's Military Band
Yacht Club, Pas de Patineurs (K. Eichfuss) .....Royal Regimental Band
A739 The Homeland (Hanscom)—Contralto Solo. violin and piano accomp..Mrs. A. Stewart Holt
Anchored (Watson)—Baritone Solo, orch. accomp. .....George Alexander

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A5122 Sinn bild Walzer (Lincke)...Prince's Orchestra
Pres de Toi Waltz (Near Thee) (Waldteufel) .....Prince's Orchestra
A5123 "Kiss Your Minstrel Boy Good-bye"(Opening Chorus) (Jean Schwartz; Solo by Arthur Collins with Quartet Chorus "When a Pal of Mine Steals a Gal of Mine—Kerry Mills)—Minstrels, orch. accomp..... .....Rambler Minstrels
"My Wild Deer" (Opening Chorus) (Snyder; Quartet, "I Wish I Was in Heaven Sittin' Down"—Brown)—Minstrels, orch. accomp. .....Rambler Minstrels
A5124 My Dreams (Tosti)—Tenor Solo, orch. accomp. .....John Bardsley
Roses (Stephen Adams)—Tenor Solo, orch. accomp. .....John Bardsley

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

A740 Nozze di Figaro—Se Vuol Ballare (Mozart) Baritone Solo in Italian, orch. accomp. .....Giuseppe Campanari
Nozze di Figaro—Non Piu Andrai (Mozart) —Baritone Solo in Italian orch. accomp. .....Giuseppe Campanari

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

BARITONE SOLOS IN ITALIAN BY GIUSEPPE CAMPANARI, ORCH. ACCOMP.
A5125 Carmen—Canzone del Toreador.....Bizet
Un Ballo in Maschera—Eri Tu.....Verdi
A5126 I Pagliacci—Prologue.....Leoncavallo
Mysotis -Melodia .....Tirindelli
A5127 Herodiade—Vision Fugitive.....Massenet
Musica Proibita—Melodia .....Gastaldon
A5128 Il Barbiere di Siviglia—Largo al Factotum ..... Rossini
Tarantella Napoletana .....Rossini

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1166 Sons of the Brave March (Bidgood).....Band
1167 He Was a Wonderful Man (Cohan)—Soprano and Tenor Duet ....Ada Jones and Walter Van Brunt

JUST WHAT YOU ARE LOOKING FOR

No. 442, Cabinet Open, Goes with Victrola No. 12
Height 34 inches, Width 24 inches, Depth 20 inches. Mahogany
Will hold 190 12-inch Disc Records

A mahogany Cabinet that matches in style and finish the New Victrola No. 12. Get in on this and increase your Cabinet business. We have not only made the Cabinet right but the price is an eye opener. How would you like to have a beautiful catalog illustrating 96 Cabinets from $4 to $32.50 for Disc Records, Cylinder Records, Sheet Music and Piano Player Rolls.

THE THING TO DO IS WRITE.

THE UDELL WORKS,

INDIANAPOLIS, INDIANA,
—U. S. A.—

1168 Come Right In, Sit Right Down, Make Yourself at Home (Dixon)—Baritone Solo)....Arthur Collins
1169 If Tears Were Pearls (A. Von Tilzer)—Baritone Solo ....Frank C. Stanley
1170 Little Charmer (Laurendeau) — Orchestra Bells ....A. Schmehl
1171 Dublin Daisies (Wenrich)—Vocal Quartet, Male Voices ....Quartet
1172 When Other Hearts Have Closed Their Doors (Snyder)—Tenor Solo ....Harry A. Ellis
1173 American Beauties March (St. Clair)....Band
1174 But You'll Never Know 'Till You Get Married (Malloy and Brookhouse)—Baritone Solo .... Bob Roberts
1175 Baboon Bungalow (Jardon)—Baritone and Tenor Duet ....Collins and Harlan
1176 El Capitan March (Sousa) ....Band
1177 Mister Othello (Golden)—Soprano Solo.... Ada Jones
1178 Spring, Beautiful Spring—Lincke.....Orchestra
1179 The Ninety and Nine (I. D. Sankey)—Tenor Solo .... Henry Burr
1180 Suwanee Babe (Richards)—Baritone and Tenor Duet ....Stanley and Burr
1181 Das Yidische Herz (Brody) ....Minnie Epstein
1182 Rubenstein's Melody in F....Bohemian Band
1183 Blitz and Blatz's Discussion (Roberts)—Vaudeville Specialty....Duprez and Roberts
1184 Lonesome (Meyer)—Tenor Solo. Byron G. Harlan
1185 Marcia Reale Italiana—Royal Italian March .... Band
1186 Good-Night, Good-Night (Ball)—Tenor Solo. .... Henry Burr
1187 Schooldays in Truckmuck (Original)—Vaudeville ....Golden and Hughes
1188 Father Has a Tender Heart (Kerr)—Tenor Solo ....Ed. M. Favor
1189 A Georgia Barn Dance (Mills)....Band

NEW ZONOPHONE 10-INCH DOUBLE RECORD DISCS.

ZONOPHONE CONCERT BAND.

5529 (a) A Jolly Good Fellow March....Clement
(b) Top o' the Mornin' March....Kelly
5530 (a) Marche Indienne—Hindu March....Sellenick
(b) Thelma Waltz....Kiefert
5531 (a) A Georgia Barn Dance....Mills
(b) The African 400—An Educated Rag..Roberts

ZONOPHONE ORCHESTRA.

5532 (a) Birds of Love—Three-Step....Ascher
(b) Waltz-Sinnbild ....Lincke
5533 (a) Malcolm MacGregor's Collection of Virginia Reels ....
(b) Maori—A Samoan Dance....Tyers

MISCELLANEOUS INSTRUMENTAL SELECTIONS WITH ORCH. ACCOMP.

5534 (a) Sweet Violets—Intermezzo Two-Step (Powell)—Xylophone Solo....Ed King
(b) Just Noise—Two-Step (Stewart)—Banjo Solo ....Vess L. Ossman

VOCAL SELECTIONS WITH ORCH. ACCOMP.

HENRY BURR.

5535 (a) True Eyes ....Paulton
(b) Then You'll Remember Me—From "The Bohemian Girl" ....Balfe

FRANK C. STANLEY.

5536 (a) The Old Cathedral Chimes....Grey
(b) If Tears Were Pearls....A. Von Tilzer

ARTHUR COLLINS AND BYRON G. HARLAN.

5537 (a) Oh! You Loving Gal!....Drislane-Meyer
(b) Set Them Up in the Other Alley....Helf

ADA JONES AND LEN SPENCER.

5538 (a) Zeb Green's Airship—Descriptive Rube Sketch ....
(b) How Kathleen Proposed—Irish Sketch..

ADA JONES AND WALTER VAN BRUNT.

5539 (a) As In Days of Old....Coney
(b) Just We Two—From "The Candy Shop" Golden

ALICE C. STEVENSON AND FRANK C. STANLEY.

5540 (a) Recipe for Love ....Wenrich
(b) Just Because It's You....A. Von Tilzer

MISCELLANEOUS VOCAL SELECTIONS.

5541 (a) I Wish I Was in Heaven Sittin' Down (Brown) ....Arthur Collins
(b) Don't Take Me Home (H. Von Tilzer).. .... Ed. Morton
5542 (a) Jesus Saviour Pilot Me (Gould)..... Metropolitan Trio
(b) Ring the Bells of Heaven (Roof)..... Peerless Male Quartet
5543 (a) The Two Roses (Werner)..... Peerless Male Quartet
(b) Prayer, Oh! For the Happy Hour (Foster) .... Metropolitan Trio

TO HANDLE COLUMBIA BUSINESS.

The Southern Talking Machine Co., organized especially for the purpose, have taken over the Columbia Phonograph Co.'s store at Memphis, Tenn. Besides purchasing the stock, furniture and fixtures, they also placed a substantial order for new goods. They will be exclusive Columbia jobbers in contiguous parts of Tennessee, Kentucky and Mississippi. P. F. Pfiester, formerly manager of the Columbia Co., will occupy the same position in the new company.

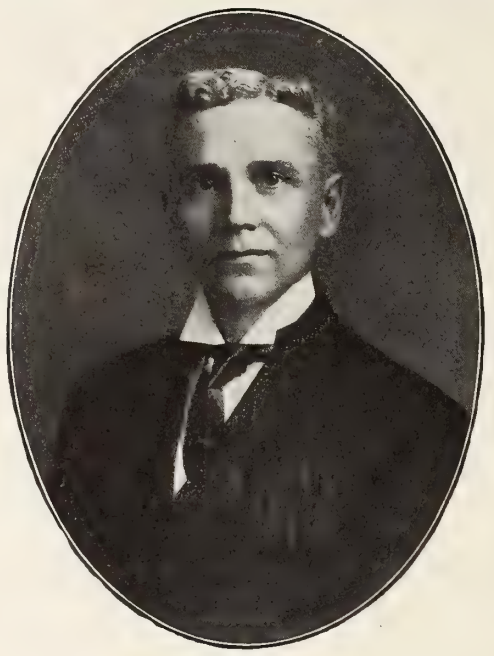
The good clerk need not worry. If he is a business producer, other store owners will be after him. He is bound to find his level.

A CHAT WITH WALTER STEVENS.

Manager of Export Department of National Phonograph Co. Holds Forth Upon the Business Outlook—The Edison Trade in Australia—Bringing Back Master Records Made in Mexico.

Recently Walter Stevens, manager of the export department of the National Phonograph Co., returned from a very enjoyable vacation. In an informal chat with The World the other day he said:

"I find everybody optimistic about the fall trade. Our export business is improving rapidly, and the indications are we will have about all we can handle during the fall and winter. We have just received a report from Australia stating that the Edison business there has been



WALTER STEVENS.

the largest in the history of our company. You know we ship by the cargo to that part of the world.

"Messrs. Werner and Lee, who have been making records in Mexico since spring, get back this week, and they bring with them a large number of the best records they ever made; in fact, they are splendid and comprise selections of the best talent, vocal and instrumental. The work of these two experts improves more and more on every visit they make to Mexico. This time it is better than ever.

"You know the Mexicans are a musical people, and great attention is given this branch of study in their educational program. Every town has its band no matter how small, with the band-stand in the most prominent spot, where crowds gather every evening to hear the playing. Not a few of the musical organizations of Mexico have a world reputation, and in point of general excellence equal our own best known bands.

"It is the ambition—and a laudable one—of every man, especially in the middle class, to become a member of the local band. It is a great distinction, as these organizations are held in high esteem and socially they have the entree and are treated royally wherever they go. It is for this reason that Mexico is a great talking machine country, and records command a large and ready sale."

REMODELED QUARTERS OPENED.

The Columbia Co. Open Their Handsome Establishment in Philadelphia With Thos. K. Henderson in Charge—To Conduct Active Campaign for Fall Business in This Section.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 30, 1909.

To-day the renovated, remodeled and redecorated and refurnished quarters of the Columbia Phonograph Co., 1109 Chestnut street, were reopened with Thomas K. Henderson, well known in the music roll business and more particularly from his connection as a traveler on the Columbia wholesale force out of headquarters in New York, as manager. He succeeds J. A. Gouldrup, who takes up other duties elsewhere in the company's service. Mr. Henderson, who will hereafter make Philadelphia his permanent home, has had the premises rearranged with a direct view of carrying ample stock for supplying dealers in his territory.

In fact, Philadelphia will be the distributing point for the trade of eastern Pennsylvania, and therefore particular attention was paid to providing facilities for this purpose, and the place is considered one of the best appointed in this respect in the country.

A POTENT RAINMAKER

Is Thos. A. Edison According to the Truthful Scribes of Winsted, Conn.

Thomas A. Edison had occasion to visit Winsted, Conn., the other day, and the moment he struck the town there burst upon the place the worst electrical storm known in that section during the summer. A dispatch which tells the story says: "For several weeks every one here had hoped and prayed for rain. It remained for Mr. Edison to break the drouth, and his entry into Winsted was a signal for a heavy downpour, accompanied by vivid flashes of lightning and terrific thunderclaps." Of course the simultaneous arrival of Mr. Edison and the storm was a mere coincidence, one having nothing to do with the other. But the humorists will have their joke and the great inventor will be hailed as a potent rainmaker. And in a less enlightened and more superstitious age there is no doubt that such an incident would have clinched a man's reputation as a worker of wonders.

YOUR HARDEST COMPETITOR.

Your hardest competitor is not the man who undersells you, nor is he the man who underbuys you. But he may do both of these. The competitor you need most to fear is the man who uses brain plus energy plus system to keep things moving all along the line—always. Competition is no longer so much a matter of price as it is a matter of brains.

The slovenly show window has a hammer out all the time for the store; it will knock any business.

It does not benefit a clerk to bewail the fact that his employer is not as energetic as his competitor; that he does not carry so good a line as his trade opponents. The clerk must succeed, regardless of disadvantages in his support. He must do the best he can with the tools that are supplied him. He can't build his own trade with the other man's goods.

The proof of the ad. is in the pullin'.

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square.

THE MUNSON FOLDING HORN

Greatly improves the tone of the records and means increased record sales. Retails $7.00

Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

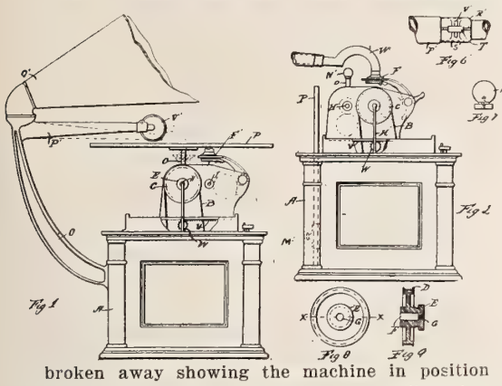
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Sept. 10, 1909.

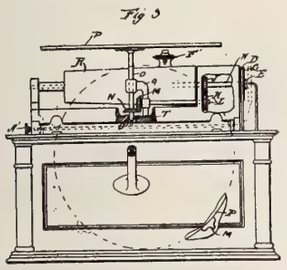
TALKING MACHINE. Fred Shaffer, Vandergrift, Pa. Patent No. 929,505.

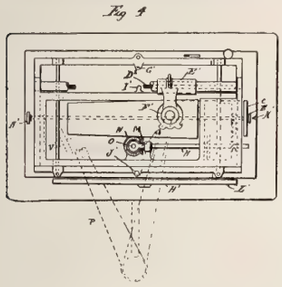
This invention relates to an exceedingly simple and effective device whereby either disc or cylinder records may be used upon the same machine.

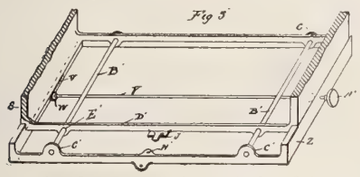
Fig. 1 is an end view, parts thereof being



broken away showing the machine in position for playing disc records. Fig. 2, a similar view showing the machine in position for playing cylinder records. Fig. 3, a rear view of Fig. 1, parts of the machine being broken away to more clearly show the operating parts. Fig. 4, a plan view showing the arm carrying the reproducer in dotted lines. Fig. 5, an enlarged perspective view of the frames showing the shifting mechanism. Fig. 6, a view in elevation of the clamp for adjusting the disc reproducer to the tapering arm of the horn. Fig. 7, a view in elevation of a knob or shield to be placed at the end of the disc or cylinder

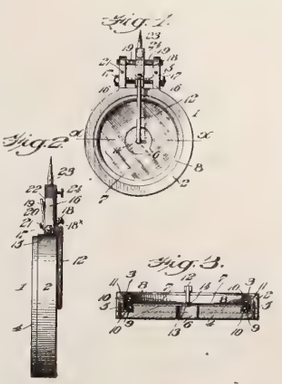






shaft. Fig. 8, a face view of the drive pulley, and Fig. 9, a section at the line X—X of Fig. 8.

SOUND BOX FOR RECORDING AND REPRODUCING MACHINES. William W. Zackey, Philadelphia, Pa., assignor of forty-nine one-hundredths to Chas. B. Hewitt, Burlington, N. J. Patetn No. 930,715.

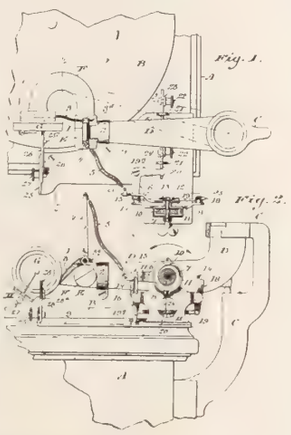


In sound boxes for recording and reproducing machines, as heretofore constructed, the regulation and control of the vibrating member or diaphragm has not been such as to insure the production of the clearest, purest tones and the reproduction of perfect articulation and the like, while at the same time maintaining a desirable volume of sound. Even a near approach to a pure tone has only been accomplished by sacrificing sound volume and vice versa.

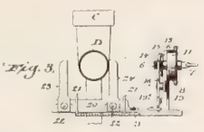
In the present invention there has been devised a novel stylus supporting means and diaphragm securing devices whereby tone volume and tone quality have a direct relation one to the other and in which the stylus and its adjuncts may be manipulated as desired for a minimum or maximum volume while the tone quality is appreciably affected.

PHONOGRAPH. John C. Nernberg, Athens, Wis., assignor of one-half to Claude F. Hamilton, same place. Patent No. 930,683.

The object of this invention is to provide a simple and effective repeating attachment for disc phonographs, its construction and arrangement being such that when the swinging-arm of a phongraph has completed its travel in the reproduction of a record, the said arm is lifted by the repeating device, returned to the starting point upon the record, and then gently lowered in such a manner that the pin is set upon the record without causing any damage to the same.



In the drawings Fig. 1 represents a plan view of a fragment of a disc phonograph having attached thereto a repeating device embodying the features of this invention, parts being broken away and parts in section to better illustrate the details; Fig. 2, an elevation of the same with parts broken away and other parts in section to more clearly show the structural details; Fig. 3, a detail sectional view of the apparatus, the section being indicated by line 3—3 of



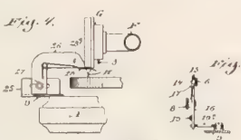


Fig. 1; Fig. 4, a detail cross-section of the apparatus, as indicated by line 4—4 of Fig. 1; Fig. 5, a detail sectional view as indicated by line 5—5, showing an elevation of the repeater, motor and connected mechanism, and Fig. 6, a detail sectional view, as indicated by line 6—6 of the preceding figure.

FEEDING DEVICE AND BRAKE FOR SOUND-REPRODUCING MACHINES. Frederick Sheppy, Chicago, Ill., assignor by mesne assignments to Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa. Patent No. 929 253.

The chief objects of this invention are to provide a brake for talking machines that will automatically stop the record movement by frictional contact of the brake member therewith at the termination of the sound reproduction; to provide an automatic record brake for talking machines that can be readily attached to the instrument without disfiguring the casing or marring the finish in any way, and to produce an effective automatic brake for the purpose stated that is so designed that it will be equally effective when applied to instruments of different sizes.

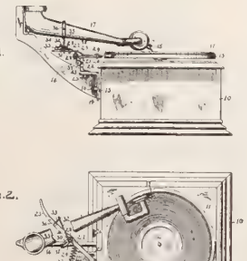
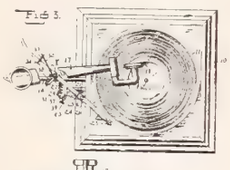
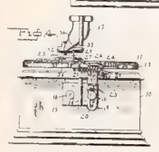


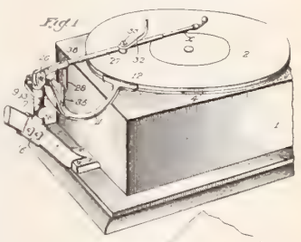
Fig. 1 is a side elevation of a talking machine with improved automatic brake attached thereto; Fig. 2 is a plan view with a portion of the swinging arm broken away to disclose the parts of the mechanism beneath; Fig. 3 is a plan view showing the brake-shoe in engagement with the periphery of the record disc, the stylus having been disengaged from the record groove; Fig. 4 is a front view of a sound-reproducing instrument showing method of attaching the automatic brake, and Fig. 5 is a perspective view of the clip for supporting the brake lever.

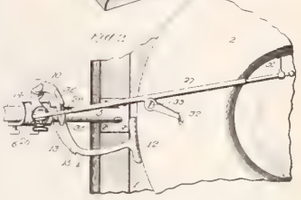




BRAKE MECHANISM FOR TALKING MACHINES. Guadelupe Buelna and Arthur E. Burson, Santa Barbara, Cal. Patent No. 930,038.

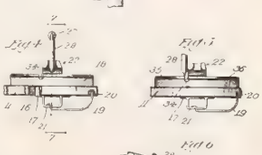
One of the objects of this invention is to provide an automatic braking mechanism for disc talking machines, which is actuable by the movement of the sound box carrier arm instantaneously upon contact, thereby to avoid destruction of the stylus by continued rotation of the disc, and all possible damage liable to be occasioned by the stylus following the path of the waves on the inside of the record, which waves or indentions are usually rough and coarse.





Another object of this invention is to eliminate all mechanism hitherto employed for this purpose for elevating the sound-box immediately upon the completion of the reproduction of a record, and to cause the brake to act on the rotating disc carrier synchronously with the completion of the travel of the stylus in the sound waves of the disc.

In the drawings Fig. 1 is a perspective view of this invention applied to a talking machine. Fig 2 is a fragmentary top plan view. Fig. 3 is a fragmentary detail showing the adjustable slide and spring for preventing same from slipping. Fig. 4 is a fragmentary detail partly in section showing the brake releasing stud in the guide preparatory to setting the same for actuation.



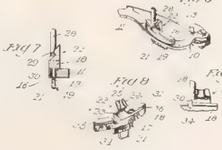
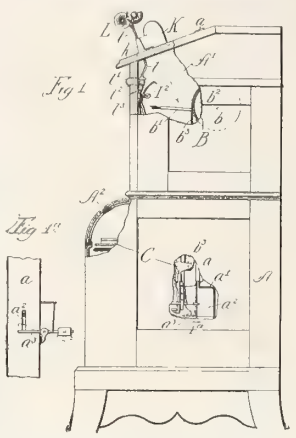


Fig. 5 is a similar view showing the position of the brake releasing stud after actuation by the sound box carrier arm. Fig. 6 is a fragmentary perspective showing the brake actuating spring and the position of the brake releasing stud after the brake has been thrown. Fig. 7 is a fragmentary vertical section on lines 7—7, Fig. 4. Fig. 8 is a perspective detail of the adjustable slide, and Fig. 9 is a fragmentary detail showing the position of the brake releasing stud preparatory to releasing the brake.

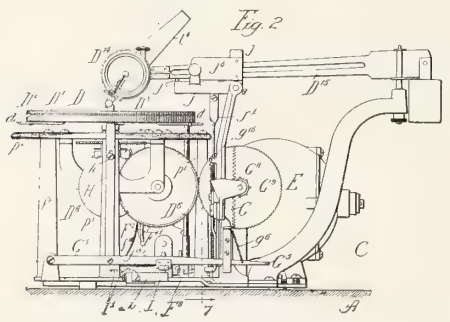
PHONOGRAPH MACHINE. Herbert S. Mills, Chicago, Ill. Patent No. 929,775.

The primary object is to provide a machine wherein provision is made for winding the spring which serves to actuate the record of a phonograph by means of a motor which will operate for a predetermined period of time, when set in motion, thereby to give to the spring serving to actuate the record a predetermined tension.

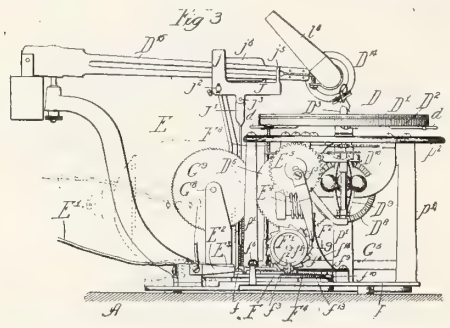


In the accompanying drawings this invention is shown embodied in a combined picture-exhibiting and phonograph machine, the phonograph being of a well-known type employing a disc form record.

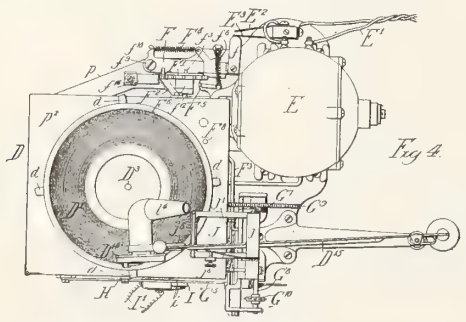
In the drawings Fig. 1 represents a side eletional view of an improved machine, portions of



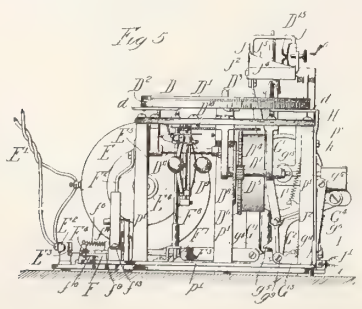
the casing being broken away to expose a part of the picture-exhibiting device and portions of the phonograph; Fig. 1a, a detail of a vibrative counteracting device employed in connection with



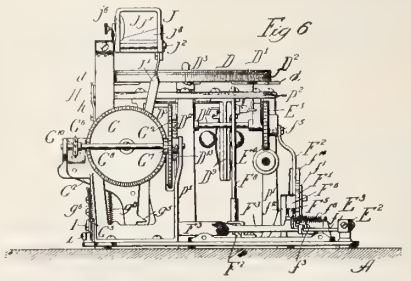
a stop-actuating lever, which lever may be actuated by a coin or in any other suitable way; Fig. 2, a side elevational view of the phonograph and the mechanism connected therewith, shown



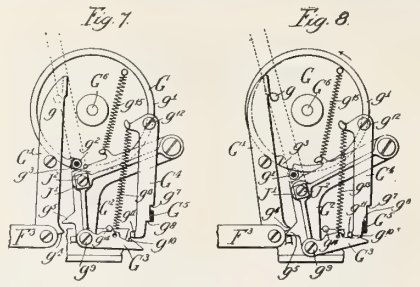
as removed from the casing; Fig. 3, a reverse side elevational view of the same; Fig. 4, a plan view of the same; Fig. 5, a front view of the same; Fig. 6, a rear view of the same; Fig. 7, a broken section taken as indicated



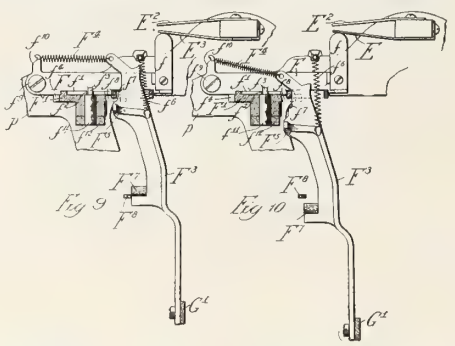
at line 7 of Fig. 2, showing a controlling wheel which serves to control the circuit of the electric motor shown and the stop-actuating lever mentioned, said view showing also the operative parts



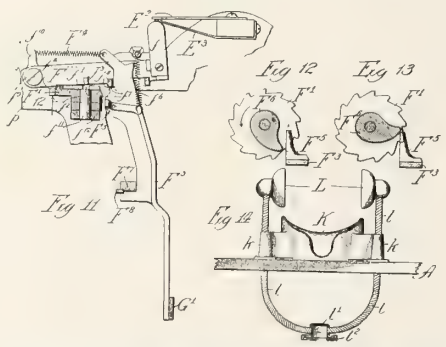
adjacent to said wheel; Fig. 8, a similar view showing a different position of the parts; Fig. 9, a broken sectional view taken as indicated at line 9 of Fig. 3 and showing the construction at



and adjacent to the contacts of the motor circuit; Fig. 10, a similar view showing the parts in a different position; Fig. 11, a similar view showing the parts in still another position; Fig. 12, a



broken section taken as indicated at line 12 of Fig. 11; Fig. 13, a similar view showing the parts in a different position; Fig. 14, a detail of the eye and ear pieces of the machine; Fig. 15, a bottom



plan view of the record-carrying disc showing the yielding stops thereon adapted to engage with the stop actuated by the lever mentioned above; Fig. 16, a detail of the record-actuating shaft;

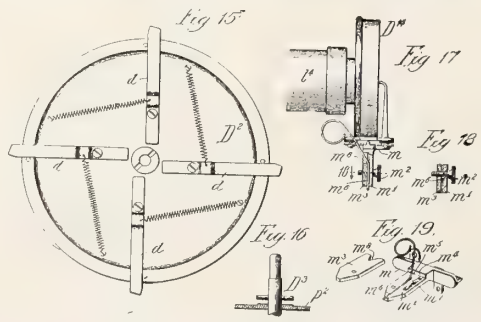
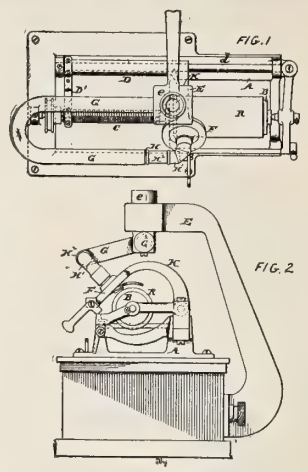


Fig. 17, a broken sectional view showing a detail of the phonograph stylus, the section being taken as indicated at line 17 of Fig. 2; Fig. 18, a section taken as indicated at line 18 of Fig. 17, and Fig. 19, a perspective view of the stylus-holder with the clamping-jaws thereof separated.

SOUND-REPRODUCING MACHINE. Morris Keen, Philadelphia, Pa. Patent No. 929,859.

The object of the invention is to provide a sound-reproducing machine of the phonograph type, which means whereby the sound box or reproducing head may travel longitudinally over the length of the record cylinder and at the same time the distribution of the sound be made by a horn supported in a fixed position, the result being that the weight of the horn is not carried to any extent by the sound box carriage and does not interfere in any way with the operation of the reproducing apparatus. By supporting the horn separately in a machine of this class it may be adjusted at any angle or position. The weight of the horn being removed from the sound box carriage, the latter travels more smoothly and with less power. The adjustment of the machine is more easily effected and in general the apparatus is more stable and easily manipulated.



This invention consists in providing a stationary bracket or arm wholly supporting the horn and combining therewith an adjustable tubular connection between the traveling sound box and the stationary bracket for transmitting the air vibrations to the fixed horn when embodying the general features of construction.

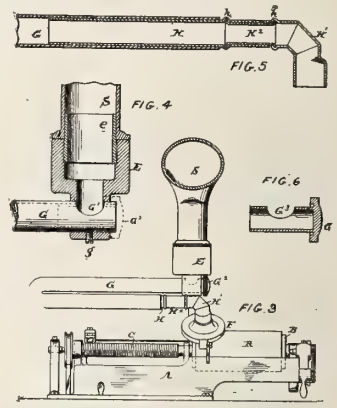
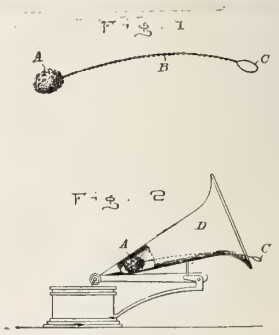


Fig. 1 is a plan view of a sound-reproducing machine embodying this invention; Fig. 2 is an end elevation; Fig. 3 is a front elevation; Fig. 4 is a sectional view showing the connection of the adjustable tubular arm and bracket; Fig. 5 is a sectional view of the adjustable tubular connection or arm, and Fig. 6 is a cross-section of the plug for adjusting the sound opening to the horn.

SOUND MODIFIER FOR PHONOGRAPHS. James Pearson, Denton, Neb. Patent No. 929,482.

This invention relates to certain new and useful improvement in sound modifiers or mufflers, more especially for use with phonographs, graphophones and the like. It has for its object more particularly to simplify construction, to facilitate the application of the instrument for use and provide for the ready and effective retention thereof in position when so applied.



In the accompanying drawing embodying the invention Fig 1 is a perspective view thereof. Fig. 2 is a view in elevation of an instrument of the sound-producing type termed the graphophone, including its horn or megaphone, having the invention applied thereto.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,200.

This invention relates to a phonograph having interchangeable means for changing the relative speed of the feed screw with respect to the mandrel in a definite ratio so as to adapt the phono-

graph, when provided with the ordinary sound box carrier driven from the feed screw in the usual manner, to operate upon phonograph sound records having either one hundred or two hundred threads to the inch, or sound records bearing any other definite relation to each other as regards the pitch thereof.

It comprises improved means for gearing together the mandrel and feed screw shaft, so that the relative speeds thereof may be varied by a very simple change of gearing, the change gearing being added to the frame of an existing phonograph adapted to operate upon records having one hundred threads to the inch or any other single definite gear ratio between the mandrel and the feed screw shaft, the frame and other existing elements of the existing machine being changed by this invention as little as possible.

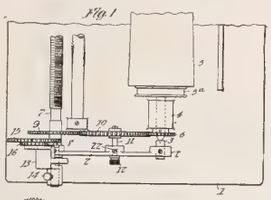


Fig. 1

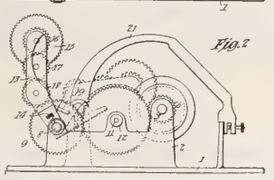


Fig. 2

Fig. 1 is a plan view of a phonograph of well-known form to which the invention is applied and Fig. 2 is an end elevation of the same.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,201.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of

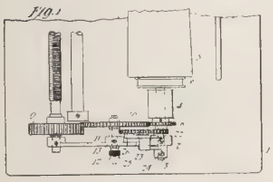


Fig. 1

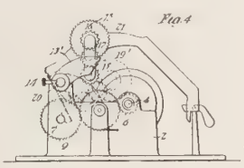


Fig. 4

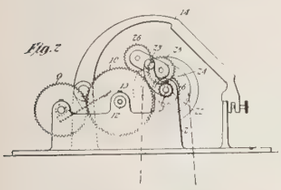


Fig. 2

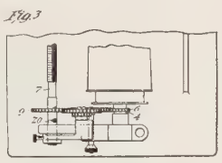


Fig. 3

the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriages will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the feed screw may be driven at one-half the speed at which it has been heretofore driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.

Fig. 1 is a plan view showing a portion of a phonograph constructed in accordance with this invention; Fig. 2 is a side elevation of the same, and Figs. 3 and 4 are similar views illustrating a modification.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 932,202.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage, to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface.

For its object the provision of interchangeable means of this character which comprises an extra or auxiliary feed screw which may be readily applied to the present type of phonograph, and means which may also be readily applied, whereby the sound box carriage may be operatively connected with each of the feed screws and fed at either of the desired speeds, and by which the operative connection of the traveling carriage may be readily shifted from one feed screw to the other, indicating means being preferably provided in connection with the means for shifting the said connection for indicating the rate at which the carriage is being fed, or, in other words, the type of record with which the phonograph is operative in either of the positions which the said shifting means occupies.

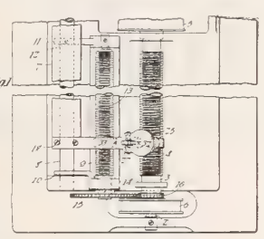


Fig. 1

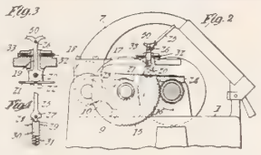


Fig. 3

Fig. 2

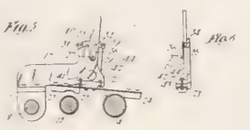


Fig. 3

Fig. 6

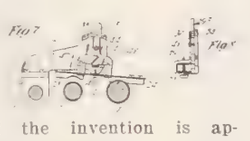


Fig. 7

Fig. 8

Fig. 1 is a plan view of a portion of a phonograph to which one form of the invention is applied; Fig. 2 is an end view of the same, partly in section; Fig. 3 is a detail side view of a portion of the mechanism for shifting the operative connection of the traveling carriage from one feed screw to the other; Fig. 4 is a similar view showing another detail of said mechanism; Figs. 5 and 6 are side and edge views of a modified form of operating connection between the traveling carriage and the two feed screws, and Figs. 7 and 8 are views of another modification.

TALKING MACHINE. Alfred Keller, Ste. Croix, Switzerland, assignor to Mermod Frères, same place. Patent No. 930,294.

This invention relates to improvements in talking machines, and has particular reference to the producing and magnifying mechanism. Certain features of construction, notably the clutch feeding mechanism, are from a broad standpoint disclosed in prior application, Serial No. 395,945, and is broadly claimed therein.

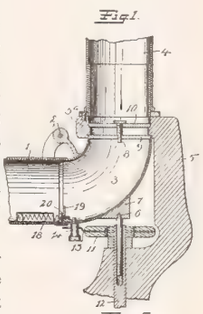


Fig. 1.

Fig. 5.

Fig. 1 is a vertical section of a portion of the sound arm and support therefor; Fig. 2 is a plan view of the sound arm and sound box or reproducer; Fig. 3 is a plan view of

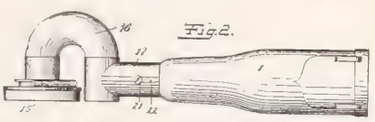


Fig. 2.

Fig. 3.

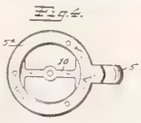


Fig. 4.

certain features of construction; Fig. 4 is a plan view of certain other features of construction; Fig. 5 is a plan view of the friction clutch.

One of our facetious contemporaries has prescribed the following recipe for Irene Raymond, the vaudeville artist, and it doubtless could be taken with material benefit by a number of others in the same line of work: "Swallow one Caruso phonograph record three times a day, before and after meals. If she'd try this for twenty-three years, seven months and three seconds, perhaps by that time there'll be a slight improvement noticed in Irene's vocal accomplishments, which now resemble a guttural fox horn note and a bellow of a lion combined."

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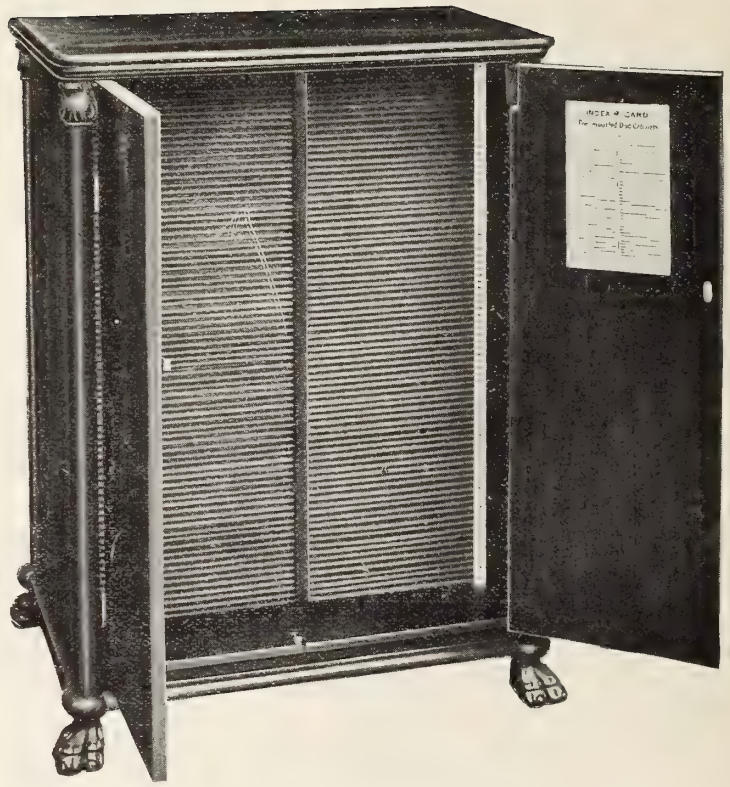

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54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

Try Our Hurry-Up Service

on VICTOR, EDISON and REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE RETAIL
941 MARKET STREET
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

FINCH & HAHN,
Albany. Troy. Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

C. B. HAYNES & CO.
EDISON JOBBERS
ALL SUPPLIES
603 East Main St., Richmond, Va.

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.
Jobbers of
EDISONS AND VICTORS

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

Exclusive Columbia Jobbers

¶ Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and RECORDS Wholesale and Retail
Largest Stock in the South

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned. : : :

KIRK, GEARY & CO.
SACRAMENTO, CAL.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah

Send your orders to us and you are always sure of quick action. We are

Exclusive Columbia Jobbers

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

EXCLUSIVE JOBBERS
for
Columbia Graphophones and Records
Orders filled the day they are received. Complete stock.
If it's in the catalogue, *we have it.*
Maine Phonograph Company
Portland, Maine
Controlling State of Maine and portion of New Hampshire

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

COLUMBIA JOBBERS

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

The TALKING MACHINE WORLD

AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, SEPTEMBER 15, 1909

CREDIT IS CAPITAL.

A Good Name That Will Command Credit Is Oftentimes Better Than Unlimited Funds When Starting a Business—Some Pointers That Talking Machine Men Should Bear in Mind When Thinking of Expanding.

A business man who is now getting along very nicely was telling about the uphill fight he had because of the fact that he started with so little capital.

"How much did you have?" he was asked, and the man replied, "A thousand dollars."

He meant a thousand dollars in money, but a little further questioning revealed the fact that he had been able to get credit for two thousand dollars' worth of goods right at the start.

"Well," said a listener, "then you started on three thousand dollars capital, of which you furnished one-third and other people furnished two-thirds. The chances are that the other people never stopped to consider that they were furnishing you two-thirds of your capital, just as you have never been able to see it in that light. But they were. And there are thousands of people in business who don't realize that what they consider their capital is really a very small part of it.

The man with a new device believes it is good and that people will want it. They undoubtedly will want it after he tells them what he has and after he has sold some. But before any profit can be made good will must be established, and the only way to establish good will is by spending money.

The same is true of a new store. The man who starts it may have figured correctly in sizing up the location and the field. There may be an urgent need for a new store on his particular corner and there may be grave faults in the methods of older houses with which he will compete, but if the man thinks that the first day's sales will establish the store on a paying basis he has missed his guess.

Probably the solution lies in the increasing knowledge of scientific credit making. The time will never come when a great part of all business done will not be on capital furnished by others. As long as one business allows another to purchase without paying on the spot, then the first business will be supplying the second one with capital.

But it may be that if firms generally realized what a credit obligation actually means they would be more careful about incurring them.

Obtaining credit simply means that you are using another man's money. The man who sells you goods on credit is as truly supplying you with capital as is the bank that advances you money, and you are as morally bound to consider well his chances of obtaining repayment as you are to ponder carefully when you think of incurring an obligation at the bank.

There is altogether too much bankruptcy and receivership business in this country. And if, as Bradstreet points out, only eighteen failures out of every thousand are due to competition. 342 out of every thousand are due to so-called lack of capital is entirely too many.

It means that too many people are ready to take a chance on capital that somebody else furnishes. A large part of those 4,788 failures were simple gambles.

PROTECTING FILM MAKERS.

Judge Chatfield's Famous Decision Refers to Films and the Practice of Duplicating Them—A Lucid and Convincing Statement.

It is hard to realize the far-reaching effects of the decision handed down by Judge Chatfield in the United States Court in the Eastern District of New York on August 7th regarding the "dubbing" of talking machine records. The decision establishes a precedence in all lines where unfair business competition is a factor.

One trade affected by this decision is that embracing the manufacture of moving picture films. It has been the practice where one concern has made films at great expense for other smaller companies to duplicate that film simply at the cost of the actual photographic work and offer it on the market at reduced prices. The Judge in his decision had the following to say regarding this practice:

"Reference has been made to the rights of a photographer who should make a film for moving pictures of some historical or unique occasion and should sell the film to parties who should reproduce it in a moving picture machine. Other parties might make pictures from the film, or from the exposures, and a question in some respects similar to the present might be involved."

The Judge broadly sustains the contention that, quite aside from patents, trade marks and copyrights, but under the doctrine of unfair competition, the incorporeal and intangible rights arising out of a lawful business will be protected by a court of equity from unlawful use and appropriation by those who seek to profit by the original labor and legitimate investment of others.

ROLLER SKATES IN ENGLAND.

Craze Still at Top Notch and Busy Winter Looked for—Skating Growing in Popularity on the Continent.

The roller-skate craze that recently took possession of all England has by no means subsided. Skating on the little wheels has been sustained throughout the summer months this year almost for the first time.

Outdoor skating when weather permitted has been indulged in, and several temporary summer buildings were put up in popular seaside resorts, so that those who had become enthusiastic skaters on rollers during the winter might continue to enjoy the sport during the summer months. Everything points to the fact that there will be a great revival in October, when the winter rinks will again be thrown open to the public.

The continental cities, too, are now falling under the influence of the spell. An immense Moorish Palace is just being erected near Holland Park, in the western district of London, at a cost of £15,000, and as an evidence of the widespread interest in roller skating, it is stated that a special room is to be set apart for business men, where typewriting can be done and letters written. One manager says that he had placed orders for 33,000 skates, and that shortly his rinking equipment would amount to 135,000 pairs.

UNLABELED IMPORTS HELD UP.

Fail to Comply With New Tariff Law—Customs Business Growing.

As the result of the stringent provisions of Section 7 of the new tariff law regarding the labeling of merchandise of foreign origin, many importations, aggregating hundreds of thousands of dollars, are detained in the Seizure Room at the Appraiser's Warehouse, awaiting compliance with the revenue act.

It is said that the failure of the exporters on the other side to comply literally with the labeling provision of the law is due to the fact that copies of the tariff act have scarcely had time to be copied into the various foreign languages and generally distributed abroad.

Importations under the new tariff are increasing rapidly, according to a statement issued yesterday by George W. Wanamaker, Appraiser of the Port. The Appraiser's report, which is for August, shows that the total appraised value of foreign merchandise entered at this port last month aggregated $74,477,521, compared with $53,061,629 the same month one year ago.

REGISTRY SLOT MACHINE.

Paris Has One Which Registers Letters—You Drop in Five Cents.

The French Government has just introduced for use an ingenious automatic device for registering letters. The letter is dropped into a box and a nickel piece, purchasable for 5 cents, placed in the slot. The crank is turned, a numbered receipt falls out and the corresponding number is stamped on the letter.

The ingenious feature of the machine is the device for preventing the use of any except the nickel coin. This is accomplished by means of a magnet which attracts only iron and nickel, the latter very feebly. But the slight attraction of the nickel is neatly calculated, and as the coin falls the attraction is just sufficient to retard it and makes it fall into the pocket which operates the mechanism. An iron piece, on the other hand, would be strongly attracted, miss the pocket and be ejected. All other coins are also ejected.

If your business is rightly planned you have no competitors.

Your business is the trade you earn, and from that viewpoint no one can take it away from you.

But some people try to get business without earning it.

They are troubled with competitors and about everything else on earth.—Seth Brown.

The TALKING MACHINE AND NOVELTY NEWS WORLD

THE SIDE LINE SECTION

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NEW YORK, SEPTEMBER 15, 1909

IMAGINATION IN BUSINESS.

As Valuable if Not as Essential as Any Other Art Employed in the Process of Winning Success in the Commercial Field.

L. F. Leland, who is the author of a number of interesting talks on business subjects, is a great believer in the value of imagination in business. He said recently: "I believe that imagination is as valuable—I do not say as essential, but as valuable—in the management of trade as in any of the arts. It is as valuable, it is as applicable, and with the single exception of the art of literature it is as essential.

"Imagination, then, is the ability, upon seeing any object, to construct around that object its probable or possible environment; thus, apprehending any force, to realize what produced it and what it will produce. The man of imagination writes a drama. His dramatic instinct apprehends the power of contrasts; he constructs a plot he realizes what each person will do and why he will do it. His characters take possession of his will; they act out their own destiny—often against their author's own desire. He relates it all together.

"It must be remembered always that it is not the price of an article which is important, but the *reason* for the price. This is one of the backbone truths of merchandising, and when once a seller gets a firm hold of this fact and is able to apply it in its highest efficiency he can almost devastate the trade. I have seen on more than one ocasion the delight with which a retail advertiser first clearly grasps this idea. We can detect something of it in one of the illustrations just used; but now what is the reason which underlies this law? Is it not this: That the argument for the price is the imaginative part of the transaction; the price itself is absolutely unimaginative. Admit that the reason for the price is an important thing in the transaction, and that a high price with a good reason will sell more goods than a low price with a poor reason, and it is only reaffirming, in another form, the potentiality of the imagination in business.

"The bankrupt stock, the fire sale, the manufacturer's remnants, the annual clearance, the removal sale, the dissolution-of-partnership sale—what are these, and many more, but arguments for the price? And note this one point: that without the argument the price is powerless. Reduce your fur-lined overcoats from $100 to $60, and your liberal discount attracts little attention. Why? Because there is no reasonable explanation for the reduction. Why should you present overcoats to the public? But announce that, owing to an expiration of your lease and the imperative command that you vacate your present store within two weeks, you will reduce the price of your fur-lined overcoats from $100 to $80, and you may sell easily all you have to offer."

IT PAYS TO DO A GOOD DAY'S WORK.

When we have done a good day's work we are satisfied and at peace with the world and ourselves, no matter how tired we may be; but when we have shirked we are ill at ease, says J. E. Clark. Even if we promise ourselves that we will do better to-morrow, we are still troubled. Why? Because somewhere deep down in our hearts we know that we have lost a part of the day—let run to waste some of the stream of gold—and, of course, that is forever gone. When we have so worked that we can go to our resting places at night with a feeling that we have done not only enough to escape censure from our superiors in office, but that we have done an honest day's work at our appointed tasks, and that we have besides made good use of our spare moments in learning something which shall advance us, we gain trebly. We gain the immediate profit, the future profit and the better strength for to-morrow.

IMPROVING THE POST CARD.

The Government Promises a Much Needed Improvement in Style and Quality of the New Post Cards—Some Reflections on the Present Popularity of Post Cards and Which Has Been Brought About Largely Through Their Use for Illustrative Purpose.

We are now to have a trifle of three billion and a half new postal cards for circulation in the next four years, and it is promised that they will be of lighter weight and also stronger, with a better surface for writing with pen and ink than the cards now in use. The post cards made by the Government are probably more largely used in business than for private correspondence. A prejudice against conducting social correspondence by means of one-cent cards, always open to the inspection of the rural Postmaster or mistress and their folks, or the hotel clerk and the hotel telephone girl in her few moments of occasional leisure, still exists, though not so strongly, we infer, as in the day of their origin. The postal card has grown into social use with the decay of old-fashioned manners. It represents the limit of informality, as well as of cheapness, in letter writing. It is safe to say, in these days, that nearly everybody uses the cards more or less in his private correspondence, though comparatively few spread forth intimate facts of family doings upon them for the enlightenment of strangers. There is still a suspicion of rudeness, however, in the purely social use of the postal card, though the intemperate use of the telephone to ask questions which might as well be asked politely and informally by mail, to "call up" somebody whom you have no right whatever to "call up," is much more reprehensible.

Probably the picture post cards, with which the whole world is now flooded, commercial, not Governmental articles, with a blank space marked to receive the postage stamp, have served to bring the regular postal card more into private use. If a friend sends you a card bearing a picture of the Lover's Leap or the Devil's Bridge contiguous to the summer resort at which he is stopping, asking, in the small space reserved upon it for writing, about your health, it is surely permissible, if not the very best form, to reply on a regular postal card that you are well and hope he is the same. As for the value of the Government's postal card in business, it is not to be disputed.

FARM IN MOVING PICTURES.

Uncle Sam to Give Exhibitions at State Fairs.

(Special to The Talking Machine World.)

Washington, Sept. 4, 1909.

Moving pictures for the farmers are the latest development in the exploitation of the work of the Agricultural Department. The success which has attended the extension of the nickelodeon business throughout the country has induced Uncle Sam to embark in this enterprise on his own account. A score or more of films have been sent to Minneapolis to be exhibited at the Minnesota State Fair next week. The pictures show ploughing, sowing, cultivating and harvesting of the cereal crops, the manufacture of butter and cheese, fruit culture and other branches of modern agricultural industry.

If successful, the Minneapolis exhibition will be repeated at other State fairs throughout the country under the auspices of the department. Assistant Secretary of Agriculture Willet M. Hayes will superintend the initial exhibition. He will have with him several assistants from the department, who will operate the machine and explain the pictures.

ANALYZING A PROPOSITION.

Best Method Is to Let the Other Man Do the Talking—Easier to Break Up an Argument Than to Make One.

No general rule in regard to the consideration of important business problems has been of greater service to me than that which may be tersely stated in the words, "Let the other man do the talking." The soundness of this maxim has been so conclusively demonstrated, so far as my own experience goes, that I do not hesitate invariably to adhere to it and to urge it as a cardinal rule that will serve on all occasions. The logic of this procedure is apparent when it is remembered that every man who is charged with the responsibility of presenting an important business proposition goes to his task prepared to answer questions and objections which the man with whom he desires to treat is most likely to offer. I doubt if there is an exception to this rule. "What questions will he ask me and what objections will he raise?" furnishes the groundwork for the preparation which every man makes for the presentation of a business proposal to the man he hopes to interest. When these questions are brought forward he is ready to answer them; by asking the questions naturally suggested by his statements you are playing directly into his hands and are doing precisely what he desires you to do—carrying out the line of campaign which he has devised. He is ready to meet you at every point with the answers and arguments carefully prearranged and best calculated to win success for his cause.

But what is the result if you place the burden of conversation on him, force him to do the talking and fail to come forward with the questions which he has prepared himself to answer? Simply this: He is thrown off from his predetermined line of attack. This naturally disconcerts him and he finds himself obliged to adopt a new line of campaign. So long as you are attentive to his arguments he must keep on presenting them until he has literally "talked himself out." In the course of this process he is bound, sooner or later, to drop a word here and there which will give you the clew to his motives and aims and which will place in your hands the possibility of getting to the bottom of the subject.

F. H. Parsons.

BUSINESS TROUBLES.

Post Card Importing Company Among Those Put Into Bankruptcy.

A petition in bankruptcy has been filed against the H. Hagemeister Co., importer of post cards at 41 and 43 Warren street. It was alleged that on August 31 the board of directors admitted in writing inability to pay debts and willingness to be adjudged bankrupt. The company was incorporated on April 17, 1907, with a capital stock of $25,000, Hans Hagemeister president and treasurer and Paul Fischer secretary. President Hagemeister went to Europe about a month ago to ask some of the creditors there for a three months' extension on acceptances due in October.

HORSMAN CO.'S BIG SELLERS.

The firm of E. I. Horsman Co., of 365 Broadway, New York, seem to be always in the field with a "big seller." Just at present they are working overtime in an effort to keep up with their orders on the "Billiken Doll," a fuzzy creature with arms and legs that is smiling his way into hundreds of homes weekly. The Billiken doll allows the retailer quite a handsome profit and will prove a ready seller.

"The greatest specialty ever carried by a retail store"—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor.

The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—***the blades are fine.*** Prices, $5.00 to $7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

BEST TO BUY GOODS THAT SELL.

Some Pointers Worthy of Consideration by Dealers Stocking Up on Side Lines—Rules Which Should be Followed in Order to Secure Success—Some Advice from an Expert.

The first and last consideration in buying should be this: "Goods are bought to sell again." Obvious as this truism is, there are many men who should stick a pin in it, and keep it there, until the lesson it contains is thoroughly learned. Many a promising business has been ruined at the start by over buying in what may be called the rubbish market. Hence the conundrum: "When is price not the price?" Answer: "When the goods don't sell, and the price shows no profit."

The fact is, unless goods can be disposed of they are dear at any price. They lock up capital, they take up space, and they need attention, which is another word for time, which in its turn again represents money. Here are three losses—money, space and time—and nothing to show for them by way of compensation beyond the glitter of a false and deluding so-called cheapness.

The dealer should only purchase what he is confident he can dispose of at a fair and adequate profit, and that within a measurable space of time. Attention to this point will save lots of trouble, and many a heartache.

The first thing to be thought of before making any purchase, should be the demand for the particular line or article in question. If the demand be known, so much the better. If the demand be probable, figure on the probability but do not give any large order upon a chance, no matter how excellent.

A dealer has constantly to take a risk in his business. This is nothing more than enterprise, without which nothing substantial can be achieved, but the risk should be understood, and strictly limited. Nothing will more quickly cripple a house, and bring gray hairs to a merchant's head, than to load up heavily with unsalable stock.

A dealer can always handle to advantage goods for which there is a steady call, and even if he does occasionally go beyond the market in making his purchases, there is no particular cause for him to worry so far as this kind of goods is concerned, for the demand is there, though the dealer has for a time unduly anticipated it. Still even in regard to staple goods, it is always best to buy at frequent intervals, so far as it can be done economically.

Stock is bound, however well kept, to tarnish and lose something of its pristine freshness with the lapse of time. So long as all lines are properly represented, and there is enough on hand to make the right kind of showing and to meet the live demands of the business, there is really no valid reason for carrying excessive stock in any department. Nor is it really to the interest of the honest manufacturer that the dealer should do so, for as between two makes, it is easy to see that, other things being equal, the fresher will always have the preference with the average customer. The manufacturer who systematically seeks, either through the office or by the aid of too plausible salesmen, to unload in excess of his requirements upon the dealer, may make a splurge for a year or two, but he will not last much beyond that. The overloaded shelves that carry his depreciated and depreciating lines in innumerable stores will as surely weigh him down as they already do the unfortunate dealers who, in a fatal moment, overstocked with his goods, to their sorrow.

The old moral as to "the contented customer" nowhere applies more forcibly than as between wholesaler and retailer. These men are trading every day of their lives, and here permanent relations are above all things else the most desired.

Never let the dealer unduly enlarge his order, with the idea that he will thereby improve his position with the wholesaler. He is doing nothing of the kind. The business that the manufacturer most appreciates is that which comes to him from the shrewd dealer, who figures out everything and declines to be stampeded.

The leading specialties should be handled in a broad-gauged way. The fact that a dealer keeps a long list of specialties makes his store known, and in the best kind of way. The chief call for specialties comes from men who are themselves more or less experts. The trade and good will of such men are always worth having, for they constitute the best and most enduring kind of advertisement. A word from them goes a long way. The stamp of their approval is the signet of reputation. If people once get to saying, "Go to the Blank store; you are sure to find what you want there. They keep everything," the reputation of the house is made, and a splendid foundation is laid to build upon, in a larger way.

Be up-to-date, and prove it, by buying and handling, we will not say all the new things, for that would be an extremely risky thing to do, but, at least, such of them as are of an obviously practical and promising character. It is not necessary to attempt too much in this way, but still enough should be done to let people know that new goods are carried, if their merits warrant in so doing. This matter admits of being approached in various ways. Usually, the first call for a new article comes from some one who is informed above the average, for we are not referring to those novelties that have already appeared in the stores, and for which presumably there already exists a certain demand. This suggests the thought that it might be a good idea for the dealer to foster a habit of discussing new things, as they arise, with some of the more likely among his customers before placing the goods in actual stock. What more easy and natural, for example, than to take down the latest catalogue or leaflet and, passing it over the counter, say: "Well, Mr. Jones, what is your opinion about this? It is quite a new thing to me. Do you feel like buying it? If so, I would be pleased to get it for you." In this way the dealer would have an opportunity of showing himself progressive, while at the same time avoiding unnecessary risk or outlay.

Regular, seasonable goods should be received and unpacked before the demand begins to make itself felt. It is worth while remembering that even the seasons are not entirely regular in their comings and goings. As the sporting world—an easy, go-as-you-please world on the whole—has not universally recognized high priests and priestesses of the fashions to issue decrees as to when and when not sportsmen and athletes shall begin their favorite diversions, it will pay the dealer to take no chances in this matter of the seasons. Nothing is lost by being always a day ahead.

The dealer who is behind with his stock is always at a serious disadvantage. When the rush is on is no time for forwarding hurry orders; it should be for the dealer a season of harvesting, and not of preparing. Business lost in this way cannot, in the nature of things, be recovered. Unfortunately, in cases of this kind, the loss is very apt to be of what has been called the double-barreled order, for not only are the early sales that might, with a little provision, have been secured, lost, but there is a strong probability of much of the goods being carried over to the next year.

In buying, it is always difficult to decide as to the precise size of an order, but that is no reason why everything should be held up while the buyer is making up his mind. It is seldom necessary that the mind should make up as a whole. As a rule, the first important point in this connection is to place at least a part of the order promptly. An order can be expanded or duplicated later, but time once lost can never be recovered.

It is important to the retailer that he confine his orders to houses that render what is known as good service; who keep large and serviceable assortments, ship promptly, pack well and are generally accommodating.

No dealer should give a monopoly of a line to any one house, unless as a part of a specific agreement in which his interests are specially safeguarded, for that does away with that healthy competition that is the sole permanent guarantee of right qualities, styles and prices. Orders should be distributed, but not too widely, either. Make a point of gaining the confidence, friendship and respect of manufacturer and jobber. Do not ask too much; be accommodating to others, if you expect them to be so to you. But insist upon getting all that is coming to you; that's business.

Do not waver in policy. The spheres of thought and of action are distinct. Form your opinions slowly; that is the privilege of judgment; but let all your decisions be prompt, and execution swift to follow.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00
FOR
1000
IN TWO COLORS

$7.20
FOR
1000
In Hand Color
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

WRONG CAN NEVER BE RIGHT.

When you're wrong, acknowledge it promptly. It never pays to convince a customer that wrong is right, so why waste time in argument over it? If you're right, be firm, but courteous. There is no cause for worry over the loss of a customer who will take advantage of your confidence.

DOESN'T PAY TO BE A PESSIMIST.

The Experience Encountered by a New Yorker Recently Which Shows the Point of View of Many "Kickers" Who Really do Not Understand Themselves—Disseminate Gloom Instead of Sunshine.

A New York man was standing by the desk of a hotel in a large New England town when a salesman entered and registered.

"Glad to see you, Bob," said the clerk. "How's business?"

"Rotten! The worst ever," was the response. "Nothing doing; nothing at all doing. Give me a room."

The clerk placed a number opposite the name.

"No, you don't," said the traveler. "None of your little cheap rooms for me. I want a good one, on the front, with a bath."

"I gave you this," said the clerk, as he hastily substituted another figure, "because I thought that if the country was down at the heel, you would need to economize. You gave me a blue chill down my back by your remarks, and I thought you would like saving some money on expenses."

"Save nothing!" snorted the traveler. "Things haven't got down that far yet. You bet I'm making money, and so is the house. But not rolling in wealth as we did last year. Business is big yet, but not as good as it was when everybody was piling all over everybody else to buy goods. Give me the key."

The New York man, who is an optimist by nature and a daily dispenser of sunshine, took occasion during the after-dinner smoke in the lobby to get into conversation with this commercial traveler. As an opening, he asked him: "What is your purpose in leaving behind you a black trail of ruin wherever you go?"

"What! Just repeat that, please."

"I meant to ask you," said the sunshine man, "what your purpose was in diffusing disaster wherever you go; in making people believe that there is nothing doing, and thereby persuading them to do nothing!

"A few minutes ago," the speaker continued, "I overheard you telling a friend of a call you made on a house that buys your line of goods. I heard you say that you had urged the buyer to give you an order as a lift, as you had not made a sale in two days."

"Well, suppose I did?" retorted the traveling man.

"Don't you see the folly of such a course?" asked the man from New York. "You go in and tell a buyer that no one else is buying, and what is his conclusion? Simply that there is no demand for goods, and that he is safer with his money in the bank than with the goods on his shelf. Did the man of whom you made your appeal give you an order?"

"He did not. Said that he did not need the goods."

"Of course not. In your statement as to a lack of orders you killed all possible chance you might have had of a sale. When you left, that merchant no doubt canceled an order or two, told his clerks to push all the goods on hand, instead of asking him to order new ones, and put the screws tighter on his collections. It is fellows like you who make hard times, and you have no excuse for it on your own confession."

WHEN WORK BECOMES A PLEASURE.

When the proper relations exist between buyer and seller, the transaction of business between them becomes one of the genuine pleasures of this work-a-day world. Business can and should be made a pleasure to all parties concerned.

The world may owe you a living, but you must collect it yourself. Providence provides food for the birds, but not in their nests.

Smile, hustle and let the other fellow do the grumbling, and if you do the smiling and hustling he will have occasion to grumble. Confidence and enthusiasm, backed by determination, form a combination that overcomes all obstacles and wins success and fortune for the salesman who possesses them.

When you see another man going by you in the race for success, don't think it is merely that he has luck and you have none. Luck never made a success of a business. Hard work, mental and physical, is what does it.

A PAYING SIDE LINE

Is the Hohner "Harmonette" and Other Specialties Made by the Hohner Institution—Big Sellers and Pay a Handsome Profit.

Talking machine dealers who wish to strengthen and diversify their side line and novelty stock will find the Hohner "Harmonette" one of the best sellers in the market. It is one of the latest harmonicas manufactured by this world-famous firm, who have the largest plant of its kind anywhere at Trossingen, Germany. The "Harmonette" has thirty-two reeds, to which is attached a harp-shaped box, handsomely polished. The sound-box also acts as a resonator and considerably softens the natural metallic effect of the tone of the instrument. It is made to retail at fifty cents and represents excellent value. M. Hohner, 475 Broadway, New York, in connection with the "Harmonette" announces a specially attractive selling proposition, a handsome cabinet containing an assortment of his goods that should appeal to every live dealer, and which appears on another page of this issue of The World. Ask your jobber for the special folder about one of the finest offers ever made in any line of business.

THE POST CARD SITUATION.

The Settlement of the Tariff Question Has Stimulated Business With American Manufacturers, Who Are Producing Artistic, Clean and Clever Prints.

The feeling of confidence among the post card manufacturers of this country, which has been noticeable since the increased tariff rate went into effect, has become more evident during the last few weeks. This feeling seems to be shared by the retailers, a great many of whom are now placing large orders and specifying immediate delivery. Such signs are assurances, should any be necessary, of the continued popularity of the post card.

The industry now represents an invested capital of several million dollars, and the tariff protection will undoubtedly do much toward its continued rapid development on even a larger scale.

The time has long past when any view printed on cheap cardboard and cut the shape of a post card will find a ready sale. The public demands artistic subjects, clever designs and fine color printing.

To do the post card manufacturers justice, when they first felt the changing attitude of the people they did everything in their power to encourage it. Competition also has done a lot to raise the post card standard to its present level. The sale of suggestive cards is dwindling monthly. One house the writer has in mind published nothing but this class of card and sold them before they came off the press. This was some years ago, when the post card was first becoming popular. Now the house does not issue a card that is not absolutely O. K. The change was not made for moral reasons either, and gives conclusive evidence that the public does not want a card that is off color in any way.

Local views still command a large sale, and clean comics, art studies, etc., will build up a well paying side line business.

REAL PHOTOGRAPH POST CARDS.

The Garraway Photo Art Co., located in the Longacre building, New York, are meeting with notable success on their new real photograph post cards. These cards are actual photographs made from any clear picture by a secret mechanical process at very moderate prices. Samples and all necessary information will be sent to interested parties.

How to Expand Your Business.

¶ That is a subject which interests every live merchant in every part of the country, and if you are selling talking machines why would it not be well to add player-pianos?

¶ They blend harmoniously and you can increase your income very materially if you secure the agency for

The Angelus Piano

¶ Bear in mind the **Angelus** is the original piano player and with it it is possible to accomplish the most artistic results in piano playing.

¶ Musical expression is absolutely under the control of the performer.

¶ The **Angelus** possesses many features of advantage which places it in advance of any player created.

¶ We can explain this to you if you write us, and we can also show you how it is possible to increase the annual profits of your business without materially increasing your expense account.

¶ In other words, with the **Angelus** agency, your overhead expenses are not increased but your receipts will be growing all the while, for the **Angelus** has the power of attracting trade that is marvelous.

¶ Now don't put this off but let us take up this subject with you at once. It will pay you.

Wilcox & White Co.

MERIDEN, CONN.

SOME GOOD ADVICE.

What Comptroller Metz of New York Had to Say to a Young Man Asking for Advice on the Subject—Can Only Learn from the School of Hard Experience.

A young man wrote to Comptroller Metz, of New York City, asking his advice as to how to become a traveling salesman, to which the Comptroller, who is an ex-commercial traveler, made the following characteristic reply:

"Dear Sir:—In reply to your favor, in which you ask me whether I have ever heard of the National Salesmen Training School, would say I never have. You also ask do I really think an inexperienced man would be qualified by a correspondence school to maintain a lucrative position as salesman?

"In reply to the latter question, I believe a man can be educated to become a salesman after years of hard work and study; not the study of books on salesmanship or by correspondence schools, but from the study of the goods which he is selling and from studying men's natures and hobbies.

"The making of a salesman begins with a young man entering a mercantile business. He must start at the bottom, for those who begin at the bottom and gradually work themselves up are the kind that count.

"I would advise you to get a position where there is a chance for advancement should your efforts warrant it. If you want to become a salesman, I advise you to get into some manufacturing firm making good stuff—for quality is remembered long after prices are forgotten—and learn their line thoroughly. It is the man who knows his goods who can present them to the trade in the true light that convinces and gets the business.

"Then get on the road. Even if you have to go along with an old traveler and pack his trunks for him so you can get a chance to buck up against the real thing—the retail trade. Experience teaches better than correspondence schools. If you learn the goods, the field and the customers, you will secure an asset which will make you valuable and independent, an asset which you can carry into the general market and easily find someone to pay you a good salary, for men who have money are always hunting for men who have knowledge and brains.

"I had to start with nothing but a-want-to-work. I followed the plan I am advising you to follow, and took my Post Graduate Course in the School of Hustle. Wishing you success, I am, very truly yours, "H. A. METZ."

HARD ROAD OF THE THINKER.

His Efforts to Stimulate Progress Often Disturbs the Man Who Wants to "Leave Good Enough Alone"—The Thinking Man in Business.

It is strange, but nevertheless it is quite true, that a great many people hate to think, and not only do they object to making use of their own thinking capacities, but they hate to see others using theirs.

Some people are disturbed by thinkers. Just when they have settled down comfortably into a rut, along comes the thinker and disturbs their rest. Thinking precedes intelligent effort, and effort is distasteful to many. These have got used to traveling along the line of the least resistance, and apparently have no desire to make a change. Nearly everyone who ever advanced a new idea or a new theory got hooted at and sometimes persecuted for his pains. We have the familiar example of Galileo, who was forced to retract, under threat of death, his assertion that the earth turned round. There is also a story to the effect that an early discoverer of the motive power of steam was thrown into a French prison as a dangerous lunatic, and so on through a list which might be added to indefinitely.

Progressiveness has never been a distinguishing characteristic of the human race. This quality has been largely confined to a few thinkers. In business life it is the man who does some thinking on his own account who most frequently succeeds. The business world wants thinking men, and reserves for them its highest rewards. This is why a higher salary is paid to the skilled engineer who plans big enterprises than to the mere laborer or mechanic who simply does what he is told. The time has gone by when the world's battles were won by brute force. It is the keen intelligence and thinking powers of the man behind the gun which does the work.

The great majority of our everyday ideas we get by inheritance. We come into a legacy of cut-and-dried ideas on politics, religion, social usage and a great many other things, which we accept just as they are handed down to us and no questions asked. It is an easy matter to find men everywhere whose minds are hermetically sealed to everything in the nature of progressiveness.

ANTICIPATING FUTURE NEEDS.

Dealer Who Orders Early Is the One Who Has the Stock When the Demand Arrives.

It's just as easy for you to anticipate your needs as it is to wait until you need the goods! Get your orders in early—at least for about what you think you will use, and then the matter is off your mind. No matter which you do, whether you order for immediate shipment, or order for future shipment, get your orders in! Then it's off your mind, and when the time comes you'll have the goods in stock, instead of empty shelves, and no one knowing when you can get delivery. The man who has the goods to sell sells the goods. The man with empty shelves and an empty store is pretty sure to soon have an empty stomach.

Get the new things ahead of the other fellow and make money on them. Frequent change of the arrangement of your show cases gives the effect of new goods received. The same old arrangement, month in and month out, no matter how many new goods, looks like the same old stock.

It does not follow that the store where the most work is done is doing the largest business. Lack of system means a whole lot of work, with very little accomplished.

Window displays are divided into three classes—good, bad and indifferent. The first one is the only one that will bring satisfactory returns.

Be as good as your word. Be the kind of salesman whom people will learn to trust. In no other way can you create a following which will make you valuable to your employer.

NOVELTIES IN POST CARDS

Since getting out our Series No. 24 Flower Cards with gold backgrounds we have been fairly swamped with orders for this line and we have decided to make another innovation by offering the same cards with **silver backgrounds.** There are 20 designs consisting of poppies, roses, nasturtiums, tulips, etc. We can supply these with either gold or silver background, with or without quotations, at the following prices: $2.00 per 1,000; 10,000 at $1.75 per 1,000; 25,000 at $1.50 per 1,000; 50,000 at $1.25 per 1,000.

OUR JUERGENS LINE OF FLORALS is now ready and is the finest line we have produced, consisting of morning glories, daisies, etc., in a variety of colors. This line is made with beautiful gold backgrounds, also with a very rich black enameled background, which makes the beautiful bright colors of the flowers stand out very strongly. We can supply these cards with or without quotations at the following prices: 1,000, $3.50; 5,000 at $3.25; 10,000 at $3.00 per 1,000.

OUR NEW SERIES OF THANKSGIVING CARDS in colors with beautiful gold borders are now ready. These 12 designs are originals by Percy Reeves, whose reputation as an artist needs no comment from us. The subjects consist of turkeys, pumpkins, children, etc., worked up in a variety of pleasing and attractive cards. Sales already aggregate nearly a million cards before a single card is off press. You cannot afford to be without some of these cards. Prices: $3.00 per 1,000; 10,000 lots, $2.75 per 1,000.

OUR SERIES NO. 80 OF THANKSGIVING CARDS, consisting of 12 subjects, is especially designed for the mail order trade and for anyone using large quantities of cards of medium or low price. There are 12 designs in this series, entirely different from the better goods, but equally catchy and salable. We shall have these cards with a gold background or without. Price of gold background as follows: $2.00 per 1,000; 10,000 at $1.75 per 1,000; 25,000 at $1.50 per 1,000; 50,000 at $1.25 per 1,000.

Price without gold background, as follows: $1.75 per 1,000; 10,000 at $1.50 per 1,000; 25,000 at $1.25 per 1,000; 50,000 at $1.00 per 1,000.

CHRISTMAS AND NEW YEAR'S CARDS—Our line is now complete. Write us for particulars and samples.

Do not forget our **PHOTOGRAVURE CARDS,** 30 numbers. They have had a great sale, and being entirely new subjects, are proving to be very popular, as we are constantly in receipt of duplicate orders. Prices: $6.00 per 1,000; 10,000 at $5.00 per 1,000.

We will send a set of samples of the Photogravure Cards to any dealer upon receipt of 15 cents to help pay postage and advertising. We do not care to charge for samples and will gladly send one or two samples free of each of the above lines to any dealer who means business.

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23-39 South Clinton Street CHICAGO, ILL.

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To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL

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The name EDISON is the first word and the last in sound-reproducing instruments.

To the buying public it means that Edison produced the first of such instruments, and that every forward stride since has been due to his genius alone.

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NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue, Orange, N. J.

VOL. V. No. 10. 64 PAGES, INCLUDING SIDE LINE SECTION SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Oct. 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

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THE COST REDUCED

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WOOD HORNS FREE

On $50.00, $60.00 and $75.00 Zon-o-phones

A new offer. The highest value ever given. Write for particulars.

Zon-o-phones at $20, $30 and $40 with metal horns, or fitted with wood horns at special reductions (the $40 machine with $14 wood horn fitted will cost you only $45.)

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New $20.00 Zon-o-phone with new arm so horn can be turned in any direction.

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The Talking Machine World

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MANAGING SALESMEN.

Proprietors of Retail Stores Should Watch Clerks More Carefully Than They Generally Do—Lack of Proper Training in Clerks Detrimental to Business.

Too little attention is paid by retail store managers to the power they may exercise over their help for the good of the business, to say nothing of the good of the help. A clerk who is hired and then practically let alone, unless it may be that he is watched to see what he will do or what results he may fetch for the business when left to his own devices and inclinations.

If a man buys a horse he takes note of the animal's characteristics and does his best to train that horse not only to carry itself as it should but to become a good horse. Clerks are hardly horses in the sense of laboring devices or mere servants, but it would be as sensible to allow the horse to go as he pleases without any training to the ways and desires of the owner as to allow the clerks to go as they please without any attention whatever from the management of a store.

Despite all we may say about the store and its line of goods, the business and its profits are always in the hands of the clerks who handle the goods and handle the customers. No matter how much the personality of the store management may appeal to the public, unless the clerks are inclined to handle customers as they should be handled the business of the store will be hurt in a shorter period than it takes to stock it up with goods.

That thing doesn't happen in the aggregate, but there are stores and stores where there are clerks who do the business harm simply through ignorance and lack of proper training in the real business of the stores. Nor is that condition the real fault of the clerks. The blame is easily and directly attributable to a large indifference and neglect on the part of the management.

The management of some of the leading big retail stores of the country have recognized the need of training for their clerks and are conducting schools and training classes that shall fit the young and the green help for selling that shall be after the ideas of the store and after the right manners of selling goods. That can not be done in the ordinary store, but in such a store the manager has a larger and better opportunity to touch closely each clerk and know how to shape that clerk's inclinations and adaptations in the handling of goods.

The most powerful factor in the handling of customers is the possession of a clear head, says the Sporting Goods Dealer. There is not one store in 500 to-day that pays attention to the clearness of the brainwork of its clerks from day to day. It is true that there can not be a strict censorship over the goings-on and the doings of the clerks, but there is possible and can be a way to impress with reasonable force upon the minds of the clerks that they are expected to take that care of themselves, on the whole, which shall keep them in good physical and mental trim for the work they are hired to do.

How such a thing shall be done, is a matter that is up to each individual manager, but it can be done. The clerk who is physically off should have such care and attention that he may get back to normal as soon as possible. In one sense, it may not be up to the management to look after the ills and aches of the store force, but when it is considered that every day, or hour, of physical distress detracts enormously from the ability of a clerk to handle customers to the profit of the store, there ought to be a realization of the necessity of keeping the clerks in trim, as nearly as possible.

As for the moral side of the matter, there are certainly limitations as to what a manager can say and do to his help. He is not a parent in the store, not a religious teacher and not a manager of a kindergarten, but he is more than all three of those mentors; he is in a position to impress his clerks with the necessity of being up to par for their work all the time and that they can not be such unless they behave themselves as rational human beings. There is no reason why a man who pursues liquor habitually, continually seeks immoral companions, or persists in excesses he knows dull his brain, should be kept in the employ of the store after every reasonable effort has been made to straighten him out. That point can certainly be impressed upon the store people.

It is not a matter of dipping into personalities, but it is a matter of business, and there are no right-minded clerks who could understand it otherwise if put up to them in the spirit of the needs and necessities of the calling which they are pursuing. It is the business end of the talk that will have more and swifter effect than the real moral end of it, for men are given to resenting interference with their moral actions, when that is plainly the motive for interference.

PATHE FRERES IN AUSTRALIA.

The Well-Known French Manufacturers of Talking Machines, Cinematographs and Records Start Factory in Antipodes—A Most Important Happening in That Country—Formal Celebration Attended by the Prime Minister.

Consul John F. Jewell reports that Pathé Freres, who conduct establishments in Paris, London and New York, have opened an Australian branch for the manufacture of cinematograph, Pathephone and disc records. The opening was formerly celebrated at a gathering in the presence of federal and city officials. The prime minister (Mr. Deakin), in proposing the toast of the management, said that they were celebrating the establishment of a new Australian industry in the sense that it would be carried out in Australia, though it had been invented and brought to its present high excellence elsewhere. He hoped the new color process might add the finishing touch to one of the most wonderful of modern arts. This company have received a large order from the Australian Government to make cinematograph films to advertise the resources of the Commonwealth throughout the world.

THE KENTUCKY PHONOGRAPH CO.

Application Made for Final Winding Up of the Company—About $3 000 to be Distributed Among the Stockholders.

(Special to The Talking Machine World.)

Louisville, Ky., Oct. 1, 1909.

Papers have been filed in the Chancery Court of Jefferson county which will result in winding up the affairs of the Kentucky Phonograph Co., which was organized in 1889 for the purpose of selling phonographs in the State of Kentucky.

The papers were filed by R. C. Kinkead, attorney for the Kentucky Phonograph Co. The papers are in the nature of a friendly suit brought by the company against the stockholders, of which there are about one hundred.

"It is necessary," said the attorney, "to wind up the affairs of the company in this way. There are certain assets to be distributed, and all of the stockholders will share in them."

When the company was organized it had a contract with Thomas A. Edison, the New York inventor, by which it was to have the exclusive right to sell phonographs in Kentucky. The company was not successful. It is asserted that Edison violated his contract and that every Tom, Dick and Harry in the country was given permission to come to Kentucky and sell talking machines.

In 1901 the company brought suit in the United States Court in New York against Edison for violation of contract. Last summer this litigation was compromised, and as a result of the compromise there is about $3,000 to be distributed among the stockholders.

The incorporators of the company were J. W. Gaulbert, C. R. Long, J. B. Speed, John H. Sutcliffe, W. R. Ray and W. B. Haldeman.

The company was organized with a capital stock of $400,000. Half of this amount was turned over to Edison for permission to deal in his product in this State.

RECORDS OF INDIAN SONGS.

C. W. Cadman Has Secured Some Excellent Phonograph Records of the Songs of the Omaha Indians.

(Special to The Talking Machine World.)

Pittsburg, Pa., Sept. 30, 1909.

Charles Wakefield Cadman, who has been making phonographic records of songs of the Omaha Indians along the Missouri River, in the northern part of Nebraska, has returned here. Mr. Cadman has secured valuable material, musical and otherwise, for his work the coming season. He was privileged, through his close friendship with the leading people in the tribe, to attend their most sacred ceremonies and dances, and to study them at close range. A number of songs and probably some of the flageolet pieces will be included in the American Indian music talk which Mr. Cadman and Paul K. Harper launched last season. A number of phonograph records were obtained with success, and the themes will be heard in various compositions to be written during the year.

WINDOW DRESSER CAN BE AN ARTIST

If He Will—An Occupation That Calls for High Talent in the Talking Machine Field as Elsewhere.

The window dresser, whether in the talking machine or any other industry, must have taste—not native taste only, but a cultivated taste. He should be able to discriminate between what is ugly and what is beautiful; his perception should be quick to respond to the higher forms of the beautiful. He can never hope to become an artist without the factors and qualities necessary to the making of an artist. If he is without taste, or has a taste of low development, his work will put forth a taste to correspond. If his appreciation for the beautiful is lacking, there will be nothing of the beautiful in his trim. He can do nothing more toward exciting the pleasures for the beautiful in others than he himself can put into his work.

AN EXAMPLE WORTH OBSERVING.

A World man while strolling down Broadway, the early part of the month in search of elusive news and more elusive advertising contracts, observed the following sign being carried through the financial district: 'Have Your Shoes Shined While Listening to the World's Greatest Singer." Upon investigation a large Victor machine was discovered, singing to a room full of customers. When will the downtown restaurants adopt the idea?

Because you are not a born hypnotist don't think that you can't learn to sell goods. It's not so hard for a talking machine man to be tactful, courteous and accommodating.

RECORDS BY MEXICAN POLICE BAND.

The Experts of the National Phonograph Co. Secure 68 Records by This Famous Organization—The Mexican Police Band Is One of the Most Famous and Popular Bands in South America.

Among the many records obtained by the experts of the National Phonograph Co., during their recent stay in Mexico, those by the Banda de Policia (Police Band), are of more than usual merit. Already sixty-eight records by this famous organization have been issued, and further monthly lists of both Amberol and two-minute records will follow. The general excellence of these records is admitted by experts. There is not one in their number that does not measure up to the high standard of the National Co. records, and they are naturally pleased to be able to offer so perfect a list.

The Banda de Policia is one of the most popular bands in Mexico, where every one is a connoisseur of band music, and its members are the flower of the instrumentalists of Mexico. Organized and patronized by General Felix Diaz, nephew of President Diaz, and Chief of Police, and under the direction of Captain Velino M. Preza, who is an eminent composer of band music, the band has reached its present perfection and is now recognized as one of the leading bands of the world. This band has toured the United States on several occasions, and has always met enthusiastic audiences wherever it has played. During its last visit to the United States, in the fall of 1908, a concert was given on the steps of the Sub-Treasury building in New York, by special permission of the government and as a compliment from President Diaz of Mexico.

Many of the selections played by this band are typical of Spanish and Mexican music, and the peculiar charm of the music of these southern countries cannot fail to appeal to a large public in this country. Those who heard, remember with pleasure the snatches of this class of music, but few have enjoyed such a treat as is now offered. All these selections were made under the personal direction of Captain Velino M. Preza, to whose magnetic personality and large musical knowledge, the phenomenal success of this band is mainly due. The captain was delighted with the records just obtained and has expressed his pleasure in a letter to the company, which is given below:

"Mexican National Phonograph Co, Mexico City,

VELINO M. PREZA.
Director of the Banda de Policia, Mexico.

"Dear Sirs:—I have heard the latest records which the Police Band, under my direction, has recorded in your laboratory, and it is a pleasure to me to state that I have found them to be excellent in every way, and that the playing length of the 'Amberol' records of four minutes, enabled me to have the satisfaction of recording the pieces of my band with all the artistic coloring which they require. I congratulate myself on being reckoned among the numerous admirers of Mr. Thomas Alva Edison, and with kind regards, I beg to remain, yours sincerely,

"(Signed) VELINO M. PREZA."

PHONOGRAPH FIRE ALARM.

A Minneapolis inventor has designed a phonograph fire alarm which is intended to notify inmates of a house of a fire in the night and to call the fire department, but its usefulness depends upon someone from outside discovering the fire, should that someone be passing at the time the fire starts. The device consists of a phonograph and gong in connection with the telephone and an outside switch. The switch is labeled "turn this if fire," and is placed near the door bell at the front entrance. If a passing pedestrian sees a fire in the house, he turns the switch, which causes the gong to ring and at the same time lifts the telephone receiver and starts the phonograph. On the record is the address of the house and a call of fire, which the phonograph shouts into the telephone a dozen times.

YOU · GET · IT · ALL · FROM · US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.
177 TREMONT ST. BOSTON, MASS.

SOME SAGE SUGGESTIONS

Reflecting the Cream of Many Men's Experience in the Battle for Success.

The man who forgets to call loses the largest order. The Lucky Man gets it. Be mindful.

The man who neglects to wind the clock misses the right train. The Lucky Man gets it. Be careful.

The man who leaves the important letter in his pocket does not get the helpful answer. The Lucky Man gets it. Be thoughtful.

The man who comes to the office too late misses the big chance. The Lucky Man gets it. Be prompt.

The man who delays in answering the telephone does not catch the straight tip. The Lucky Man gets it. Don't procrastinate.

The man who is not there when the boss wants to fill the vacancy higher up misconnects with the job. The Lucky Man gets it.

Don't argue. Argument breeds bad blood and convinces no one. It rather strengthens both parties in their original positions.

The clerk who wants larger wages must be a money maker for his employer. Simply holding down the job will not increase the firm's profits.

Some expenses produce profits; some reduce them. If you are to consider a large reduction of expense, beware how you cut into the former class!

Originate your own plans and carry them out. You may be able to copy your neighbor's plans, but it is very doubtful if you can copy his success.

Can you teach others about the things which you yourself do not know? That is why the man at the head of the business should know how to do the things at its foot.

Worry has spoiled a good many otherwise first-class business men. If a man would succeed, he should learn to keep out of things which cause fruitless worriment.

Any method of telling people the advantages of your store is advertising. The method that tells the most people, most effectively, at the least price is the best advertising.

How much better you like the railroad whose officials are uniformly courteous and obliging without expecting constant tips! Just so the women feel regarding stores.—*Printers' Ink.*

RUSSIA NOW FALLING INTO LINE.

Russia is evidently not behind the times. Only last month we recorded the use of talking machines by the Canadian Pacific railroad to replace the human announcers at their various stations, and now we read the following in the St. Petersburg correspondence to the London Globe:

"It has been left to the managing board of the Moscow, Windau and Rybinsk Railway to turn the gramophone to practical use, for the board has announced its intention to set up a huge gramophone at the Moscow station of the line, so that the arrival and departure of every train can be announced clearly to the traveling public. At the same time the gramophone will sound the bell thrice, as is usual, before a train starts on its journey. As over 70 per cent. of the people of European Russia are unable to read or write, the ordinary time tables are not of the smallest use to them, and the gramophone referred to has a splendid future before it, if only it can be made to speak clearly and loudly enough."

Circassian Walnut, - - $250
Quartered Oak, - - - $200
Mahogany, - - - - $200

Victrola

the perfect musical instrument

Every Victor dealer ought to display the great Victrola side by side with the other Victor models.

The Victrola is a standard musical instrument. It presents all the Victor repertoire of high-class music in an attractive setting. It is elegant and artistic in appearance. Its materials and construction are the finest.

It appeals to the best class of people. Many people who have not bought a regular Victor become ready customers for the Victrola.

The profit is liberal; and Victrola buyers are the biggest customers for Victor Red Seal records—a profitable business in itself.

Most Victor dealers have added the Victrola to their stock, and are making money with it. Why not you?

Victor Talking Machine Co., Camden, N. J.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y......Finch & Hahn.
Altoona, Pa......W. H. & L. C. Wolfe.
Atlanta, Ga......Elyea-Austell Co.
Phillips & Crew Co.
Atlantic City, N. J.....Sol. Bloom, Inc.
Austin, Tex......The Petmecky Co.
Baltimore, Md......Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
Bangor, Me......M. H. Andrews.
Birmingham, Ala.....E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y......American Talking Machine Co.
Buffalo, N. Y......W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt......American Phonograph Co.
Butte, Mont......Orton Brothers.
Canton, O......The Klein & Heffelman Co.
Charlotte, N. C......Stone & Barringer Co.
Chicago, Ill......Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O......The Rudolph Wurlitzer Co.
Cleveland, O......W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O......Perry B. Whitsit Co.
Dallas, Tex......Dallas Talking Machine Co.
Denver, Colo......The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Iowa... Chase & West.
Harger & Blish, Inc.
Detroit, Mich......Grinnell Bros.
Dubuque, Iowa.....Harger & Blish, Inc.
Duluth, Minn......French & Bassett.
El Paso, Tex......W. G. Walz Co.
Galveston, Tex......Thos. Goggan & Bros.
Grand Rapids, Mich...J. A. J. Friedrich.
Honolulu, T. H......Bergstrom Music Co., Ltd.
Indianapolis, Ind......Wulschner-Stewart Music Co.
The Musical Echo Co.
Jacksonville, Fla......Ludden & Bates.
Kansas City, Mo......J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb......Ross P. Curtice Co.
Little Rock, Ark......O. K. Houck Piano Co.
Los Angeles, Cal......Sherman, Clay & Co.
Louisville, Ky......Montenegro-Riehm Music Co.
Memphis, Tenn......E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis......Lawrence McGreal.
Minneapolis, Minn.....Minnesota Phonograph Co.
Mobile, Ala......Wm. H. Reynaids.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn......O. K. Houck Piano Co.
Newark, N. J......Price Talking Machine Co.
Newark, O......The Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La......Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y......Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landay Brothers, Inc.
Stanley & Pearsall.
Benj. Switky.
New York Talking Machine Co.
Omaha, Neb......A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria, Ill......Chas. C. Adams & Co.
Philadelphia, Pa......Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburg, Pa......C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me......Cressey & Allen.
Portland, Ore......Sherman, Clay & Co.
Richmond, Va......The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y......The Talking Machine Co.
Salt Lake City, Utah..Carstensen & Anson Co.
The Consolidated Music Co.
San Antonio, Tex......Thos. Goggan & Bros.
San Francisco, Cal.....Sherman, Clay & Co.
Savannah, Ga......Phillips & Crew Co.
Seattle, Wash...... Sherman, Clay & Co.
Sioux Falls, S. D......Talking Machine Exchange.
Spokane, Wash......Eiler's Piano House.
Sherman, Clay & Co.
St. Louis, Mo......Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn......W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y......W. D. Andrews.
Toledo, O......The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C......E. F. Droop & Sons Co.
John F. Ellis & Co.

E

RECORDER'S SANCTUM VISITED.

Some Observations Made and Impressions Noted on a Visit to the Recording Department of a Talking Machine Plant—The Artists Feel Badly Because They Sing so Much Better in Private Than in Public—Interesting Word Pictures.

There is one place where joy goes unconfined from 10 o'clock in the morning till 4 in the afternoon. This is in the recording department of a talking machine factory. In that sacred and limited precinct the atmosphere fairly sizzles with music and fervent declamation, and vaudeville, legitimate drama and grand opera rolled into one cannot excel the performance in point of interest and variety. The only trouble is this Ultima Thule of the continuous is a very exclusive affair and the general public is deprived of an opportunity to shower applause upon the stars that glitter in the phonographic firmament. The stars themselves take this deprivation of popular appreciation very much to heart. The tenors are particularly rancorous.

"I sing better when my head is poked into the mouth of this horn that at any other time," said one of these clear-throated persons, "and it seems a thousand pities that there is nobody here to hear me except the other performers, whose own melody is soon swallowed up in other horns."

"But you ought not to complain about that," consoled the privileged visitor. "Your sphere is not circumscribed. You are putting yourself on record, and no matter what you say or do you are bound to come out—"

"At the little end of the horn," put in the tenor, dryly.

"Ten o'clock," said the manager, appearing beside the visitor's chair. "Signor Capavelli, are you ready?"

The manager of a laboratory variety show has a benevolent cast of countenance. His voice is affability reduced to sound and his manner graciousness vivified in action, yet notwithstanding his very obvious amiability his mere announcement of the hour was sufficient to cause the disgruntled tenor with the Italian name and Londonderry accent to cease to lament the fate that had constrained him to run to horns, and prepare himself for song. This process of making up was not wearisome or intricate. It consisted merely of peeling off a coat. Then the Signor was ready to begin.

"First thing," said the stage manager, "we will have the Duke's song done again. It didn't come out well yesterday."

"That wasn't my fault," argued the tenor. "You'll have to charge that up to the pianist. I wanted to sing it in five sharps, but he had to play it in four flats. He couldn't transpose."

The piano was elevated about seven feet above the floor, but through this distance the man fingering the keys caught the adverse criticism and glared.

"You could not reach the A," he retorted. "I played it in a lower key on your account."

The stage manager rubbed his hands up and down the legs of his striped trousers.

"Gentlemen, gentlemen," he remonstrated, "It is now five minutes past 10 o'clock."

"Tum-tum-tum," wailed the piano and the tenor approached the capacious mouthpiece of the sensitized horn, bent his head nearer to the receiver and sang, con impeto:

"La donna è mobile,
Qual piuma al vento."

The baritone over in the corner put his fingers in his ears. "Heavens!" he breathed, "he'll break the thing all to smash at that rate."

"Sempre un' amabile,
Leggiadr viso"

vociferated the tenor.

"He doesn't give it the right expression at all," sighed the soprano. "It ought to go like this: La, la, la——"

The manager raised an admonishing finger and contributed to the general chorus a warning, "Sh—sh—sh." The baritone subsided and the soprano giggled. Two minutes later the tenor stepped out into the middle of the room and resumed his gum.

"Very good," pronounced the manager.

"Excellent," complimented the soprano.

"You outdid yourself," said the baritone.

"And now, sir," said the manager, addressing the baritone, "it is up to you. You are down for two numbers this morning—the factotum's song from the 'Barber' and the 'Pagliacci' Prologue. Which will you do first?"

"The Prologue," replied the baritone.

"Si puo? Si puo? Signori, Signori.
Scusatemi se da sol mi presento,"

bawled the baritone. The stage manager polished his trousers again.

"That will break all records," he said, delightedly, when the baritone had rejoined the group. "Do you adhere strictly to the classical here?" the visitor asked.

"Sure thing," laughed the all-round character man. "Nothing else goes within these dear, familiar walls. Just listen to me, for instance. I'm going to do 'Don't Get Married Any More, Ma.' What is more classic than that?"

A brass band climbed to its tier of benches and sounded the preliminary toots of a Sousa march, and the visitor escaped into an adjoining room.

"I wish," said the visitor to the tenor, "that you'd tell me something about this business of yours. Is it hard work?"

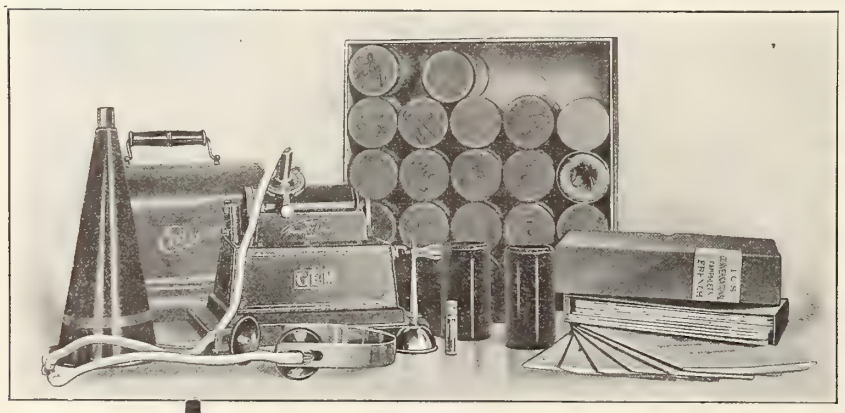
"Well, that just depends," he returned, "it is and it isn't. After you've once got the hang it's easy, but still it's mighty uphill work. The voice is fitted for phonographic work. The great majority of voices, no matter how well trained and effective in an auditorium, sound muddled and screechy and indistinct when immortalized in a machine.

"As I remarked a little while ago, I am now at my best when singing with a horn for an audience, but I can remember the time when I was at my worst under such circumstances. For one thing, the novice in phonographic work is sure to be affected with the worst case of stage fright known to the fraternity. There is no kind of spasm on earth like it. It is different from the nervous attacks that come over one when facing an audience. Somehow, the thought that you are about to say something that will be ground out for the edification of posterity fills you to the brim with self-consciousness, and the upshot of the matter is the tyro is sure to be floored on the spot. It takes weeks of practice to overcome this timidity and the tuning up must all be done on this limited stage right back of the piano. With that drumming away at your back and that horn sending — — — your own voice from the front, and at the same time choking the breath out of you, you realize that you are up against a hard proposition.

"Next to sopranos the tenors have the hardest time of all performers. Naturally, the high-pitched voices are more difficult to record, with all their shades and inflections, than those of middle register. Indeed only very few women's voices make perfect records. Perhaps three copies may be considered first class.

"A baritone voice is best for all-around purposes. It is valuable not only for singing, but monologues, political addresses and character studies. However, when it comes to versatility, I refuse to take a back seat for anybody, even though I am a tenor. Since I became a machine I've sung everything in a tenor's repertoire from the Swan song to 'My Babe From Boston Town,' and in about seven different languages, though of course I don't claim that I got a perfect accent. Then, I don't confine myself to the repertoire of a tenor. Up to a year ago I was forced, by the agencies of the phonographic labor market, to infringe on the rights of the soprano. Why, once I had the temerity to try the 'Mad Song.' It actually went on record, too, and is included in the regular list to this day. Besides that, I've done freak work. For instance, one manager conceived the idea, a year or so ago, of putting on record the cries of a solitary man who had drifted out to sea in a little shell of a boat and was about to pay his last respects to Davy Jones. Say, it would make your blood curdle to hear the shrieks and despairing 'Helps, and 'Ahoys' that that imaginary

The New I. C. S. $35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

mariner let out. If I do say it myself, I brought the record up to the very top notch of realism.

"Well, a short while after that selection had been put on the market a New Yorker who was summering on the Maine coast loaded a little boat with fishing tackle, a miniature restaurant, a circulating library, a talking machine, and himself and went out for a day of dreamy dawdling on the ocean. He dreamed and he dawdled and by and by the water began to churn, and the boat began to caper most reprehensibly. Incidentally the man from New York began to try to holler but, to his dismay, he couldn't raise a peep. He hadn't been used to loafing adound on the water and his outing had made him so hoarse that he couldn't even squeal.

"There he was, away out there on the ocean, four miles or more from shore with not even a row boat in sight and no voice left to call anybody. Luckily he happened to think of the talking machine and in short order that machine was yelling 'Help!' and 'Save us!' to beat the band. The cries of the man, himself, in ordinary voice, couldn't have been half so effective. The racket was wafted clear in to the shore and I don't know how far inland. The crew of the life saving station heard it and rowed out and saved him."

The visitor looked at the tenor admiringly. "That was splendid," she said. "But you ought to have had a reward. You were primarily responsible for the rescue."

"Oh, I know," said the tenor modestly, "but I didn't put in any claim. I don't mind a little thing like that. I've done bigger things than that. It's been put down to my credit that I've worked no end of miraculous cures in hospitals and private sick rooms. A man over in Jersey City was converted last winter by listening to my singing of 'Rock of Ages,' and another fellow up in Yonkers——"

Then the visitor quietly backed toward the door and indulged in "thinking things."

MECHANICAL ZITHER.

Disc-Like Talking Machine Record Plays Tunes on Wires.

A novel musical instrument from the home of music is the mechanical zither invented by a German. This instrument consists of a zither with an attachment at one end for a disc like a talking machine record. The record has little projections on the underside by means of which a device connected with the strings picks out tunes as if the zither was played by hand. The disc is revolved by means of a handle at one end of the zither box, a strange feature in these days of self-playing instruments. Operating mechanically, as it does, the music of this zither is more nearly correct than if the wires were plucked by hand. There is no possibility of striking the wrong string, for only those wires whose spurs are struck by the projections on the record will respond and the tone thus given out is clear and entirely free from the blur so often caused by the striking of two wires at once when the instrument is played by hand.

STIMULATING THE RESPONSIBLE MAN.

Whatever puts more vim into an employe is a business asset. If a man can be made to take a more intelligent interest in his work and put the force of his own purpose behind it, that is a condition worth working for. To add 25 per cent. to the gross sales of a business may not mean as much in net profit as to add 25 per cent. to the efficiency of the working force—to get them to give 25 per cent. more vital work for the same expense. This principle is well understood in the manufacturing business and in other lines where there is a tangible relation between the expense and the output. But it is often overlooked in dealing with men of responsibility. Such men, being human, are affected by moods and degrees of interest in their work even more than the employe, who does more mechanical or routine work. Not to recognize this and conserve it, not to stimulate it and mold it along lines of improvement, is one of the greatest wastes of paid for energy and intelligence that can be found anywhere in the business world. The only worse thing is to attempt to govern such men too closely and so deprive them of the spontaneity and initiative of individual action. Few things add so much interest to the work of a responsible man as the intelligent and cordial appreciation of his work by his equals and superiors and the feeling that there are standards which he must still strive to attain.

WISCONSIN CO. BUY ANDRE STOCK.

Entire Line of Machines and Records as Well as Right to Handle Them in La Crosse Secured by the Wisconsin Music Co.

(Special to The Talking Machine World.)

La Crosse, Wis., Oct. 2, 1909.

The entire stock of phonographs and talking machines, records both of the Edison and Victor machines, as well as the right to handle them in this vicinity, has been purchased by the Wisconsin Music Co. from the Andre Music Co., on South Fourth street. A special department will be made of the talking machine business at the Wisconsin Music Co.'s store, on South Fifth street, and the concern will hereafter carry the largest line of talking machines, popular and classical records and supplies in town. A balcony at the rear of the store has been devoted exclusively to the new department.

HERE'S AN UNRECOGNIZED GENIUS!

Some one who signs the name of Henry Tasker has been mailing postal cards from Harrisburg, Pa., to Chief of Police Geoorge P. Washer, of Orange, in which he claims to have "the power of electricity administered through the body" and also a talking machine, which "administers the power of electricity through the air." The writer wanted the chief to communicate his inventions to "Mr. Edison, who invented electricity." The chief has been too busy to accommodate his correspondent.

INVENTS TALKING BILLBOARD.

Mort H. Singer, the Chicago producer of musical comedies, has turned inventor. He has designed and had patented a "talking billboard." The new device consists of the use of a phonograph and figures, so arranged with jaws moved by mechanical contrivances, that it seems to speak words uttered by the phonograph. Mr. Singer says he has had the idea for several years, but did not have time to perfect it until recently.

FIELDS' AUXETOPHONE ACTIVITY.

This Instrument Heard in Hotel Concert Also in Vaudeville Program with Great Success.

(Special to The Talking Machine World.)

Little Rock, Ark., Oct. 1, 1909.

S. M. Field & Bros., of this city, entertained an audience of one thousand guests and visitors at the Hotel Marion with an Auxetophone concert recently. The vocal numbers rendered by the great opera stars were artistically accompanied by the hotel orchestra. Each selection was enthusiastically applauded. The same firm took a part in the Majestic Vaudeville program recently with Auxetophone accompanied by the theater orchestra.

PAYS TO KEEP YOUR CREDIT.

It is the misery of debt that carves the wrinkles on the brow of frankness and transforms the goodly face into a mask of brass. It metamorphoses the man of past honor into a trickster.

When debt comes in at the door contentment flies out of the window. If you want to keep contentment in the corner you must shut the door of debt. With the former present a cup of cold water will taste sweet and refreshing, a crust of dry bread will be a toothsome dainty, a threadbare coat will afford warmth, and a battered hat feel easy on the head. Never mind poverty. Keep your credit and it will encircle you with the white glow of a noble manhood.

The Marietta Phonograph Co., Marietta, O., whose entire stock of goods at 113 Front street was destroyed by fire on July 31, are again back in business at 153 Front street, that city, with a complete line of Victor, Edison, Zonophone and Columbia disc machines and records—the line they formerly carried.

The vain clerk worries for fear the boss may not be able to fill his place while he's away on vacation. The modest clerk worries for fear the boss may fill it permanently.

Edison We Serve You Right **Victor**

Quantity, Quality, Service, Satisfaction

YOU GET IT ALL HERE

Send Your Edison and Victor Orders to the

"HOUSE OF HUSTLE AND PUSH"

We built our business, filling orders more complete and more promptly than the house handling this line as a side issue. Give us a trial and get next to our methods.

CABINETS The only house in Philadelphia having a complete line of Herzog Cylinder and Disc Cabinets. Something unique in a Pegless Cylinder Cabinet. Send for our catalogue.

LOUIS BUEHN AND BROTHER

45 North Ninth Street Philadelphia

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Minneapolis and St. Paul: Adolf Edsten.

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San Francisco: S. H. Gray, 88 First St.

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NEW YORK, OCTOBER 15, 1909.

FATHER KNICKERBOCKER has been holding a celebration which has never been approached in all of the old gentleman's annals.

The Hudson-Fulton celebration, the commemoration of two events which have had a profound influence upon the development of this country, closed early in the present month.

Many interesting features in the way of parades and pageants on land and sea have marked this holiday period—perhaps the most imposing which has ever occurred in the history of any city in the world.

It's a far cry from the three hundred years when Hudson discovered the great river which bears his name to the present time, but his discovery marked the opening to civilization of a region of which the Empire State forms a prominent part.

And then the second event, the first application of steam to navigation—an event which changed the whole maritime history of the world.

The hundred years of progress between Fulton's creation and the latest type of ocean ships is in truth marvelous, and the presence of the reproduction of Hudson's and Fulton's vessels added a charm to the great occasion.

THE celebration of the achievement of Hudson and Fulton was rendered all the more interesting and timely by the success of Cook in the field of Arctic exploration and the success of Wright in aerial navigation.

May we not expect that a hundred years hence a greater metropolis and a greater United States will be celebrating, with accessories which our present-day imagination can barely conceive, the discovery which has brought within human ken the Ultima Thule of the northern hemisphere?

Indeed, it has been a century of marvelous progress, and what strides we have made within the past few years!

The talking machine of to-day is conceded to be one of the wonders of the age.

In fact, perhaps, there is no invention which has interested men of all countries in the same degree that has the invention by which sound is reproduced with such fidelity and accuracy.

Other wonders, perhaps, just as great may mark the end of the next century, and who can say where the end will be?

BUSINESS in all sections of the country is showing constant improvement, and there is no doubt as to the future of the trade during the remaining months of the year.

The question which will be of the utmost importance to a good many merchants will be how to secure manufactured stock without annoying delays.

Merchants in all lines who have stocked up in advance have acted wisely, because it is conceded that with the rush which is bound to come from this time on it will be difficult to meet with all the requirements of the retail trade.

There are opportunities for business which interest every wide-awake merchant, and how to get the business and hold it is a question of live interest.

All of the retail dealers in the big cities try to impress the public with little touches of character given to their advertising, their show windows, their delivery wagons, their wrapping paper or their interior equipment.

Now, it is a good plan to watch the men who have been successful in other lines.

Study their methods and engraft such part of their business as seems practical and desirable into your own. Lessons may apply to the lesser establishments.

No matter how small the store, there are always points which may be gained from observation of the larger ones.

THE conductor of the smallest talking machine store in the land can gain something by a study of those higher up.

The small store can tell in the show window something about the specialties which are within. Talking machines, of course, in this particular trade.

Then, if there are good, snappy cards, inviting people to enter, that is good.

Then, when they do enter, if they are met with an interior that is inviting and are served properly, it at once becomes a buying atmosphere, and everyone knows perfectly well on entering a store where carelessness is in evidence that the environment is not congenial to selling. People feel instinctively that something must be wrong.

They prefer to make purchases where there is a good, bright, healthy environment.

To create a growing business the public must be interested, and if you have a growing business you have to grow with it, mentally and financially.

IF you wish your business to grow you must do something more than wishing to bring it about.

Doing things that are worth while always make a man grow mentally or physically, or both, and the business of such a man is so much a part of himself that it grows with him, and each helps to continue the process for both.

Now, never has merchandising looked brighter than at the present time.

All of the signs point to an unprecedented fall and holiday season, with continued prosperity beyond.

Now, are you ready?

Is your business house in order?

Have you made preparations for a big season's business?

If you haven't you have been asleep at the switch.

It is not too late to become fully awakened to the desirability of improving your business conditions to the utmost.

Recollect the holiday season is not far away. Are you ready for it?

The demand for high-priced talking machine outfits continues excellent, and there is every reason to believe that the sales of the de luxe creations will steadily increase.

The manufacturers are preparing to meet this demand, and there is no question as to its constant growth.

Indications now point to a season of activity in all branches of the talking machine trade.

It is up to business men everywhere to make the most of favorable conditions.

DURING the Hudson-Fulton celebration a number of trade visitors had the pleasure of inspecting the new Edison Amberola at the headquarters of the National Phonograph Co., in this city.

A detailed description, together with illustrations of this artistic Edison creation, appears elsewhere in this publication.

The new product has evoked favorable criticism on the part of those who have listened to its marvelous musical attributes.

The design of the Amberola is artistic, and it has a number of distinctive features which opens up a new field for Edison dealers and jobbers.

It will retail for $200, and it has special advantages for home playing.

The Amberola, which is a concealed horn machine in a handsome cabinet, is an attractive creation, and will unquestionably add to the fame of the Edison products. In its equipment are a number of new and novel features which will at once commend it to practical men.

It is the purpose of the company to have the Amberola type ready to supply the holiday trade. A number of important jobbers have already placed large orders for early shipment.

SALESMANSHIP counts in selling talking machines at retail as well as in any other line, and tact should be used in handling various types of callers.

In trying out records great care should be shown not to place on records which might offend and every care should be used to interest and enthuse callers. Too much emphasis cannot be placed upon the necessity of using diplomacy in handling customers.

We have seen in some warerooms salesmen place on some of the most frivolous compositions when trying to interest clerical looking gentlemen.

We have seen these men walk out of the store without purchasing and wearing upon their features an apparent look of disgust.

If managers will impress upon salesmen the commercial value of good record showing they will at once make a move in the direction of increased business.

It is well to have frequent talks—serious talks regarding the value of good salesmanship.

In this way many useful suggestions will be brought out which will assist salesmen and thereby increase the earning capacity of the establishments with which they are identified.

VICTOR TAKES PLACE OF ARTIST.

Remarkable Tribute Paid the Artistic Value of the Talking Machine by Mlle. Gerville-Reache, the Celebrated Contralto, of the Manhattan Opera Co., Who Consider Her Records Good Enough for the Worcester Festival Orchestra to Rehearse With.

The talking machine is steadily broadening its sphere of usefulness in all domains of effort. All the leading vocal teachers are now using the voices of the great operatic artists who can be heard through the medium of the talking machine to teach style, phrasing, voice production and other pedagogic essentials. Its usefulness and value have become so recognized in this special field that the scoffers of a few years ago have now "remained to pray" and praise the talking machine.

Perhaps the most enthusiastic admirers of the talking machine are the great operatic artists—men and women who are splendidly equipped to pass judgment upon the quality and merits of the voices reproduced by means of the talking machine record. And this reminds us that the talking machine came in for a new use in connection with the Worcester Festival, which took place the closing days of last month, and one which emphasizes its value along new and original lines.

Mlle. Gerville-Réache, the distinguished mezzo-soprano of the Manhattan opera forces, had just finished a rehearsal with the orchestra which went far from well. She was entirely disconsolate at the result, and in a burst of that French temperament which gleams in the sunlight at one moment and mourns in the shadow at another, and with that expressive shrug which may mean anything from "what shall I do" to "I don't care what happens," she said, "Mon Dieu, not only do I get nothing from that rehearsal, but they have taken away even my remembrance of words, phrasing and everything else."

After her attack of despondency had subsided it occurred to the prima donna that she would be compelled to get the music and go over the work in order to sing it as planned at the performance in the evening. Following this idea she went to the local music house of M. Steinert & Sons Co., but to her discomfiture that particular number was not on the shelf.

"What to do!" she cried. "What can I do?"

As a matter of offering the distinguished visitor a little entertainment, the urbane clerk suggested that he would be pleased to have her hear herself on the Victor talking machine, to which this establishment had devoted no little attention. This did not interest her, apparently. In fact, nothing could interest her with memories of the rehearsal in mind.

A friend with her was seized with a brilliant thought, and, turning to the clerk, asked: "Have you a record of this number that Mlle. Gerville-Réache is scheduled to sing at the festival this evening?" The affirmative answer was translated to the disconsolate singer, who was looking into vacancy trying to recall the delicate details of Gounod's "Stances de Sappho."

The suggestion made that she might hear herself as others had heard her struck her just right and a ray of light opened when her rich, beautiful voice rolled out of the machine. Never was an operatic star heard with more fervent delight and attention than she listened to this record of her voice. As the last note died away she said: "Encore! Encore! I want to listen once more." Three times she gave it her undivided attention, beating time with it here, breathing with it there and singing bits now and then. In short, she took a lesson from herself, in all probability, with more attention than she had ever accorded to any of the teachers of her life.

When she had finished in an outburst of delight, she said: "Oh, please, would it not be possible to send this record over to the hall and let the orchestra rehearse until it has achieved what I want? It would not put me to the strain and would thus have my exact interpretation."

Whether this suggestion was followed or not we know not, but it is certain that when the moment came that evening Mme. Gerville-Reache outdid herself and sang with all the enthusiasm and charm for which she is noted as leading contralto of the Manhattan Opera Co. and the star of whatever musical event she graces.

This is perhaps the greatest compliment ever paid the Victor record, and furnishes an idea of how the art of recording has been so developed that an artist as great as Mme. Gerville-Réache considers the record of her voice so satisfactory that she desires it sent to the leader of the orchestra as a model of the best she can do in interpreting a song.

And what possibilities this unfolds! The time

MLLE. GERVILLE-RÉACHE.

is not far distant, apparently, when great artists will have records of their voices attend rehearsals instead of appearing in person, thus saving the wear of their voices and keeping them fresh and in first-class condition for the operatic performance. Truly, the talking machine is opening up new fields of usefulness.

NO APPEAL TAKEN IN "DUBBING" SUIT.

No appeal has as yet been taken in what is known as the "dubbing case"—Columbia Phonograph Co., General, Fonotipia Co., and the Victor Talking Machine Co., against W. V. P. Bradley and the Continental Record Co. An order for the United States Marshal to seize the discs, machines, records, etc., in the possession of the defense, was issued by Judge Chatfield, Circuit Court of the United States, eastern district of New York, but the returns have not as yet been made to the complainants, as it will later.

A prominent attorney connected with the case, in speaking of the appeal the other day, said: "Of course, outside of the expense to the prosecution, I should like to see an appeal taken from Judge Chatfield's decision. There is not the slightest doubt but that the United States Circuit Court of Appeals would sustain the lower court in every instance. An appeal would settle the matter for all time, though it is evident this has already been accomplished as the suit now stands. It is, however, only in a professional sense I speak."

THE ART OF PLEASING CUSTOMERS.

A Difficult Thing to Please Everybody, but a Little Diplomacy Proves a Valuable Asset.

Mr. Merchant, one of the most important things about your business, and upon which so much depends for real success is that most gentle art of pleasing others.

To do this, you and your clerks and your office help may often be compelled to do things that are not as pleasant as they might be, and to put aside many personal likes and dislikes, either for the money there is in it or the good you are doing for your future business.

A pleased customer is a mighty big advertisement in itself, everyone will admit, for it often happens that the customer that seems hardest to please will eventually be your store's best friend and its best "plugger."

If we go into our large stores in the city and have a kick to make, the clerk refers us to Mr. So-and-So, and after we have given vent to all our feelings about the matter, Mr. So-and-So does not in return say, "You're a bug-house," "You're hard to please," "You'd kick if you'd go to heaven." Oh! no; he'll almost get down on his knees; he is sorry; the clerk is sorry—everybody is—and everything will be made right; he will give his personal attention to the matter to see that it is right. And the kicker goes away almost ashamed that he ever said a word, especially that he got "hot," and when he goes home the whole household will know what a fine, painstaking establishment is Smith's.

Some men never recognize an opportunity unless it is labeled.

Some men's idea of a corking good time is an uncorking one.

To the Victor Dealers in Western Michigan

WE are Victor Distributors, always carry a full line of Victor Goods, and can fill your orders for machines, records and supplies promptly. Grand Rapids is the metropolis of Western Michigan. Numerous railroad trains and electric cars are leaving this city daily in all directions and will bring your goods to your door within a few hours and at a small expense. Ordering from us means a saving of time and money. Try us.

Our representative will be pleased to call upon you.

JULIUS A. J. FRIEDRICH

DISTRIBUTOR **GRAND RAPIDS, MICH.**

The Edison Phonograph with Amberol Records

plays the music as originally composed and as *meant* to be played—without hurrying, without omissions in the middle or cuts on the end.

What more can an instrument offer?

Who wants an instrument that offers less?

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Rudolph Wurlitzer Co., Milner Musical Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Niehaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Harger & Blish, Hopkins Bros. Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—The Werner Co.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger Music Co.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phonograph Co.
Helena, Mont.—Frank Buser.
Hoboken, N. J.—Eclipse Phonograph Co.
Houston—Houston Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynalds.
Montgomery, Ala.—R. L. Penick.

NATIONAL PHONOGRAPH COMPANY, 5

And In Addition

Sousa's Band

now plays for the

Edison Phonograph

Couple that with our exclusive contract with Victor Herbert and ask yourself what better combination of sales helps you could desire—with the name Edison to top it off.

JOBBERS WHO HANDLE EDISON PHONOGRAPHS AND RECORDS—*Continued*

Nashville, Tenn.—Magruder & Co., Nashville Talk. Mach. Co.
Newark, N. J.—A. O. Petit.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Ogden, Utah—Proudfit Sportings Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Oswego, N. Y.—Frank E. Bolway.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Penn Phonograph Co., John Wanamaker, H. A. Weymann & Son.
Pittsburg—Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves Music Co.
Providence—J. A. Foster Co., J. Samuels & Bro.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phono. Co.
Richmond—C. B. Haynes & Co.
Rochester—Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons, Pacific Phonograph Co.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—Bruce & Brown Co., Inc., Eilers' Music House.
Sioux City Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brackett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Koehler & Hinrichs.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book & Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Youmans Jewelry Co.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

KESIDE AVENUE, ORANGE, NEW JERSEY

IN THE INDIANAPOLIS TRADE.

Business Shows Marked Improvement—Enthusiastic Over Grafonola—Report Unusually Good Edison Business for Month—Saved Machines from Swindlers—Five-Cent Shows Fight to Open Sundays—Newspapers and Churches Opposed to Move—Other Trade News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1909.

The talking machine business has been getting better in Indianapolis for the last month. Dealers think it is due largely to more confidence on the part of those who have money. Dealers out in the state seem to be willing to place larger orders with the Indianapolis jobbing houses. If trade keeps up during the winter as it is now the next season will be one of good profits for the talking machine enterprise.

The entire staff of the Columbia Phonograph Co.'s store from Manager Devine down is enthusiastic over the new Grafonola. "There will undoubtedly be a big demand for these machines," said Mr. Devine, "when the public know that we have them."

The Indiana Phonograph Co., who handle Edisons, reported an unusually good business in October. The monthly shipment to dealers out in the state was very gratifying. "It is not every day that we have single orders to out-state dealers reaching 300 records each," said one of the representatives of the company. "In October, though, we had a number of orders as large as that." The chief business of the Indiana Phonograph Co. is in the northern part of the state. Recently, however, six new agencies have been established in the southern part of the state, and it is said that that section of Indiana will be rapidly developed. The Amberol record keeps up its usual record as a seller with the Indiana Phonograph Co. The best selling standard record last month with the Indiana Co., was No. 10,234, "Down at the Huskin' Bee." The best selling Amberol was No. 219, "Turkey in the Straw."

E. E. Hill, 708 Massachusetts avenue, who handles Edisons, reports an increasing business with the coming of cold weather. He does a retail business only. The extension of business and building of new business houses in Massachusetts avenue has helped his trade.

The Kipp-Link Co., who handle Edisons, had a nice increase in business last month, according to Mr. Kipp, of the company. Mr. Kipp made a business trip among his agents in the northern part of the state and visited at Chicago and Detroit. He found all dealers hopeful of a good business. This company have established several new agencies in the state in the last month. The Amberol records are selling well with this company.

Among the stuff which was ready to be shipped out to Oklahoma recently and which resulted in the arrest of the three men and two women was a Victor Victrola, of the Musical Echo Co., and a graphophone belonging to the Columbia Co. A representative of the Columbia Co. went to the car to get the machine of that company. He happened to see the Victor Victrola in the car and immediately notified the Victor people.

Dr. T. Victor Keene, formerly city sanitarian, and at one time head of the bacteriological laboratory of Indiana, is one of the enthusiastic talking machine men of Indianapolis. There is scarcely a grand opera record of good quality that he does not add to his collection. He is a great admirer of Zenatello, the famous tenor. Recently Dr. Keene has been sick at his home and talking machine music has added to his entertainment.

H. H. Myers, representative at Chicago and in northern Indiana for the Columbia Co., was a caller at the local store. He was in Indianapolis over Sunday and declared that business was looking better all along the line.

A great squabble has arisen in Indianapolis during the last week on the question of whether the five-cent vaudeville houses shall remain open on Sundays. All of the places were open last Sunday and when an investigation was made it was found that Mayor Bookwalter had made an arrangement by which 20 per cent. of the net profits of the vaudeville houses were to go to charitable institutions. If some of the proceeds had not gone to charity it would have been a direct violation of the law for the vaudeville houses to be open on Sunday.

Immediately after the mayor's arrangement had been made public a great cry was raised by both of the leading newspapers of the city. The mayor's plan was called virtually a subterfuge and it was pointed out that the amount which would be derived for charity after all of the expenses of the vaudeville houses had been paid would be small indeed. Finally two of the leading ministers of the city took the matter up and it looks now as though there would be united opposition to the plan for having the vaudeville places open on Sunday.

Allen E. Jay, of the Kipp-Link Co., has returned from Texas.

Leonard Christ, of the Columbia Phonograph Co.'s staff, gave a graphophone recital recently at a lodge meeting of the Knights of Columbus.

Business is good among the five-cent vaudeville houses in spite of the opening of the theatrical season. The cessation of the summer excursion business has cut down the receipts of the penny arcades to some extent.

W. H. Frame has opened a moving picture show in South Meridian street. He is using a Twentieth Century Columbia Graphophone for outside work.

One of the Indianapolis daily papers the other day had an editorial against sensationalism in the five-cent shows. It was called forth by a set of prison pictures, which were being shown in a North Illinois street house. The front of the theater was arranged to represent a prison and a man in prison garb marched up and down in front. The paper thought this was going a little too far.

The German Catholic Central Verein, which held its national convention in Indianapolis, adopted a resolution against immoral pictures in five-cent theaters. Recently in some of the Indianapolis houses pictures have been shown of a dance which is not very elevating. It is believed that this is calling forth some of the criticism.

THE DIFFERENCE.

"Give two men an equal chance with the same goods and the same advantages in the same territory, and one will turn out to be a John Wanamaker, while the other winds up a brief and inglorious career as Jonah H. Mudd. In most all the cases out of ten it's simply because one has the plain, animal intelligence to ask for business and the other hasn't.

"If you know what you want, and why you ought to have it, for Heaven's sake jump out in front and ask for it. And keep on asking as long as there is anything in sight that looks as if it might come in handy some time."

Get into the habit of installing window displays. A window can be turned into a valuable advertising medium—it can likewise be turned into a poor one. Window displays should be changed at frequent periods and the one thing to be remembered in this connection is simplicity. Do not undertake to pile your entire stock in the window at one time. Just a few articles, one or two neatly printed cards or signs with a neat background, and the trick is easily accomplished.

NOW FOR NORTH POLE RECORDS.

Enterprising Manufacturers Should Get After Both Claimants and Secure Records Describing the Final Dash—Lieut. Shackelton, Antarctic Explorer, Establishes Precedent in Making Records for Gramophone Co.

It is now up to the enterprising manufacturers of talking machine records to arrange with both Commander Peary and Dr. Cook and secure records of how they made their dash for the North Pole. The controversy between these two gentlemen as to "who got there first" make the public interest the keener, and consequently any records which they may make of their adventures would have a tremendous sale, not only in this country, but throughout the world.

As it will take a year or more before the learned societies will pass judgment upon the data presented by the two explorers, it insures at least two seasons of sales activity for the records of the North Pole expeditions.

In making a permanent record of their polar trip for public distribution neither Commander Peary nor Dr. Cook will establish a precedent, for Lieutenant Shackelton, the leader of the British expedition, which came within a very short distance of the South Pole, has made a series of records for the Gramophone Co., of London, in which he tells of his trip, and pays a generous tribute to the bravery and endurance of the men who accompanied him.

The talking machine now occupies such a position of national importance, being found in the homes of practically everybody who desires to keep in touch with the world's progress, that no great movement, whether in art, science, history or politics, can afford not to be recorded for the purposes of public education and instruction and for permanent filing for use in centuries to come. It seems to us that all present-day personalities connected with all the great achievements of the world should make it a point to make permanent records of their views or impressions for the benefit of the generations who will follow us.

[*Since writing the foregoing we have been informed that the Victor Co. have secured a record made by Dr. Cook.*]

RETURN POSTAGE PLAN FAVORED.

Postal Committee Officially Sanctions Adoption of New Return Envelope and Postal Card for Use of Advertisers—No Charge for Stamp Unless Used for Purpose Intended.

A problem of the post office department which has been discussed by advertisers appears now to have a partial solution. Doubtless many merchants who conduct extensive mail advertising campaigns will find in the new plan a help in securing orders from their customers.

A return envelope and postal card have received the official sanction of the Postal Committee at Washington, and will be issued for use in the very near future. The plan is as follows:

"It is required by law that all postage shall be prepaid so that any plan which has been devised will require the co-operation of outside agency, to the extent of securing a deposit of $100,000 with the department as a postal fund. The department will manufacture envelopes and cards bearing a peculiar stamp, which can easily be recognized, distinguishing it from ordinary mail. These the department will sell to whatever form of syndicate which may represent the deposit at the regular price, less the price of the stamps.

"The contractor will distribute them as they may be ordered by advertisers after having a return address printed on them with notice that the stamp is void if the address is changed. Such envelopes and cards endorsed by advertisers may be returned to them without affixing additional stamps, but on arriving at their destination they will be held by the post office till the advertiser pays the regular postage on all such matters as he actually receives.

"The moment the envelope or card is mailed, the stamp which the department impresses becomes a legal stamp and satisfies the law, while it is of no value if the address is changed, and no loss to the advertiser if thrown away. When the advertiser pays the amount of regular postage on all such mail as he actually receives he only keeps the original deposit intact."

MAY BAR FILM EXCHANGES.

Recent Fire in Pittsburg, Pa., Exchange Causing Heavy Explosion Causes Authorities to Consider Barring Such Concerns from City.

An investigation by Fire Marshal W. D. McGill and Superintendent Coster, of the Bureau of Explosives, of Pittsburg, into the causes of the serious explosion in the Columbia Film Exchange in the Ferguson block in that city led Superintendent Coster to announce that in the absence of any other cause for the explosion and in the face of the positive declaration that films will not explode, the cause must be charged to the films, in which event the most stringent laws prohibiting the storage of films in the city must be enacted without delay.

"I cannot imagine," he said, "how any gas that would arise from the burning films could do the damage that occurred. If the explosion was caused by the gas from the films there would only be enough to affect the room in which it collected. There would not be sufficient to damage the other parts of the building. It would have spent itself with the blowing out of the walls that confined the gas. The result gives every indication of the explosion of some more powerful matter, yet the sworn statements of all these witnesses agree to the effect that no chemicals of any nature, beyond the film cement, were kept in the room. This, in spite of the claim that films are non-explosive, leads to but one conclusion—that the explosion was caused by the films. Such being the case it is imperative that the business in the future be barred from the city entirely."

MAGNETIC NEEDLES
ARE THE BEST
3 KINDS
MULTI-TONE
LOUD TONE
MELLOW TONE
Write for Samples

VICTROLA Protectors
Keep Your Victrolas in Good Condition : :
DEALER'S PRICE, $2
Get a Sample

You Can Sell This
VICTOR-O-OUTFIT
COMPLETE FOR
$25.00
RETAIL

VICTOR

Our line of moderate price Cabinets to match the Victor Machines
ARE WINNERS

A chance for you to make up quick selling outfits for Fall and
Holiday Trade

All Cabinets have continuation tops and match the machines exactly

For Style and Finish they cannot be beat!

THEY WILL HELP YOU SELL MACHINES

Dealer's Prices:

Mahogany Victor-O Cabinet	$5.50
Oak Victor I Cabinet	$5.50
Oak Victor II Cabinet	$6.75
Oak Victor III Cabinet	$7.75
Mahogany Victor IV Cabinet	$7.75

DON'T DELAY
SEND IN YOUR ORDER FOR A SAMPLE LINE AT ONCE : :

EDISON

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

SPECIAL
O. K. CRANES FOR ANY CYLINDER MACHINE
FORMER PRICE, .75
OUR PRICE, .35

S. B. DAVEGA CO.
126 UNIVERSITY PLACE : NEW YORK

SPECIAL
GENUINE, $2.50
"MEGA" Flower Horns Assorted COLORS
.35
EACH

Mr. Dealer

The MUSIC MASTER WOOD HORN means increased profit to you.

The best class of customers become fussy after they get the best selection of records from your stock and it is very difficult to please them. It is just such people who would purchase the MUSIC MASTER WOOD HORN.

They are musical and realize that the metal horn gives a nasal tone, and the great amount of glue used in a veneer horn retards the vibratory freedom.

The MUSIC MASTER is the only *solid* wood horn on the market—the only perfect sounding board ever made for phonographs or talking machines.

HAVE ONE SENT ON APPROVAL

Choice of Oak, Mahogany, or Spruce, ***for any make or style machine.***

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

THE TRADE IN LOS ANGELES.

Present Business Conditions Prove Satisfactory and Outlook Encouraging—Sherman, Clay & Co. Pushing the Victrola—New Victor and Edison Horns Please Dealers—Columbia Co. Trade Improved—A Visit to Santa Barbara and Other Local Points.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 27, 1909.

With the thermometer registering 108 in the shade at the early part of the month, the weather has gradually become cool, until now, when the hot season seems to be passed, the outlook for the month is a pleasant one, while the prospects for the holiday trade give increased encouragement. Outlying towns give favorable reports for the summer season passed, which has been the best for several years. This year's announcements of new types of machines, and also new equipments, are welcomed and generally approved by the trade.

Sherman, Clay & Co. are receiving a number of new mission oak Victrolas, for which they are experiencing an unlimited demand. The new size Victor wood horn has been splendidly received by the trade, and many orders for them have been received. The notice of the remodeled Victor I., which is to be shipped to the jobbers at an early date, is regarded as an important item to figure in the orders for fall goods.

The Southern California Music Co. are giving the new Edison cygnet horn considerable attention, having received an encouraging amount of orders for early shipments. The trade in general are pleased with the new equipment. Several new dealers are reported in the valley.

The Columbia Phonograph Co. are having much better trade than last year. Business in the smaller towns continues to improve, and all indications are of a larger fall trade than ever before. The new style Regent, which is expected to arrive very soon, is creating much interest among the dealers.

Announcement in The World of the two new Grafonola type machines has been the source of many inquiries from the dealers, who seem so much concerned in these new hornless machines. The circular letter, dealing with the copyright and royalty proposition on disc records, which has been received by the trade, is considered a sort of a riddle. Different opinions are expressed regarding it, and further developments are expected.

The Geo. J. Birkel Co. had a splendid summer trade and are looking forward to holidays, which promise to show a large increase over last year.

The Red Seal record rooms of the Fitzgerald Music Co. have been enlarged to accommodate the increased trade in these goods. Business has kept a very even run through the summer weather.

The J. B. Brown Music Co. have added a new record rack for the Edison Amberol records, of which they have recently received a complete catalog. Mr. Hinman, who has charge of the department, is a great enthusiast over the Edison line, and has increased the trade for Amberol records as a result of his efforts.

The writer has visited Santa Barbara and has found trade in very good condition, considering the season's hot weather, which has been exceptional. Santa Barbara is the home of a number of talker experts and enthusiasts, there being in its boundaries Burson & Buelna, patentees of an automatic brake for disc talking machines, which bears their name; A. E. Madison, who has lately secured several patents on his hornless machine, and T. H. Sentell, who some time ago patented a record cabinet and system for indexing records. Burson & Buelna have built an addition to their factory in this city, and are working overtime on the new brake. It is surprising to note the complete equipment of their plant, which contains every mechanical device necessary for manufacturing their article.

R. H. Paulin, who is in charge of the Brown Music Co.'s talking machine department, is pleased with the prospects of the coming fall season. They have a full line of Victor, Edison and Zonophone goods, which it is their aim to keep up as completely as possible.

The Southern California Music Co.'s branch store is doing nicely as can be expected. W. J. Reynard has been away for some time passed, while Frank Reed, a veteran music and talking machine man, who for a number of years was in the service of Lyon & Healy, has taken charge of affairs during his absence. Mr. Reed is greatly attached to southern California, having made his home here for the past two years.

Word has been received from Sig. E. Tessier, who left Santa Barbara some time ago for El Paso, Tex., where he has opened a store of his own. He is well known in Mexico, having been one of the first talking machine men to travel that country.

Once more Santa Barbara has been disappointed in the prospects of more regular steamship service. There was great rejoicing among the merchants over the announcement sent out by a new and independent steamship company which proposed to lower the freight rate between here and Los Angeles and San Francisco. This service has been postponed, to the disappointment of all.

Nick Hern, of Ventura, is expecting to enlarge his talking machine department, which he finds too small to handle his trade. The beet sugar season is in full swing at present, and has so far been very successful.

News from San Diego is that the Wiley B. Allen Co. have added a complete catalog of Columbia double discs, having enlarged their department to accommodate the new line, which has already proved its success in the increased volume of trade they have had since the addition.

Thearle & Co. have announced themselves as exclusive Victor dealers, having disposed of their other stock. They have a fine store and an excellent system of filing their stock of records, keeping the same in cardboard holders and in glass showcases.

The Southern California Music Co. report trade as very lively, especially in Edison machines and records. Mr. Borgum is doing some very attractive advertising.

MILWAUKEE'S BUDGET OF NEWS.

Wisconsin Talking Machine Dealers' Association Formed with About Fifty Members—Officers Elected—Such an Organization Badly Needed—Business Shows Great Improvement—Wholesale Trade Excellent—Want Lawrence McGreal to Run for Office of City Treasurer—Auxetophones in Palm Gardens—News of the Travelers—Awaiting Edison "Amberola"—To Open Branch Store in Oshkosh—A North Pole Window Display—Some Recent Visitors—Other Items of Timely Interest From a Busy Western Center.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 9, 1909.

The Wisconsin Talking Machine Dealers' Association is at last a reality. Responding to a call sent out by the secretary, Miss Gertrude Gannon, of the temporary organization, about fifty dealers from all over the State met at the Lawrence McGreal store, in Milwaukee, on September 17, and organized the permanent association.

Officers were elected as follows: President, Harry Kreinitz, Milwaukee; vice-president, D. M. Kraus, Port Washington; secretary, C. C. Warner, Milwaukee; treasurer, H. Christenson, Racine. The board of directors consist of F. L. Hunt, Philips; D. L. Janes, Wausau, and A. Kuckuk, Shawano.

The dealers met with the conviction that there was an absolute need of a State organization. The idea is for the dealers to meet annually, or more often, if necessary, for the purpose of discussing matters of interest to the trade and pass such resolutions as may be deemed proper to be brought before the National Association of Talking Machine Jobbers, who in turn will bring them before the manufacturers. Dealers to a man felt that great good can be accomplished by united action, and that many abuses can be remedied through the new association.

The meeting for permanent organization was held at a most opportune time. President Taft spoke at the Wisconsin State Fair in Milwaukee on September 17, and dealers combined pleasure with business and came to the city. Several matters of interest to the trade were discussed and much enthusiasm was expresseed.

There is no getting around the fact that there is plenty of improvement taking place in the talking machine business, not only of Milwaukee, but of the entire State. While the retail trade is not at its very best, dealers are more than satisfied and are most optimistic over the outlook. Predictions are being made everywhere that the fall and winter business will be the best in years, and, in fact, one dealer goes so far as to say that it will be the very best that the Wisconsin territory has ever experienced. The wholesale trade has been expanding steadily for the past two months, and at the present time jobbers are meeting with an excellent business. The general feeling among the fifty retail dealers who met in Milwaukee for the organization of the Wisconsin Talking Machine Dealers' Association was that prospects were never better than this fall.

"I think that the fall trade will be the best in the history of the Milwaukee talking machine business," said A. D. Herriman, Milwaukee manager of the Columbia. "General conditions are improving and prospects and immediate business are more than usually bright. A sure indication of better things ahead is the fact that the retail trade is making some big strides. Another bright feature, to my mind, is that a higher class of graphophones is being purchased."

H. Smith, of the Cadillac Cabinet Co., Cadillac, Mich., called upon the Milwaukee talking machine trade recently.

Lawrence McGreal is being boomed for city treasurer of Milwaukee on the Democratic ticket. Despite the fact that the boom was formally launched at a banquet given by the friends of Mr. McGreal, the well-known talking machine man, says that he will not run for the office. A. J. Gruneman, Commissioner of Public Works, who sprung the candidacy of Mr. McGreal at the dinner, declared that the talking machine man was eminently fitted for the position, and that he would do credit to the city and to the party. This seems to be the consensus of opinion, and politicians are predicting that, after all, perhaps Mr. McGreal may be induced to enter the race. There is not the slightest doubt but that Mr. McGreal would win out in the election over any opponent who might be put up, because the talking machine man is one of the most popular business men in Milwaukee. Mr. McGreal is 47 years of age, and has been a resident of Milwaukee for seven years, coming here from Wayne County, N. Y., where he was for many years the representative of the Edison Phonograph Co. During the time that he has been in Milwaukee he has built up the largest and most successful retail and jobbing business in the Wisconsin talking machine field.

The Auxetophone is being used with great success by proprietors of several well-known palm gardens in Milwaukee. E. B. Rebbolz, of the East Side Palm Garden, is featuring the machine day and night, and the Caruso, Melba, Schumann-Heink and other Red Seal records are being appreciated by even a palm garden audience. The Auxetophone at the Rebholz Garden was sold by Lawrence McGreal.

Lawrence McGreal and family and Miss Gertrude Gannon were at Dixon, Ill., recently, attending the funeral of Mrs. M. J. Gannon, mother of Mrs. McGreal and Miss Gannon. Mrs. Gannon was well known in Milwaukee. She was but 49 years of age.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., is still at Winnipeg and other Canadian points. News to the effect that he is lining up an excellent business has been received by Milwaukee friends.

The appearance of the new Edison "Amberola," a machine whose form resembles the Victrola to a certain extent, is being awaited with interest by Milwaukee dealers. Cuts and description of the new machine have been received, together with the news that it will be placed on sale by November 1.

Walter J. Augustine, of Fond du Lac, Wis., will open a branch of his talking machine store at Oshkosh, Wis., on November 1. Mr. Augustine will carry on both establishments and will carry a general line of machines, records and supplies at each.

Henry Saak, the enterprising Columbia-Vliet street dealer, has completed the addition to his establishment and now has one of the finest retail establishments outside of the downtown section of Milwaukee. Mr. Saak has been meeting with a big business during the past four weeks.

The Hoeffler Manufacturing Co. was the only concern which had a talking machine exhibit at the Wisconsin State Fair, recently held in Milwaukee, and the big display of machines, supplies and records attracted much attention. The company also had an Auxetophone on display, and this made an especially fine impression on the big crowds. J. H. Becker, Jr., manager of the talking machine department of the company, was in charge.

H. P. Gibbs, of the Rudolph Wurlitzer Co., Chicago, called upon the Milwaukee trade a short time ago and reported the trade outlook to be of the rosiest hue.

A. D. Herriman, manager of the Columbia Co. at Milwaukee, has just placed an especially fine retail branch at the Oesterichs department store, 385 Eleventh avenue, Milwaukee. The department store is in the heart of a very good business center, and Mr. Herriman believes that a fine trade will be lined up. A complete Columbia line will be carried.

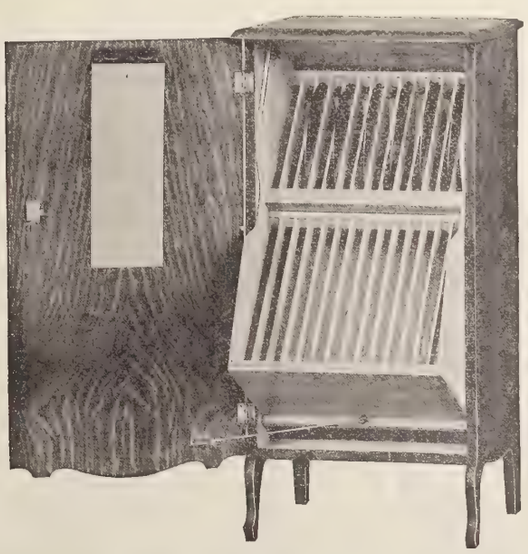
As usual the Hoeffler Manufacturing Co. have been showing a right up-to-the-minute window display that has been attracting no end of attention. The exhibit, the plan of J. H. Becker, Jr., manager of the talking machine department, shows Dr. Cook at the North Pole gazing on the top of the pole where a Victor machine is perched. The display carries various phrases, such as "The Victor, the best thing on earth"; "Can be had at $1 per week," and others. Two large sugar barrels, presumably full of steel needles, have been causing the crowds to gape and wonder at the amount of needles which the Hoeffler Company must be selling.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, was in Milwaukee a few days ago talking over the fall campaign with A. D. Herriman, local manager.

The Capital City Commercial College at Madison, Wis., seems to be going about things in the right manner, and is advertising the fact that it is using the Edison business phonograph for giving dictation in its shorthand department. Officials of the school say that the machine is a most valuable adjunct, and that beginners as well as advanced receive dictation from the machine.

Suit has been brought by the Standard Talking Machine Co. against Edward Heenan and Herman Schultz, of Sheyboygan, Wis., members of

THE ROCKFORD BOOKCASE CO., has now taken over the line of cabinets made by the Rockford Cabinet Company, in order to better handle the enormous business worked up on this line of goods.



The question of storing record and sheet music cabinets is getting more important every day and this season our cabinets are being illustrated with 6 different interiors. Our catalogue will show you what we have put into the line, and you should have it on file for emergency. Most dealers place stock orders to be shipped during the season.

Write to

Rockford Bookcase Co.

1801 18th Avenue
ROCKFORD, ILL.

the firm of E. Herrman & Co., to recover the value of eleven talking machines alleged to have been shipped to the Sheboygan dealers. The defendants claim that they ordered one machine from the company's agent, and that the latter raised the order to one dozen machines.

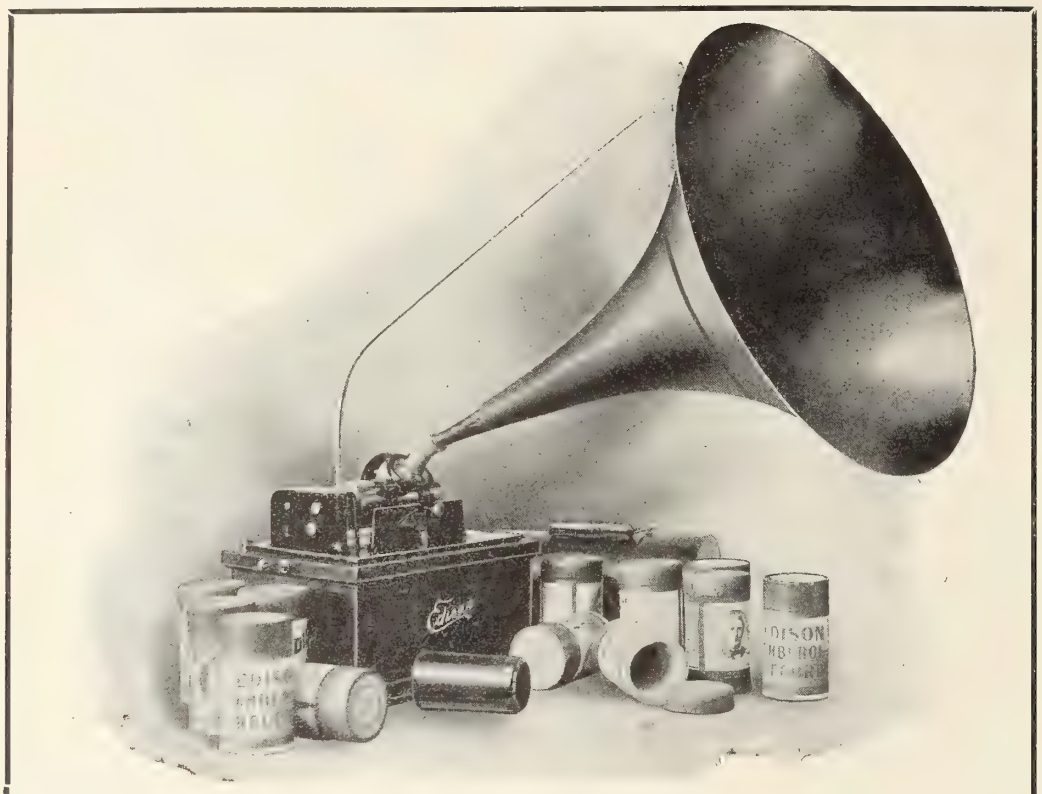
F. W. Chadbourne, district attorney at Fond du Lac, Wis., is using the Edison business phonograph with great success in his legal work. The district attorney has just installed two machines and is finding them especially valuable in taking the confessions of prisoners and the testimony of witnesses. This is the first time in the history of the Fond du Lac Bar Association that these machines have been used in securing testimony.

HANDSOME DISPLAY OF DICTAPHONES.

The Dictaphone Co., who market the commercial graphophone of the Columbia Phonograph Co., General, had a very complete and interesting exhibit of their line at the National Business Men's Show, given in Madison Square Garden, New York, from Sept. 25 to October 1. The space occupied by the Dictaphone Co.'s display was centrally located, and had a large number of visitors who wished to be shown what Dictaphones can accomplish as an economizer of time in office correspondence. The system was warmly approved and a large number of machines were sold for immediate delivery.

WHY PROGRESS LAGS IN RUSSIA.

The prefect of police of St. Petersburg, taking advantage of martial law known as "extraordinary protection," recently issued an order forbidding that talking machines be used except with doors and windows closed. This, however, seems to have stimulated the energy of the possessors of the machines, and the metal voices became busier than ever, grinding night and day. As a consequence the prefect has forbidden the use of phonographs in the entire central district and other parts of the city frequented by business men.

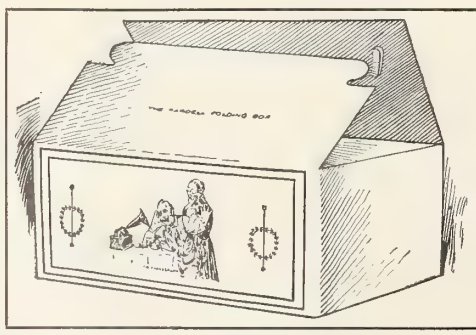


LIN-O-TONE HORNS

For all Styles of Cylinder Machines

WE have just added to our line another size of Lin-o-tone Horn especially adapted for Standard and Home Machines. It is on the same lines as the Fireside Horn, only much larger. The tone and finish is equal to that in every respect which is sufficient recommendation in itself.

Lin-o-tone for Fireside Phonograph - - - 21 in. long, 17 in. bell. Retail Price, $3.00
Lin-o-tone for Home and Standard Phonographs - 26 in. long, 21 in. bell. Retail Price, $5.00
Colors Red, Blue and Black



Pardell Folding Boxes

No. 3, holding three cylinder records $1.00 per hundred

No. 6, holding six cylinder records $1.50 per hundred

No. 12, holding twelve cylinder records $2.25 per hundred

Most convenient form of package for delivering records to customers. Help to sell more records "to fill up the box."

Pardell Graphite **Pardell Oilers** **Pardell Recording Horns** **Pardell Chip Brushes** **Pardell Machine Belts**

Leading jobbers throughout the country carry these goods. Order from your own or write us for the name of one in your vicinity who can supply you.

The PARDEE-ELLENBERGER CO. ∴ ∴ New Haven, Conn.

TRADE IN THE MONUMENTAL CITY.

Fall Business Opens Up to Entire Satisfaction of Dealers—Improvement Steady and Sure—New Columbia Machines Provoke Considerable Interest—Best Selling Record of Month—Amberol Records Increase in Popularity—What Various Houses Are Doing to Get Business in Baltimore and Locality.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 5, 1909.

September proved to be a better month for the sales of talking machines and records than any of the summer months and this business betterment seems to have set in for the remainder of the fall and winter. Already the showing in the trade for the first few days of the present month is much better even than was the case for the same days in September, so that the dealers believe that the slump is slowly but surely giving way under the advance of an increased business. The predictions of the dealers during the early summer, in fact, seem about to be fulfilled, for at that time they said that there was every indication that things would be better. The improvement has not been rapid, and neither do the dealers expect this to be the case in the future. What they look for and what they believe will take place is a steady advancement each week.

There have been a great many inquiries at the local branch of the Columbia Phonograph Co., and at Sanders & Stayman, who handle this line of machines here, regarding the new Regent Grafonola and De Luxe Grafonola and these inquiries lead the dealers to believe that they will prove quite a popular innovation in this city. While there are not a great many of the new machines on the local market, the prospectuses have been in great demand. The Regent Grafonola, particularly, seems to be a great favorite, for the possibility of having a writing table or a card table, where either business or pleasure may be indulged in while music is being played, seems to appeal greatly to Baltimoreans.

At Sanders & Stayman it was stated that during the past month or so the record, "She Has Rings on Her Fingers and Bells on Her Toes," on both the Victor and Columbia machines, has proved the best seller. Outside of this record and as a general rule, all the popular song records have had a good run and are still in heavy demand.

In the Edison line, Manager Grottendick, of E. F. Droop & Sons Co., who handle both the Edison and Victor stated that the Amberol records have been in demand for the past several months and continue to be popular with Edison machine owners.

NO DUTY ON RETURNED FILMS.

Those Made Here and Sent to Canada May Come Back Free.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1909.

The Treasury Department has decided that moving picture films of domestic manufacture can be taken to Canada for temporary use and entered into this country afterwards as free of duty. This regulation was handed down to-day in a letter to the Collector at Port Huron, Mich.

The decision points out further that a special provision was made in the new tariff governing photographic dry plates, or dry films, etc., which are exposed while abroad. Exposure in this case means an advancement in value, and, consequently, a duty was placed upon them. But the moving picture films, it is stated, are exempted from this provision.

FILES PETITION IN BANKRUPTCY.

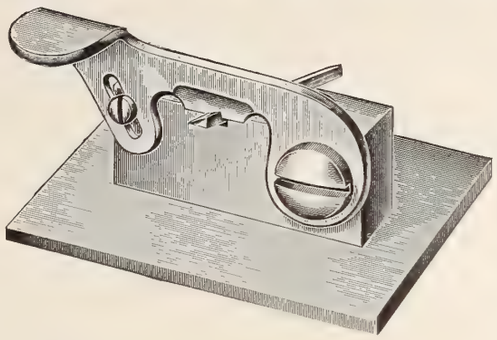
R. V. Jones, proprietor of the Minneapolis Phonograph Co., Minneapolis, Minn., recently filed a petition in bankruptcy with liabilities of $4,000 and assets estimated at $175. The stock of Victor and Edison goods was bought by local dealers.

A NEW PERFECT CUTTER

FOR REPOINTING

FIBRE NEEDLES

PERFECTION



SIMPLICITY

This latest cutter is manufactured on scientific lines and is as near perfection as is possible to make it.

The blade is so constructed and adjusted to the block that a **sliding motion** is obtained on the downward stroke, thus insuring a **clean, smooth** and **perfect** point.

This blade is made of the highest grade tool-steel, properly tempered—can be easily detached from the block and resharpened with a small honing stone.

The base and block are nickel-plated—highly polished.

This new cutter will not only facilitate the sale of **Fibre Needles** but will prove a delight to all lovers of this **Ideal Needle.**

Complete instructions and cut in each box.

Don't forget the Fibre Needle! It is a Winner

"B. & H." Fibre Mfg. Co. 33 W. Kinzie St., **Chicago, Ill.**

Promptness is our hobby

We've been riding it for 10 years, and *we've never been thrown.* "Promptness" is a trustworthy steed—it is accurate and fleet-footed—and it can always be depended on to win the race.

Our hobby has the fastest gait of all—GOODS SHIPPED SAME DAY ORDER IS RECEIVED.

We and our hobby are backed by a long list of satisfied Victor Dealers. They count on us to deliver just the goods they order, and to do it on time. And they always make money through us.

Why don't you take this as a straight tip? Why not break away from that distributor who is in the "also ran" class? Why continue to drop money and customers and business on such "old skates" as "will send tomorrow," "must get from factory," "too many orders," "just out," and the like?

Come join our money-making backers, and prove that our hobby is always fresh and in the pink of condition, and always has a winning streak. Send us your next rush order for Victors, Victor Records, Victrolas, record cabinets, horns, fibre cases, needles, extra parts or accessories, and see how quick we come down the home-stretch.

We'll let you be the judge. We know you'll award us the purse as the fastest and most accurate Victor Distributor in the race.

Write us to-day for the "books." We'll send you our catalogues and also enclose our handsome booklet called "The Cabinet That Matches," showing record cabinets that exactly match each style Victor. Drop us a postal *now.*

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

**83 Chambers Street
New York**

PACIFIC COAST TRADE NEWS.

Strong Increase in Retail Trade During Month—Good Holiday Business Expected—Wholesale Trade Picks Up—Peter Bacigalupi on Eastern Trip—Wiley B. Allen Co.'s Talking Machine Department Forging Ahead—Sherman, Clay & Co. Handle Record Victrola Business—Columbia Co.'s Spokane Store Makes Good Report—Cygnet Horns Popular—Heine Co. to Install Talker Department.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 1, 1909.

The increase in the city retail trade in talking machines has probably been a little less than was expected during the past month, though there is certainly much more activity than at the end of summer. The vacation season is over for the year, and people are coming back to the city from all the surrounding suburbs for the winter season. The crowds on the streets are larger than they have been since the fire, and from general appearances one would think almost a holiday business was being done, but most dealers say that people are not buying as much as it would appear. The larger dealers in the down-town district, however, have noted a marked improvement in their sales for the last few weeks, and there is every reason to expect continued improvement from now till the holidays.

Wholesale trade has picked up in good shape, and the dealers in outside districts report an exceptionally strong demand for all sorts of talking machine goods. The harvest season is over, and country people are settling down for the winter quiet, while a plentiful supply of money enables the outside dealers to make a large proportion of their sales on a cash basis.

Peter Bacigalupi, the oldtime talking machine dealer of San Francisco, is now in the East, and will remain away for several weeks. He will stop for some time in Chicago and New York, calling at all the talking machine factories, and visiting some of the piano manufacturers as well, for the purpose of making arrangements for next year's business. It is reported that he has already placed some large orders. Peter Bacigalupi & Son have taken large orders for the new Cygnet horns all over the State, and are getting many inquiries for the new Edison hornless machine, which they expect to have in stock before the first of the year. They report a decided improvement in the business generally, and consider the outlook very auspicious for the local retail business during the next three months.

As the talking machine department is a distinctly new departure for the Wiley B. Allen Co. it was not expected that it would have a very heavy run during the first month or two. The company are gradually becoming known as a talking machine house, however, and Mr. Black, who has charge of the department, says that a very auspicious start has been made, with a distinct improvement toward the end of the month. While the department is in the Sutter street side of the building, an attractive talking machine display is shown in the main windows on Kearny street, keeping this branch of the business in the eye of the public. By the end of the year it is expected that the department will be doing about as much as the talking machine departments which have been longer established.

A. G. McCarthy, of Sherman, Clay & Co., has new sales records to report nearly every month. Last week, he says, was the best for Victrola sales in the retail department since that machine has been handled, with the exception of the week before Christmas last year. The number of cash sales of Victrolas recently has been a matter for some surprise. Heavy shipments of Victrolas are now coming in, as the company expect an increasing demand for them during the holiday season, and wish to be amply prepared. Mr. McCarthy is expecting the greatest holiday trade the company ever had, both here and on the outside. The wholesale business, he says, is very active, with all the men on the road, and sending in good orders. In regard to records, he says three new ones by Tetrazzini, who has great popularity among San Franciscans, are having a very large sale.

Sherman, Clay & Co. have been making some improvements in their talking machine department on the third floor, which will make it much more attractive and convenient. Two offices have been removed to make way for a large room especially devoted to Victrolas, and the room has been tastefully decorated. The record demonstration rooms have also been changed, glass partitions being put in, as the experience in the new Oakland store has demonstrated that the heavy double walls, formerly installed to exclude outside sounds, were unnecessary.

Willis S. Storms, the popular young traveling man of the Columbia Phonograph Co., with headquarters at the San Francisco office, has surprised his friends by becoming a benedict. The bride was Miss Daisy Meade, a popular society girl of Coalinga, Cal.

The Columbia Phonograph Co.'s store in Spokane, Wash., has been moved from its old quarters to the Chant Music Co.'s store, on the best business street in the city, where there is ample room for both wholesale and retail departments.

The Columbia store in San Francisco still remains on Van Ness avenue, and is unlikely to be moved before the end of the year, though arrangements for a permanent location are likely to be made at any time. The city retail business is accordingly rather quiet, but this is more than made up by the activity of outside trade. Manager W. S. Gray has just returned from a visit to Kirk, Geary & Co., the jobbing agents at Sacramento, Cal., and is well satisfied with the progress made in that territory. The local office now has in stock the new Grafonola Regent, which is steadily gaining recognition in this city. Quite a number were sold from illustrations before the stock was received, and since then the machine has been taking hold in good style. The demand for popular priced graphophones also grows as employment becomes more general.

A number of new rooms have been added to the talking machine department of the Wiley B. Allen Co.'s Oakland store, to provide for the increasing trade in that city.

The Pacific Phonograph Co. got in a large shipment of Cygnet horns about a week ago, and are in a position to supply the trade. The horns have been meeting with great favor from Edison dealers all over the State, and large sales have already been made. The Pacific Phonograph Co. now have a number of men visiting the outside trade, and they are doing effective work in all parts of the territory.

Clark Wise & Co. are still devoting considerable attention to the talking machine department, and find it at present about the most profitable in the establishment. Mr. Wise believes, however, that the trade is not as active in the city as it should be, and looks for a much heavier trade next month.

The Heine Piano Co. have definitely determined to install a talking machine department when the new store on Stockton street is opened, which will occur in a few weeks. Final arrangements have not been made, but Mr. Heine expects to have one of the most attractive departments in the city.

INITIAL ORDER FOR $5,000.

This Was Placed with the Columbia Co. by a New Pittsburg Customer.

A leading music dealer in Pittsburg, Pa., who recently added the Columbia line, placed an initial order with the Columbia Phonograph Co., General, for $5,000.

E. N. Burns, manager of the Columbia Phonograph Co.'s export department, now in Europe, is due to arrive in New York November 10.

Orders for the new Grafonola cabinets are coming in from the Columbia jobbers in large numbers. The new lines have made a tremendous hit with the trade.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Remarkable Improvement in Trade Throughout London and the Provinces—Season's Business Expected to Double That of Last Year—Gramophone Co.'s Good Report—Cheap Machines Almost Entirely Eliminated—St. Petersburg Police Put Ban on Gramophones—National Co.'s Advertising Plans Please Dealers—How the New Records Are Being Received—New Rena Double-Sided Records—More Anent the Copyright Question—New Gramophone Records—David Reis in Hot Water—Harry Lauder's Secret—All the News of the Month.

(Special to The Talking Machine World.)

London, Eng., Oct. 2, 1909.

It is a great pleasure to me to be able to report a remarkable improvement in business experienced by the trade as a whole during the last week or so throughout London and the provinces. One manufacturer even goes so far as to compare it with the rush usually felt just before Xmas, but although this may be a little exaggeration, the fact remains that records and talking machines of all classes are coming into their own again after many months of depressed sales. It but confirms the accuracy of my remarks in this journal, made some few months back, which in effect outlined the season's prospect as very good, although not of a "booming" nature. This trade is peculiar in so far as sales fluctuate sometimes to an alarming extent; the demand for talkers being anything but an even one. There are, of course, isolated instances to the contrary, but I estimate on a general average this season's turnover in the aggregate should about double itself compared with last year. And it will, too, if dealers can but realize the enormous possibilities resulting from an attractive window display, circulars, local newspaper advertising, and other trade-stimulating schemes.

It almost seems paradoxical, yet in spite of the drop in Gramophone shares, and the reduction of the dividend from 15 per cent. to 5 per cent., I am authorized to state that the gramophone profits and sales in Great Britain for the year ending June 30, were better than any other year bar one, and that was the "boom" year. Again, figures are just out which show that last month's (Sept.) trading was the best ever, against even time, in the whole history of the company. So you see that, although the directors consider it advisable to restrict the dividends, the business is there, and it only remains for you to share in that prosperity by the aid of enterprising methods and hard work.

A not unwelcome feature of present-day conditions is the almost entire elimination of the very cheap machine. The minimum price of a good phonograph is recognized at two guineas, while a disc machine selling for less than fifty shillings is an unreliable and dear purchase. Who can deny that one drawback to the progress of this industry has in the past been found to center around the rubbishing instruments sold under the guise of a specious phraseology? It is more than confirmed by the public. A cheap machine does not now appeal to them, as the glamor of the thing as a scientific wonder has passed. We must offer something good or get out of the business. That is the motto to-day, and to live up to it will make for influence, progress, lasting trade, and—profits.

Gramophone Forbidden in St. Petersburg.

The maniacal Russian Police Prefect is again venting his spleen on the unoffending talking machine. At the instance of some overzealous students, and certain other not too intelligent scribes, he issued a decree that Gramophones were only to be played behind closed doors and windows. This, however, according to a writer in the Daily News, brought but little satisfaction to the complainants, inasmuch as further letters were showered upon the Prefect imploring him to save them from the torture of its—that is, the Gramophone's—metal voice. This Prefect or Prefects at once got right down to it. He thought and pondered, until suddenly a great idea struck him full in the face. Why not suppress; ban the infernal machine altogether from the city—why not? The order went forth forthwith under the act of—martial law! Isn't it delightful, fancy martial law versus music—in the shape of a metal voice! What next?

On inquiry at the London offices of the Gramophone Co., we learn that the decree applies only in the business quarter of St. Petersburg, and does not affect the populous residential districts.

News from the National Phonograph Co.

Edison dealers view with immense pleasure the commencement of the national advertising campaign, for they see in it evidence of confidence and faith in the future of this business. Daily newspapers, weeklies, magazines, etc., all reflect the striking advertisements, bearing Edison's signature, which go forth to the dealer's aid, and bring him business. In return for this generous support, every dealer should demonstrate his appreciation by co-operation and hard, conscientious work.

In addition to the new goods already introduced for this season, the company have given notice of the issue of a new Gem combination type phonograph to retail at £3. Its new features are: stronger mainspring in motor, to run fully one Amberol or two standard records, new winding ratchet and pawl, 19-inch maroon colored horn, the whole beautifully finished and equipped with model K repro., having model C, and H, sapphire assembled in separate arms, mounted on swivel plate set in the overhanging weight; the small lever attached readily, enabling either sapphire to be brought into play.

We heartily congratulate the company upon the advent of this undoubted—long-felt want, which will be the means of enormously stimulating Amberol record sales.

The Theft of Time.

Employes whose dishonesty is the most costly are often those who defraud the employer through thefts of time, through half-hearted effort, or through placing their own interests above those of the firm. Thus moralizes Modern Business.

Speaking Illusion Displayed on Screen.

Thus is described the latest combination of cinematograph and talking machine. Called the "Fonematograph"—a most appropriate name, by the way—the new machine is said to present nature herself, so perfect is the synchronism. The Fonematograph is very popular at the electric theaters, and its mission is at once amusing and instructive.

Profitable Trading Lines for the Season.

The thousands of dealers who are now busy preparing for the season's train of business may welcome a brief resume of some leading and profitable lines to stock. Outside the ordinary cylinder products, a recent introduction is the Columbia Indestructible record, selling at 1s. 6d. Attempts in this direction hitherto, have proved failures, principally on account of an unfortunate tendency to warp, consequent bad surface, damaged sapphires and broken diaphragms. It is safe to assume that in the Columbia Indestructible, all these faults are only conspicuous by their absence, or the record, you may be sure, would never have been placed upon the market. Here then is one line which you can recommend with full confidence.

Another is the 200-thread "Amberol" record (1s. 6d.), and the new "Fireside" Edison phonograph (4 guineas). Both have won enormous praise from dealers simply because they find additional profits in handling them.

Again, the once-popular "Sterling" record has been revived after a somewhat lengthy sleep, and is now on the market at 9d. and 1s., as good as ever, under the auspices of J. E. Hough, Ltd., and don't forget the Clarion 200-thread "Ebonoid" cylinder, good artistes, good tonal quality, and

TEN MINUTES

THIS IS THE ACTUAL PLAYING DURATION OF THE NEW

"EBONOID,"

TEN INCH DOUBLE SIDED DISC RECORD

(PHONO CUT)

Read What the "World" Has to Say About Them

(PRICE TO SUIT ALL POCKETS)

(Ready September)

Clarion Cylinders (2½ minute)

Ebonoid Cylinders (5 minute)

Clarion Discs (2½ minute, double sided)

MACHINES TO PLAY ALL TYPES DISC and CYLINDER

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

providing at the selling price of 1s. 3d., a good profit.

In the disc field, there is something new in the enclosed-horn machine line, i. e., the Edison Bell "Primaphone." This embodies an interior metal horn, which, by a series of hinged extending flaps folding outwards, one obtains a full-sized trumpet in a small compass, so to speak. An additional feature of this machine is the fixed tone arm, which, being stationary, leaves only the weight of the sound-box supported by a light wooden arm, on the record. Attached to the sound-box itself (caused to advance by the sound waves), is a rubber telescopic connection projecting into the fixed tone arm. Many are the claims for this device, but that its use decreases wear and tear of records must be obvious to all.

Perhaps the best proposition of any may be found in the new Clarion 200-thread 10-inch double-sided phono-disc, retailing at the remarkably moderate price of 3s. Here are possibilities for business which even the most apathetic dealer can appreciate. Fancy a solid ten minutes of good music on each record; can you realize it? Don't stop thinking, though, better post off your request for further information to the makers—The Premier Manufacturing Co., Ltd., The Point, Wandsworth, London, S. W.

Rena Co.'s New Departure.

The Rena Manufacturing Co. announce a new departure in the shape of 12-inch double-sided discs. Hitherto only 10-inch double-sided records have been manufactured, but the increasing call for more and longer music or songs on individual records has induced the company to meet the wishes of their dealers. Each selection on the new records will play about four minutes, thus at the competitive price of 4s. retail, record buyers are provided with music lasting eight minutes. Forty-five records figure in the first catalog, and among the artistes I notice such well-known talent as Miss Ruth Vincent, Mr. David Bispham, Mr. Irving Gillette, Royal Guards Band, and Haydn Orchestra, etc. The Rena Co. are certainly out to meet all wants in home and foreign markets, for, in addition to the 10 and 12-inch double records, they manufacture no less than nine models of the ordinary disc machines, ranging in price from 50s. up to £11 10s., and twelve different types of the "Sonola" interior-horn cabinet machines priced from £10 to 27 guineas. Each machine is characterized by a distinctive design—handsome in appearance, and all are fitted with the now famous "Planet" motor—the works of which being built parallel with the turntable insures very silent and true running. The Planet motor is also noted by the fact of its being incased, thus enabling the principal gearing to run in a bath of grease. Foreign and colonial traders should take advantage of this comprehensive array of lines "that will sell," and write for illustrated lists and particulars of trading terms, etc.

New Pathephone Models.

Containing several original features, a new Pathephone model of recent introduction to the trade has evoked much comment. In design it is a very fine piece of work, but that of most interest is the new patent starting lever which also acts as a brake. When pushed over this lever starts the turntable immediately at full speed—even with the sound-box on the record. This device is especially a boon in playing Pathe's 20-inch discs, as waiting for the turntable to obtain sufficient momentum is thus entirely obviated.

The Junior Majestic is another new model; fitted with the loud majestic sound box, it particularly meets the call for a moderate-priced machine to play 20-inch discs. A guarantee for free repair, etc., any time, is given with each majestic sound box.

Sales of the phono-cut record have in the past suffered materially through the lack of an interchangeable sound box for the Gramophone models. Recognizing this, Messrs. Pathe Freres some time ago issued a swan neck sapphire sound box, which has been found to fill the proverbial long-felt want. In less than a minute any Gramophone machine can be adapted to play the phono-disc at a very moderate cost. Such a matter is worth investigation by all dealers who desire to make an effort toward a successful season, since without doubt there is and has been for some time a big demand by needle-disc machine owners for a means of getting within reach of the very extensive and high-class repertoire contained on phono-discs.

Royalty Record or Not?

Preface.—The discussion between this journal and the London Music Trades Review anent the copyright question is now closed—the football season is with us.

The next point is, what effect will the coming dissolution of Parliament have on the question? In any case, although the committee may have been quite an independent one, there is every reason to suppose that legislation on the matter will be considerably delayed if the Liberals fail to win back in office. And there are few in this trade who do not hope so. Then let the cry go forth—"Tariff Reform and NO copyright taxes."

Interviewed by your correspondent, Mr. Phillips, secretary of the Board of Trade Copyright Committee, stated that practically all the evidence required has been taken, and there are no further witnesses to be examined. The committee sit again about October 15 to discuss and prepare their report, which under the Board of Trade regulations, will be printed as a blue book some time later.

In discussing the situation and its effect, a leading member of the trade, who desires to remain anonymous, has stated that the composition of the copyright committee, in his opinion, lacked the impartiality one expects in a government commission, since those known to be in favor of royalties were in the majority. "The talking machine trade cannot claim, therefore, to

A Special Line for Colonial and Foreign Traders

Favorite Records

10-inch Double Sided, sh: 2/6 & 12-inch Double Sided, sh: 4/-

Combined OCTOBER and NOVEMBER list will be issued about OCTOBER 15

These impressions comprise catchy airs from the leading comic operas, coming pantomime hits, and some old favorite ballads by artistes prominent in the musical world.

Our bands, orchestral selections, and the latest waltzes
ARE SUPERB

THE RECORD FAVORITE RECORD OF QUALITY

Astonishing Value
Better Than Ever

THE RECORD FAVORITE RECORD OF QUALITY

Latest Songs—Best Artistes—Best Bands

ASK FOR CATALOGUES (GRATIS)

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd.

Teleg.: Langius

58a Wells Street, Oxford St., London, W., Eng.

Telephone: 8522 & 12239 Central

have had a fair fight; almost at the outset of the committee sittings, their attitude in favor of the publishers being most marked. No accurate forecast is however possible, and I do not attempt it, continued my informant, except to say that one or two points were very obvious to me, and I mention them only in the strict sense of a purely personal view. Regarding the basis of royalty, it was urged by some that this would be justly met by a small percentage on the net selling price of each record, but that which appears to have found greater favor is the assessment of a small tax fixed irrespective of class. I should say further, that the committee report will not recommend monopoly, this being looked upon as injurious to the best interests of both sides." One other matter of vital interest, that of retrospection, my friend would not commit himself to by any statement whatever. In this regard, however, I have previously reported in The World some opinions of witnesses which go to confirm the general view that any act passed would practically exempt all past and present matrices from assessment.

Gramophone Co.'s October List.

Particularly noticeable in the Gramophone October list is a splendid series of records by Mr. Kennerby Rumford, all of surpassing excellence. The titles are "Thou'rt Passing Hence" (Sullivan), "King Charles" (M. V. White), "Three for Jack" (Squire), "The Devout Lover" (M. V. White), and (a) "Myrra" (Clutsam), (b) "Border Ballad" (Cowen). Miss Amy Castles, the young Australian soprano, gives us a fine rendering of Willeby's "The Perfect Way," while the great and only Harry Lauder sings "Aye, Waken O'" in his most humorous style. Selections I and II from the popular comic opera "The Arcadians," by the Band of H. M. Coldstream Guards, who also play No. 3 "Ballet Egyptian," and "Semiramide" overture (Rossini). Other good records are "Mr. Blackman Cake Walk," by Pryor's Band; "When Shadows Gather," Evan Williams; "Rule Britannia," Peter Dawson; "Laura" (Hymn d'Amour), Mlle. Alice Verlet; "When All Was Young," from Gounod's Faust," by Madam Kirkby Lunn; "The Pipes of Pan" (from the "Arcadians"), by Miss Marion Jerome; "Dingle, Dongle, Dell," Miss Margaret Cooper; "In England, Merrie England," quartet —Miss P. Allen, Miss H. Lakin, Messrs. John Harrison and R. Radford; "So Long, Mary," Miss Corinne Morgan and chorus; "La Cinquantaine," a beautiful harp solo, by Alfred Kastner; at the 'cello, too, Mr. Boris Hamburg makes an equally nice record—"Mazurka" (Chopin); "La Filense" and "Rondo Cipriccioso" (Mendelssohn), is brilliantly rendered by Herr Vladimir de Pachmann at the piano; "Nocturne in D major" (Chopin), Miss Kathleen Parlow (violin); and last but not least "Serenade d'Amour" (von Blon), superbly rendered by the famous Renard Instrumental Quartet.

The Charge Against David Reis.

The hearing was continued at Bow street, of the charge against David Reis, of making false statements in a statutory declaration under the Companies Act of 1900, relating to the British Sonogram Co. (Ltd.), formed for the purpose of manufacturing and dealing in records, etc. Defendant was one of the directors, and he also acted as assistant manager and secretary at a salary of £400 a year. At a board meeting held in April (the company was registered in February, 1907), the defendant reported that application had been received for 5,000 shares, and it was agreed to go to allotment. It was alleged that in point of fact only £136 had been received in respect of 1,360 shares, and the defendant allotted to himself and his nominees the necessary number of shares to make up the 5,000.

It was also alleged that defendant made the statutory declaration necessary before the company could commence business to the effect that all the directors of the company had paid the calls due in respect of their shares, and that this declaration was untrue. There was a further charge against defendant of inducing by means of false pretenses Mr. Harry Welsh-Lee to pay £300 to the company. Evidence in support having been given, Mr. Arthur Newton urged that the case was not one which should be sent for trial. The defendant was a schoolmaster, who gave up an appointment at £150 a year to go into the company, and he had been deceived and fleeced by two men, who had been described by one of the witnesses for the prosecution as "a couple of company-promoting rogues." With regard to the £300, the defendant had not had a penny piece, as the money was paid direct into the account of the company, and, in fact, defendant had only received £50 from the company, while in actual cash he had lost over £300. The defendant, who reserved his defense, was committed for trial, bail being allowed.

Harry Lauder Off to New York.

Harry Lauder left here Oct. 2, by the outgoing steamer for New York, where he spends two months, afterwards visiting other cities in the State. Responding to the toast of his health at a farewell luncheon, Mr. Lauder exploded a secret in these words: "A always mak' mysel one o' ma public. A like tae tak' them by the hond ower the footlights an' say, 'A'm here tae mak' ye laugh, an' ye'll juist hae tae do it.' Its the maist deeficult thing in the world tae mak' a mon lough. Men are by nature o' a sad temperament, which weemum often hae a lot tae do wi.'"

Popularity of the Twins.

The wonderful popularity of "Twins" has even penetrated now to the colonies—particularly in South Africa and Australia, where they are selling freely.

Mr. Turner Succeeds Courant.

L. H. Courant, managing director of Pathe's London house, is, we regret to say, severing his connection with the company this month after many years' association. S. P. Turner now reigns in his stead and, although we shall all be sorry to lose Mr. Courant, those members of the trade, and they are many, who have the pleasure of

ROYAL APPRECIATION

of the

GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

Mr. Turner's acquaintance, will join us in tendering to him our heartiest congratulations on his new appointment.

"The Voice of the Century"

Is the apt description given by the Gramophone Co., to a series of fine records by Madam Clara Butt, whose voice, strange to say, has hitherto defied attempts at successful recording on the needle-cut disc. 'Tis an everlasting wonder after hearing the clear and natural manner of enunciation embodied in these new records, since it is seldom one hears of a first-class voice not being amenable to the charm of the recording expert. After this, the Gramophone Co. may be said to have reduced recording to a fine art indeed, and in view of Madame Clara Butt's statement, "These records are in very ruth my living voice," no singer, however exalted, can hesitate longer in handing down his or her voice for the benefit of the community, and the generations yet to come. Madame Clara Butt's records will meet with a reception never before experienced (class considered), by any artiste. That is my prediction.

Press Demonstration at Savoy Hotel.

The Gramophone Co. have arranged a press demonstration at the Savoy Hotel on Oct. 4. Madame Clara Butt and Mr. Kennerby Rumford have promised to be present and sing selections from their repertoire, which will afterwards be reproduced on the Gramophone.

The musical critic from each of the leading newspapers has been invited, with the result that some very fine notices may be looked for.

The Current Zonophone List.

The pick of the current Zonophone list is embodied in the following records to hand: 10-inch, "Toreador Song" (Carmen), by Peter Dawson and chorus; "Rejected Love Waltz," Bohemian Orchestra; "I Am a Friar of Orders Grey," Peter Dawson; "Love Me All the Time," Charles Handy; "I Love a Lassie," Harry Lauder; 12-inch—"Czardas March," Black Diamond band. All good selling records these, and safe stock in almost any locality.

Service Between Europe and Africa.

Experiments are being made with a view to establishing a direct wireless telegraphic service between England and South Africa. If the Colony's grant is sufficient a uniform rate of a penny per word might be possible.

In the "Twins" November list appear some splendid selections, notably four by the band of H. M. 1st Life Guards.

Separate Company to Handle Dictaphone.

The Columbia Phonograph Co. have made arrangements for the Dictaphone to be exclusively handled in the United Kingdom by a distinct organization styled The Dictaphone Co., who are located on Oxford street, London, W.

New Company Organized.

Phonograph Records Library, Ltd., registered to carry on a library for the hiring out of records for talking machines, etc. Capital, £1,000. Office, 25 Farnham Green Terrace, Chiswick.

Has Grievance Against Caruso.

Described as a medicated lozenge manufacturer, poetic author and operatic song-writer, James W. Thom appeared at Edinburgh court with a grievance against Signor Caruso, whose manager, so Thom asserted, requested him to write four songs. These he sent for consideration, but defendant had left the country without returning them, and when the Sheriff's officer went to serve a summons on Signor Caruso he was ejected. In answer to the Sheriff, complainant said he made the lozenges to enable people to sing his songs. (Laughter.) The Sheriff: "I see Signor Caruso needed neither your songs nor your lozenges. You had better go where he is in England and get the summons properly served." The plaintiff: "He is away to America, and I will have to wait until he comes back." (Laughter.) Sheriff: "I'm afraid so. The songs will perhaps be all the better for keeping."

Recent Beka Issues.

Recent Beka issues to hand are as follows: selections I and II from "The Arcadians," "Our Miss Gibbs" and "The King of Cadonia," played by the Beka London orchestra; "In Cellar Cool," and "The Veteran's Song," powerfully rendered by Worman Williams, viola solos. "Fantasie Pagliacci," and "Souvenir des Alpes" are two beautiful records by S. L. Wertheim (of Queens Hall), and equally well played is A. Fransella's two piccolo solos, "The Wren" and "Sylva"; of the bunch we give the palm to Messrs. Henley (violin), Lebell ('cello), and Geehls (piano), 12-inch double Meister records of "Serenata" (Moszkowski) and "Chanson Triste" (Tschaikowski). The instruments blend as one, and each selection is perfectly recorded.

Sounds Like Conan Doyle.

Nearly five years ago goods to the value of £3,000 odd were stolen from the premises of Messrs. J. J. Stockall & Sons—the talking machine factors of Clerkenwell Road, London. On Monday, November 28, 1904, when some members of the staff arrived at the company's premises, they were surprised to see the doors of the safes standing open, and valuable silver and other articles scattered about. On further investigation, one of the assistants found Thomas Stockall, managing director, lying in a dark corner, bound and gagged. No arrests were made and the whole matter was shrouded in mystery until a week or so ago, when the sequel was the arrest of Mr. Stockall for having committed the deed himself. In a subsequent confession the prisoner stated that he did the whole thing himself. About seven o'clock on the previous Saturday, I tied myself up, and found that I could not undo

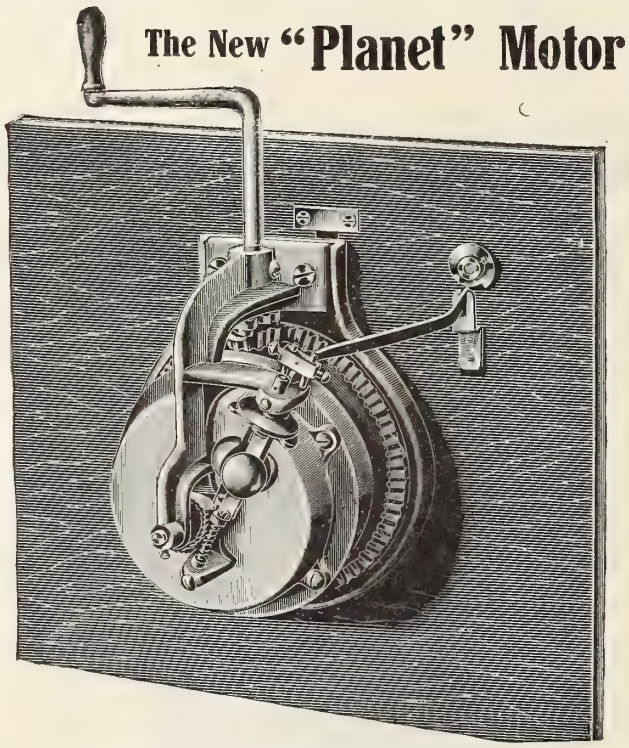
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound-Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted "RENA" Machines from £3 10s. upwards.

Rena Double Sided RECORD

The Records that are known by "Every Record a Picked One!"

10″ double sided 2/6

RENA

12″ double sided 4/-

The biggest sellers in England.

No records have ever achieved so instantaneous and huge a success, wherever they have been introduced, the sales have been phenomenal and steady. **Rena Records** are more musical, of better tone, superior volume, and infinitely more understandable than the records of the past. People say they wonder how they can be made for the money. The latest success is the Rena.

12″ double sided Record at 4/-. The Artistes presented on this magnificent series include: Miss Ruth Vincent, Mr. David Bispham, Miss Margaret Lewys, Mr. John Bardsley, etc. etc.

Such value, indeed, such wholly remarkable records are absolutely unprecedented in the history of the trade.

Catalogs of 10″ and 12″ Rena Records will be sent post free upon application.

"The Machine With the Guarantee."

Manufactured by

THE RENA MANUFACTURING CO., Ltd.

27 Worship Street, Finsbury Square, London, E. C., Eng.

Cables and Telegrams: TALKINGDOM, London. Telephone: 5642 London Wall

WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

The Patent "Flex" Diaphragm

More Music—Less Scratch The Loudest and Most Natural Reproduction Yet Obtained

For Edison "C," "H" or Columbia size, with crosshead complete, post free, 2/ or 50c.
A LITTLE MARVEL

For "Exhibition" Sound-box, post free, 4/or $1.00
Together with Needle Tension " " 5/or $1.25
VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment
For "Exhibition" Box
Makes all Needles Louder
Post free with instructions, 1/6 or 38c.
This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Orders from the World Over.
Particulars free from **DAWS CLARKE** 5 Longford Place, Longsight, MANCHESTER, ENGLAND
TRADE SUPPLIED

the rope, as the knot slipped down, and I had to remain until found on Monday morning." The matter was gone into before a magistrate, and a remand ordered.

The "Flex" Diaphragm in Favor.

From all parts of the world, Mr. Clarke's "Flex" is winning appreciation, and users are unable to find words suitable to express their satisfaction. That the Flex gives wonderful results, I myself would confirm since giving it a thorough test. Dealers in the States and the colonies desiring a profitable agency, better write Mr. Clarke, at 5 Longford Place, Longsight, Manchester. Here are two sample testimonials picked out at random:

Taranaki, New Zealand, July 9, 1909:—"I certainly must compliment you on the excellence of your 'Flex Diaphragm.' It is absolutely far and away the best that I have ever heard. Full-toned, rich and clear in reproducing, and will, I am certain, meet with a ready sale when known in this Dominion. It does all and more than you claim for it. Two customers who heard it only once have given me instructions to send away at once for two more. T. Lloyd, Commission Agent."

"I have given it a critical trial and must confess it is the finest production of all the sound-boxes I have used, which are seven in number. You have my hearty congratulations."

AT THE LEIPZIG FAIR.

Some Talking Machine Novelties Shown—Mechanical Instrument Trade Falls Off—Hohner and Koch Show Lines of Harmonicas.

Among the talking machine novelties shown at the International Buyers' Fair, held in Leipzig, Germany, last month, were the "Bambrinus," a life-size figure holding a wine glass and singing a drinking song, shown by E. Dienst. The Polyphon Musik Werke, of Leipzig-Wahren, exhibited some handsome models of hornless talking machines. Business at the fair this year was very fine, however, in all lines except mechanical instruments, for which there was a fair demand, though far from being up to expectations.

The chief purchasers of these instruments are the restaurant keepers and just at this time the restaurant business is under a cloud. A few weeks ago the German Government passed a grant for 500 million marks a year in new taxes. It is no exaggeration to say that the restaurant trade must account for one-third of this amount. Restaurant proprietors are therefore devoting their attention to the best method of coping with this extra burden. The public refuse to pay higher prices for beers and cigars, and the landlords can naturally not pay these high taxes out of their own pockets. It will be readily understood that under these circumstances they have little or no inclination to invest money in new expensive instruments. It is to this that the poor business at the Leipzig Fair is to be mainly attributed.

It may be mentioned that the house of Mr. Hohner, of Trossingen, had on view several styles of harmonicas ranging from the simplest and most elaborate styles.

Andreas Koch, of Trossinger, also had an elaborate showing of harmonicas of varied styles.

THE ZIMMERMANN NEEDLE CABINET.

The needle cabinet placed on the market by Jos. Zimmermann, the talking machine needle specialist of Aachen, Germany, has attracted considerable notice, not only of the talking machine trade in this country, but throughout the world. It is so conveniently and attractively arranged, providing needles for perfect, loud, medium, or soft reproductions, that the needs of purchasers are at once supplied in a manner to interest them. The Zimmermann needle cabinet is sold at a price that will interest the trade, and it is worth investigating.

MOTION TO ATTACH FOR CONTEMPT.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 2, 1909.

Judge McPherson, Circuit Court of the United States, eastern district of Pennsylvania, filed a show cause order in the case of the Victor Talking Machine Co., Camden, N. J., against Keen & Co., of this city, to-day, why the latter should be attached for contempt. The motion will be argued next Friday.

The World has been favored with the yearly record catalogs—formidable volumes—and the September bulletin issued by the German Gramophone Co., Berlin, Germany, also a copy of their very interesting monthly publication, "Offizielle Grammophon-Nachrichten." The records include both single and double-face discs.

REPORT SHOWING DELINQUENTS.

Secretary Roush Urges Jobbers to Send in Complete Monthly Reports—A Subject Which Is of Vital Interest to Jobbers.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, advises The World that within the next two weeks he will mail each member a complete report which will show exactly what delinquent accounts the jobber has reported in the past two years.

The purpose of this is to enable members to check up delinquent accounts showing the parties who have dropped out of business and those who have paid up their accounts and are now in good shape.

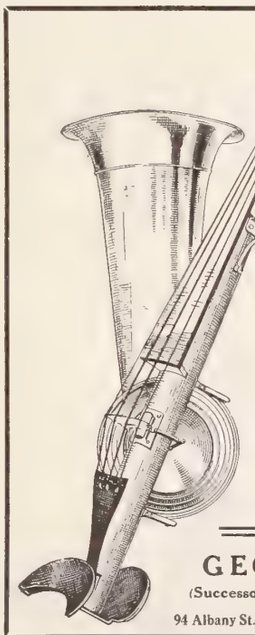
This will enable the Association to issue a complete new report showing further delinquent accounts about the middle of November.

The reason for compiling a separate sheet of this report is to reduce the amount of work and to avoid the jobber putting his blank list to one side and neglecting to go over his ledger for the past year.

Secretary Roush remarked to The World: "The credit question is one of the most vital factors in the talking machine game and it is one of the hardest questions that the jobber has to handle to-day as well as the association.

"I think this is distinctly a matter that can be settled by the Jobbers' Associaion without help from the factory and can be done only by an improved system of credit reports, and if each jobber is perfectly frank in sending in a complete and correct report monthly a great deal can be done. Several innovations in the credit reports will be given as soon as I receive the revised list."

Secretary Roush then added that he trusted that the jobbers would check up their list in order that he might have the credit report as speedily as possible.



The STROH VIOLIN

¶A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.
¶The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.
¶Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

Our "Elite" 9 Machines One of the Best.

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

CHEERY NEWS FROM CLEVELAND.

Improvement in General Conditions Reflected in Improved Trade with Talking Machine Men—All Look for Great Winter Trade and Are Planning Accordingly—American Sero-Phonograph Co. Move to New York—In This City, as Elsewhere, the Principal Call Is for High Priced Machines and Records—News of the Month in Detail for World Readers.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1909.

General business conditions in Cleveland and vicinity have returned almost to normal, and in some lines there is a boom. Manufacturers and contractors are advertising for both skilled and unskilled help, and there are many jobs for skilled men that are not filled because the help is unattainable.

Talking machine dealers, and merchants generally, declare that people again have money to spend, not alone for necessities, but for some of the luxuries. This condition is especially pleasing to the talking machine and piano dealers, whose sales are being daily augmented.

The close of the vacation season brought an increased inquiry, and the various demonstration rooms have been echoing with music and mirth for the past month, while paterfamilias may daily be seen wending his way homeward with a goodly package of records, where, after dinner, with the family assembled, father assumes the role of entertainer, and introduces, one after another, the great singers and musicians of the day, keeping the family up until long after bedtime, because the new October records are so full of charm.

The generally expressed opinion is that trade during the fall and winter months will be unusually great, and dealers are making preparation to meet the expected increased demand, by laying in a good supply of goods, thus avoiding the irritating experience of a year ago, when they were unable to supply customers, even after long delay.

The American Sero-Phonograph Co., failing in their efforts to promote the business here, have closed their office and will ship the model machine to New York, shortly, where they expect, under the guidance of a Cleveland capitalist, to secure capital and place the machine on the market.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., had a date with the Probeck Co. to-day, the 9th inst. His visit was anticipated with pleasure.

The United States Phonograph Co., incorporated several months ago, are working on the production of a talking machine which they hope to soon place on the market.

A. A. Probeck, son of G. J. Probeck, who has for some time been in the employ of the G. J. Probeck Co., has severed his connection with the company and established himself in the automobile business, witn a partner, under the firm name of the Brown-Probeck Co.

A. H. Buescher, of W. H. Buescher & Sons, has installed a complete talking machine repair plant, and will devote himself especially to this branch of the business. A capable young man, with large experience, he will undoubtedly make a success of it.

Chas. Martin has bought the talking machine stock of M. A. Gibson, who bought the Hartwell phonograph store, and is closing out the records at 25 cents each, and the machines at "bargain prices." He says he will not continue the business.

Flesheim & Smith are pushing the Victor and Zonophone goods to the front, and report improvement in demand for both machines and records. Mr. Flesheim said the prospects were flattering for a fine holiday season's trade.

A. W. Robertson, of the Geo. J. Probeck Co., expressed himself very well pleased with present conditions and the future outlook. "The advent of cooler weather," said he, "is bringing with it the thought of indoor entertainment and an increasing demand for both Columbia double disc and Columbia indestructible cylinder records. Many inquiries are reaching us concerning the Grafonola, the new hornless machine, and judging from the many favorable comments expressed on the appearance alone, as shown in the illustrations, we expect a large sale when the stock is received. The general indications are bright for a large fall and winter business."

Mr. Towell, manager of the Eclipse Musical Co., said that the volume of business in September showed a large increase over August. "The past month," said he, "was very much better than any previous month this year, and the outlook is good, and business, judging from present indications, ought to be good during the fall and winter months."

J. H. Roach, manager of the commercial department of the Edison business phonograph, said business was now very good, showing considerable improvement. He stated that the railways were beginning to equip their offices, which would liven up the business very materially.

Collister & Sayle report present and prospective conditions very satisfactory. "We did an excellent business in both our wholesale and retail departments in September," said Manager Phil Dorn, "and so far October gives promise of big improvement. Demand is growing for the better grade of machines, and naturally for the best records, and present sales are largely for this line of goods." The company exhibit several Victrolas in the various finishes, mahogany, oak, etc., together with the Victrola XII., and they make a fine display.

Mr. Bissinger, manager of the W. J. Roberts, Jr., Co., says that "the demand has been, and still is, for the higher grade machines and cabinets. The moneyed class of citizens are becoming more and more interested in talking machines, since the highest class selections and the ornate, higher grade machines have been introduced, and are to-day among the best customers of the trade. Beside the better grade of machines, we are having a good many inquiries for Victrolas and the Victrola XII., and our record sales are fine."

Mr. Robbins, of B. L. Robbins & Co., said business has much improved during the past month.

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in

German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
Italian	Arabian	Malayian
Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

He stated they were making sales of the higher-grade machines and the higher-priced records, and that trade conditions were improving. October, he said, had started out most promisingly, as increasing daily sales of records, especially of the October lists, indicated. He thinks the holiday trade will be especially good.

"Trade during September was only fair. We have never found it a very good month in the talking machine line, for some reason," said I. H. Buescher, of Buescher & Sons. "Thus far this month we have made sales of a number of high-priced machines, including Victrolas and the Victrola XII. Record sales are good and increasing. We anticipate a big holiday demand, and I would advise all dealers to lay in a good stock now for that trade, and not get caught as we all were a year ago, and unable to meet the wants of our customers."

The Bailey Co., in their new quarters, report business improving in both the talking machine and piano departments. "There is a growing demand and our sales of the better grade machines is increasing," said Mr. Freidlander. "Our individual demonstration rooms are a success and proving to be trade winners. The October lists of records are fine and are selling well." The company had a formal grand opening of their enlarged store October 6-8. At the regular employes' monthly meeting Mr. Friedlander is to read a paper on "The Invention and Development of the Talking Machine," a subject which he is capable of handling with ability.

Ernest R. Ball, former Clevelander and composer of "Love Me and the World Is Mine," and other ballads, demonstrated some of his songs in the music department of the Bailey Co. last week.

Conditions at The Talking Machine Store are very satisfactory. Mr. Denslow, manager, said: "With the additional special list of Amberol records an impetus has been given to the record business. I have had more inquiries in the past two weeks for machines and cabinets than in a long time. Many of the inquiries indicate a good holiday trade." One of his Victor window displays is attracting the attention of every passerby in the Arcade, and is much admired.

H. L. Tinker, manager of the talking machine department of the May Co., said: "There is a decided improvement in the record line, especially since the first of the month. Machines, especially Victrolas, are in fairly good demand, as are also cabinets. We have secured the exclusive department store right in Cleveland for the sale of Schram Bros.' line of record cabinets." The company have a large and fine piano and talking machine window display on their Prospect avenue frontage.

John Reiling, of the West Side Columbia store, carries a pretty complete stock of the foreign records, and there is a good demand for German, Hungarian and Hebrew records. The call for machines is fair, and prospects look good for a fine fall and winter trade. "I am having a very good run of business in the repair line."

Mr. Goodman, of the Goodman Piano Co., says that business is improving and he looks for a good holiday trade. The company have been appointed jobbers for the Herzog Cabinet Co.; also for the Regina line.

OFFICIALLY ANNOUNCED.

Sales Manager Dolbeer Sends Out Circular to Jobbers Regarding the National Co.'s Latest Concealed Horn Creation "The Amberola."

On September 24, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., issued the following preliminary announcement regarding the Edison "Amberola" cabinet, which was sent their jobbers:

"To Edison Jobbers—On or about December 1, 1909, we will place on sale the Edison 'Amberola,' a distinctively new-type concealed-horn phonograph, specially designed to appeal to a discriminating portion of the public, who have been demanding a high-grade machine for home use, combining a perfected musical instrument with a highly artistic and useful record cabinet.

"Cabinet.—Mahogany (piano finish) or mission oak. Mounted on patent roller castings; is beautifully finished, and has four drawers, equipped with special clamps in bottom, holding a total of one hundred and twenty standard or Amberol records, in original cartons. Dimensions—Height, 49 inches; width, 21 inches; depth, 22 inches.

"Machine Features.—Equipped with traveling mandrel and has stationary, new-style diaphragm reproducer. It also has an automatic stop, and a combination starting lever and reproducer lift. By lifting this lever the feed nut is released, and sapphire raised for return of the mandrel and removal of record. When lever is pressed down the sapphire is lowered to a contact with the record, and the motor is also started. Improved type motor. Price—List price, $200.

"For your information we are sending photographs of the 'Amberola' by this mail, under separate cover, which you are at liberty to show the retail dealers, giving them all information contained herein, and book their orders for shipment when received, or on a given date authorized by us. We highly recommend, and urgently request, that you call the attention of dealers to this new-type machine at once; pointing out the large margin of profit obtained from the sale of such an outfit, and the advantages gained by carrying at least a sample at all times, for exhibition and sale purposes, and if possible you should secure their advance orders, so that you will be in position to place an intelligent order to meet the requirements of your trade, immediately formal announcement, with full and complete information, is received, thus giving our manufacturing department ample time to prepare for the needs of the entire trade.

"An Amberol list of grand opera records, made by high-class talent, will be issued at about the same time the cabinet machine is introduced."

The man who advertises under protest never makes a success of his advertising.

WHEREVER there is a talking machine there are wanted perfect loud, medium, or soft reproductions.

Wherever there is a talking machine there are ladies, and where there are ladies, are needed sewing needles and pins.

All these needs are joined in:

Jos. Zimmermann's

Famous Needle Cabinet

PUT IT IN THE WINDOW AND COIN THE ORDERS

SOLE MANUFACTURER

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN GERMANY

MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

EXECUTIVE COMMITTEE MEET.

Governing Body of National Association of Talking Machine Jobbers Hold Session in Pittsburg on September 19—Those Present—Decide Upon Atlantic City as Next Meeting Place of Association—Committees Appointed—G. D. Ornstein Entertains.

A meeting of the Executive Committee of the National Association of Talking Machine Jobbers was held at the salesroom of the Standard Talking Machine Co., Pittsburg, Pa., on September 19, at 10 o'clock, President Perry B. Whitsit presiding. The meeting was well attended and much interest was manifested in the subjects brought up for discussion. The following were in attendance: Perry B. Whitsit, president of the Perry B. Whitsit Co., Columbus, O.; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York; Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.; J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa.; J. F. Bowers, of Lyons & Healy, Chicago, Ill.; E. F. Taft, manager of the Eastern Talking Machine Co., Boston, Mass., and H. H. Blish, of Harger & Blish, Dubuque, Ia. In addition to the above members of the Executive Committee the following were in attendance: F. W. Davidson, vice-president of the Perry B. Whitsit Co.; T. H. Towell, manager of the Eclipse Musical Co., Cleveland, O., and George D. Ornstein, manager of the traveling department of the Victor Talking Machine Co.

The meeting was devoted chiefly to the general routine of business, though a number of matters of direct interest to the association were discussed by those present.

One of the most important matters was the choice of a meeting place for next year. Mr. Whitsit, the former secretary, presented his report, which showed 59 votes for Atlantic City, as against 19 for Detroit and 13 for Portland, Ore. The votes for Atlantic City, from jobbers west of Pittsburg, exceeded in number those for the two other cities combined. This was taken as an indication that the inland jobbers preferred the seashore for their convention.

In view of the vote Atlantic City was chosen as the next convention city, the meetings to be held at the Chalfonte on July 5, 6 and 7. The idea in selecting the above dates as noted is to enable members and delegates who may attend to have the benefit of July 3d and the 4th to travel, thus allowing a five days' outing.

J. C. Roush, secretary of the association, was appointed chairman of the committee of arrangements for the Atlantic City convention, and there is no doubt he will do the honors to perfection. He will announce the other members of his committee later.

The following committees were appointed for the ensuing year by President Whitsit:

Resolution Committee—Louis Buehn, chairman; Rudolph Wurlitzer and Lawrence McGreal.

Press Committee—J. Newcomb Blackman, chairman; L. C. Wiswell, B. G. Pierce, B. L. Crew, A. J. McCarthy and E. F. Taft.

Grievance Committee—E. F. Taft, chairman; J. F. Bowers and H. H. Blish.

Membership Committee—J. C. Roush, chairman. Other members of this committee will be announced later.

At the close of the session George D. Ornstein gave a very interesting talk on trade problems, following which the Executive Committee were the guests of Mr. Ornstein at a dinner served at the Fort Pitt Hotel, which was greatly enjoyed by all in attendance. After dinner the members left for their respective homes, embued with the desire to work harder than ever in the interests of the association, which has already accomplished so much good.

HOFFAY DUE IN NEW YORK.

Jose Hoffay, formerly manager of the Columbia Phonograph Co.'s store, Mexico City, Mexico, is due in New York at an early date and will be connected with the foreign department.

GREAT TRANSCRIBING CONTEST

In Connection with the Exhibit of the Edison Business Phonograph Co. at the Business Show—Miss Anna D. Day Won First Prize—Value of Business Phonograph Proven.

The Edison Business Phonograph Co., Orange, N. J., had a very complete exhibit of their latest type machines at the National Business Men's Show, which was open from Sept. 25 to Oct. 1, inclusive, in the Madison Square Garden, New York. The display was under the immediate charge of N. C. Durand, sales manager of the company, with a competent corps of expert assistants. The space occupied by the company was in the center of the main floor, and the

MISS ANNA D. DAY, WINNER OF THE FIRST PRIZE.

exhibit attracted a great deal of attention. Their booklet, entitled the "A B C of the Edison Business Phonograph: A, The Phonograph; B, The Dictator; C, The Stenographer," was distributed to all enquirers and visitors, who were greatly interested in its contents.

As is well known the Edison company have been very active in the business phonograph end, having paid attention not only to office

GOLD MEDAL PRESENTED TO MISS DAY.

use, but to the training of school children in the use of the machine in schools, thus creating a lasting impression in the minds of the coming generation that the business phonograph is here to stay as a time eliminator.

An incident of marked importance during the show was a transcribing contest, and the winner of the Edison gold medal on Sept. 29, was Anna D. Day, of 158 West Sixty-first street, New York, who wrote 43 3/10 words per minute (after deductions for all errors), on an Underwood typewriter. The dictation from which this transcribing was done was at the rate of 150 words per minute. Bertha Lange, of 304 Arlington avenue, Jersey City, N. J., was second, winning the silver medal, with a record of 40 7/10 words per minute (after deduction for errors), on an Oliver typewriter. Anna McManus, of 2107 Fifth avenue, New York, was third, winning the bronze medal, with a record of 37 2/10 words per minute (after deduction for all errors), on a Remington typewriter.

The remarkable part of this performance was the freedom from errors in transcribing, showing the perfection of the modern Edison business phonograph, the winner being penalized for only 3 per cent. of errors in writing the total of 523 words in the ten minutes of the contest. When it is considered that the ordinary dictator does not attain near the speed of 150 words per minute, at which the dictation was put on the phonograph for transcribing, it can easily be seen the proportion of time that any business man can save in giving his dictation to the machine, to say nothing of the convenience of never having to wait.

The Edison transcriber has the great advantage of being able to write from the phonograph fully 50 per cent. faster than she could write from stenographic notes with greater convenience and less mental effort. The fact that she does not have to take stenographic notes easily saves half of her time, and thus she is employed constantly in productive letter writing.

The modern Edison business phonograph has been so perfected that all of this is possible. The motors are of the Universal type that operate on any electrical current, either direct or alternating, and the dictator has the advantage of making corrections or additions to his dictation at any time, so that there is no penalty for adopting this modern secretary. With the aluminum hearing tubes of very lightest pattern and the loud, clear reproduction of the dictator's voice the stenographer now finds it more easy and pleasant to typewrite from the phonograph than from her shorthand notes.

The contest was in charge of Professor J. N. Kimball, 1358 Broadway, New York, and a competent set of judges which were selected from the International typewriting contest, under which rules all of the deductions and the judging was done.

EFFECTIVE COLUMBIA WINDOW.

M. Silverstein, manager of the Silverstein Co.'s store in Louisville, Ky., has been heartily congratulated on the very effective window which he has arranged in connection with Horse Show Week in that city. The window shows a drawing room, completely furnished to the minutest detail with every modern fixture. The principal feature of the window is the presence of the home circle of the Columbia graphophone. The figures of a man, woman and two children are excellently arranged and well dressed, and the idea is that they are enjoying the graphophone after their return from a visit to the Horse Show. Fine furniture and rugs add to the attractiveness of the display. It is conceded to be one of the best windows seen in Louisville in many a day.

QUAKER CITY "DOINGS."

Marked Recovery in Trade—Buehn's Report—Penn Co. and the Amberola—Columbia Co. in Old Home—Wanamaker Broadening Out—Heppe's "Talker" Plans—Weymann's Business Is Growing in All Directions—Interesting Resume of Situation.

(Special to The Talking Machine World.)
Philadelphia, Pa., Oct. 11, 1909.

The great popularity of the talking machine is well illustrated in the advance that has marked the business in that instrument during the past few months. In no line of the trade has the recovery been so rapid and so substantial. The talking machine business in Philadelphia to-day is larger than it has been at any time since the invention of that instrument, and this is to be accounted for in the aggressiveness of the manufacturers, who are always giving the public something new. Long ago it was thought that the apex had been reached, but every month brings with it new innovations, which are readily taken up by the public, who have come to look upon this instrument, not only as one of the prime means of entertainment in the home, but as an educator and as a cultivator of the dormant talent in music, such as is accomplished in no other way.

A firm enjoying one of the largest wholesale businesses in this city is that of Louis Buehn & Brother, 45 North Ninth street. Recently this firm added to its already spacious warerooms, several new sound-proof rooms in which to handle the many customers always to be found in their store. In speaking with a member of the firm, he summed up the situation thus: "Business has improved materially. We have been running ahead since April of this year. April, May, June and July showed an increase in sales of about 25 per cent. August was about one-third ahead, and our September business was almost double that of last year. From present indications I cannot help but feel that we are going to have a very good fall and winter." R. J. Dungan is at present representing the firm through Pennsylvania and is sending in some very good orders, and Frank Reinick is doing very well among the local trade. He is also covering South Jersey. Business on the road has been fairly good all summer. The firm have now two hear rooms each for the Victor and the Edison talking machines.

The Penn Phonograph Co., at 17 South Ninth street, in both their retail and wholesale departments have found business picking up right along, and of late very rapidly. It has shown a marked increase during the past few weeks, and they have been getting in a very heavy stock to handle it. T. W. Barnhill, the manager of the company, is at present on the road, visiting the firm's trade in the South. Edward Smullen is on a business trip this week through the coal regions of the State, and reports that he finds conditions in that section as very much more favorable than they have been during the past two years.

The firm are showing at present the Edison Amberola, a new Edison machine, which they retail for $200, and on these instruments they expect to have a very heavy fall and winter trade, and are expecting a very large shipment in the course of a few days.

The Columbia Phonograph Co. have gotten back into their old home and have it fixed up much more attractively than before their fire last spring. They were very much handicapped by having to move around on Twelfth street until their warerooms were repaired, but are gradually getting their former trade back to the store again. Not only have they improved window facilities, but they have their walls tastefully decorated, and have large green rugs on the floor.

The Columbia Co. are very much pleased with their new Grafonola de Luxe, an instrument which they believe is going to be very popular with the public; they received four of them as a first shipment a few days ago, and before 11 o'clock had three of them and one Regent sold. In their new store they have five sound-proof exhibition rooms.

Thomas K. Henderson, who took charge of the business last month, succeeding John A. Goldrup, who has gone with the Ellsworth Co., is making splendid headway. They have just placed a new representative on the road, Robert Robinson, who will cover the eastern part of Pennsylvania for the firm. They are expecting to have in stock shortly a new $100 instrument, built on the order of the upper half of the Grafonola de Luxe. They consider that the outlook is very bright for all styles of graphophones. A new feature soon will be four-minute records, which they are sure will be popular with the public.

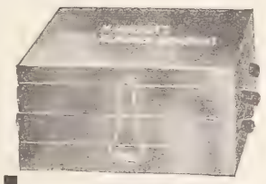
The extensive talking machine department at Wanamaker's is showing considerably more than the usual activity these days. They are making arrangements for an extensive campaign for fall trade, and expect, in the future, to do a larger wholesale business than before, and will shortly start in to reach that line of the trade. Mr. Gerson, the manager, who has also charge of the New York Wanamaker department, spends three days a week in Philadelphia and three in New York. He thinks that conditions look very promising for the future. They are getting out a number of new cabinets, to be used for the purpose of holding the "Echo" Record Albums. These albums are patented by Mr. Gerson, and they form a complete system for filing disc records, which can be added to album by album.

The Wanamaker talking machine department believe that they will be very successful with their wholesale department, for the reason that they are in a position to insure very prompt delivery on either the Victor or the Edison lines. They have a free delivery suburban service, which is quite an advantage. When the new Wanamaker building is completed, not only the piano department, but also the talking machine department and other parts of the musical business of the Wanamaker establishment, will be given ample room, and although it has not been decided, there is some talk of devoting the entire second floor of the big store, which covers the space from Market to Chestnut, and Thirteenth to Juniper streets, over to the music department. Every individual department will be given its own individual space, so that none will conflict with the other and prevent harmony and pleasing artistic effects, and it will be the largest music store on any one floor in the world.

With the Heppes entirely rebuilding their new store, 1119 Chestnut street, they have as yet not entirely laid out the plans for the talking machine department in the new building, but the business has been growing so rapidly that in the very near future they will have to give it twice the space it occupies at present. Until this new building is done, they are having an additional "hearing" room built in No. 1117, upon which the carpenters are now at work. The entire department will be removed into the new quarters, and the first floor will be devoted to the talking machine business exclusively.

H. A. Weymann & Sons have one of the best locations for the talking machine business in Philadelphia, and the advantage of having so many other departments connected with the store that it is not necessary for them to exert themselves much to bring trade. Sheet music musical instruments of all characters, talking machines, pianos, players, etc., and you can find at the Weymann store everything in the line of musical instruments made. They have been doing an exceptionally fine business all summer and fall, and it looks as if it was going to be the largest year in business they have ever enjoyed. There may be an exception to 1907, but it is almost double what it was last year. They have three men on the road at present, and their wholesale business is showing a great improvement. They have just fitted up a Victrola room with appropriate pictures, settees, easy chairs, and it is one of the most attractive in the city. They are doing particularly well with the Edison Cygnet machines, which they first placed on sale on the first of October.

Have You Seen the New C-D-C Device?



No. 400, Closed

It is really the greatest Harmonica selling proposition ever put before the dealer.

The C-D-C DEVICE consists of a three tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the Cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time, and showing the instruments to a great advantage. When closed, the complete Cabinet occupies a minimum of space (10¾ in. wide, 9¼ in. long, 5¾ ins. high), being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The Cabinet costs you nothing, and besides you are the gainer by over 50 PER CENT. cash profit on your investment. The C-D-C DEVICE contains 38 pieces of the very best selling

Hohner Harmonicas

assorted in 16 different styles, all keys, and can be retailed at the following prices:

Assorted Harmonicas

16 pieces to retail at 25c. - -	$4.00
12 " " " " 35c. - -	4.20
10 " " " " 50c. - -	5.00
Total retail value,	$13.20

YOUR INVESTMENT

$8.75 Per Cabinet and Harmonica Assortment.

YOUR GAIN

Over 50% Cash Profit and a Superb Display Cabinet.

Write for illustrated Folder in Colors.

No. 400, Opened.

M. HOHNER 475 BROADWAY NEW YORK CITY

Canadian Office, 76 York St., Toronto

Mexican Office, 4a Calle de Tacuba No. 33, Mexico City

Harmonicas, Accordeons, Blow Accordeons

EXPANSION IN BOSTON.

In the Form of Increased Business and New Stores—High Priced Machines of All Makes in Demand—Grand Opera Plans Help in This Connection—Trade News from Classic City.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 10, 1909.

Two stores that have put in new lines of talking machines seem to act as a sort of criterion for business conditions here just now, as every other talking machine store follows their example in reporting business as "bully."

The Victor XII and the Victrola, the Edison Amberola and the Columbia library table style and the Graphonola de Luxe lead the local trade so far as the features are concerned, and grand opera records have the call in that department. The opening of the Boston grand opera season is now only three weeks away, and as all the artists are here rehearsing, they make almost daily calls at the different stores where some of them have been given added fame through the medium of records of their voices.

For example, Alice Nielson spent half a day in one of the local stores this week, listening to records of her voice and expressed herself as greatly pleased with the results.

Victrola sales at the Eastern Talking Machine Co. are reported as largely on the increase. It is planned at this store to have a larger department for the display of Victrolas. The Eastern Talking Machine Co.'s store association is to have another meeting on the third Thursday of this month, a feature of which will be a dinner in honor of General Manager Taft.

The talking machine department at the big Henry Siegel store, which has been opened only a few weeks, is doing a most satisfactory business under Manager C. B. Thompson. This department handles Columbia discs and the Indestructible records.

Another store handling the Columbia exclusively is that of Jerome H. Remick & Co., and business there has increased greatly in the past month.

Manager Howes, of the Houghton & Dutton Co.'s talking machine department, reported this week that he had just placed the largest wholesale order that he had given for over a year. He says that business is progressing better than was anticipated and that the announcement of the immediate return of Harry Lauder to Boston has caused a jump in the records of his songs.

Manager Winkelman, of the Oliver Ditson Co., jobbers and retailers in Victor goods exclusively, is having a most gratifying demand from the wealthy and artistic people of Boston for the Victrolas, and when they buy one they usually give a big order for grand opera records. The retail sales of disc records have grown wonderfully during the past year, due in great measure to the liberal advertising done by the Ditson Co.

At the C. E. Osgood Co., they are beginning to realize the fine qualities of the Victrolas, for a number of sales of these instruments lately have convinced the firm that it pays to cater to the highest class of people almost exclusively. The new Edison Amberola promises to be a big thing at this store, judging by the number of inquiries made for it.

E. D. Easton, president of the Columbia Phonograph Co., was a visitor to the local store last week. The Columbia Co. have just increased their local output through the opening of two new stores in the suburbs, one at South Boston, by Henry Schultz, and another in Davis Square, Somerville, conducted by The Collins Talking Machine Co. Business has started in there very well indeed.

Advertising Manager Brown, of the Victor Co., was also a local trade visitor last week.

Mr. Pike, who was burned out a short time ago, has not as yet found a location to suit him. He says that if he can get a good location in the central part of the city, he will open up a mammoth store, the largest in the city. Good locations are scarce, however.

REGARDING "SPECIAL" RECORDS.

The National Phonograph Co. Issue Some Important Data Bearing on This Subject—Some Delay in Shipping Cygnet Horns to Trade.

The appended recent circulars have been sent the trade by F. K. Dolbeer, general manager of sales of the National Phonograph Co., Orange, N. J. The first bears the date of October 4, regarding "special" records, as follows:

"To Edison Jobbers:—For the purpose of placing 'special' records upon the market that are already big hits, or that we have reason to believe will be especially popular, at the very earliest possible date, we have decided to inaugurate the following plan: From time to time, as such selections appear (the masters for which have already been made with a view of listing the records two or three months hence), we will advance the selling date one month, making shipment of these records with the previous month's issue, provided you will favor us with a standing order for a stated number of such records.

"For the present not more than four 'special' records will be issued at any one time, nor will those special records increase the regular lists, as they will simply be advanced as to selling date, and will appear in the regular monthly list, as an example, if one or more numbers were being prepared at the present time with a view of listing them in the January, 1910, supplement, which, under the present system, would be placed on sale December 24, we would ship these 'special' records with your December order, and you could place them on sale with your December records, on November 24. These numbers will again appear upon the regular monthly bulletin and supplements. This plan will not increase the present total of forty selections for each month, nor will it permit of our furnishing samples of these special records. Special printed matter will be prepared and forwarded with the goods, thus enabling you to intelligently place the records before your trade."

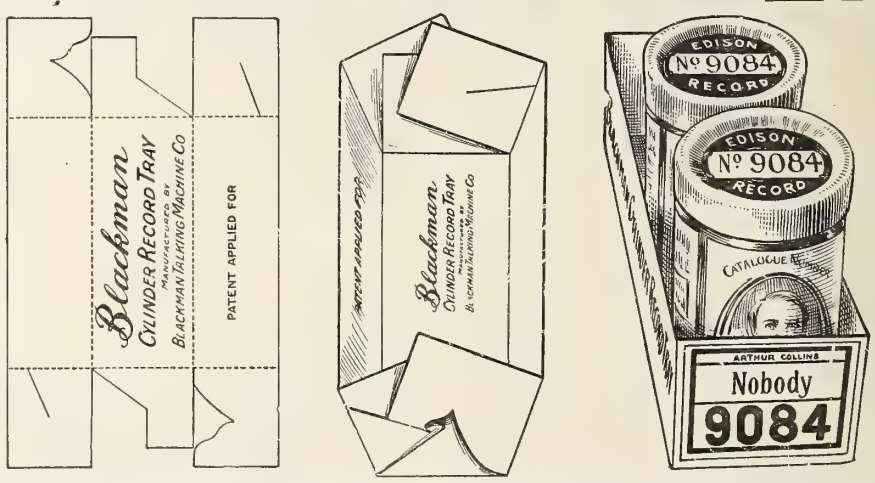
On the 6th, following, the appended was mailed:

"Owing to the numerous orders we have received from the trade for Cygnet horn equipments, and due to the fact that the horn manufacturers have not been able to supply us with our requirements, it becomes necessary to state that some of these orders will necessarily be delayed, and we must ask your indulgence for a period of at least another ten days."

Talking machine salesmen who handle the Victor Red Seal records made by Mlle. Gerville-Réache, the celebrated contralto of the Manhattan Opera House, sometimes find difficulty in pronouncing her name. As a matter of information and in response to several inquiries, we wish to state that her name is pronounced *Ray-ash.*

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS
enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908..... $3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" — 97 CHAMBERS STREET, NEW YORK

LEO SLEZAK MAKES RECORDS IN LONDON

For the National Phonograph Co.—The Distinguished Austra-Germanic Tenor Photographed in the Act of Making Ten Grand Opera Records Which Will Be Placed Upon the Market by the National Phonograph Co. December 1.

We present herewith a photograph of the recording studio of the National Phonograph Co., in London, and the man standing, collarless, before the recording horn is Leo Slezak, the celebrated tenor of the Royal Opera House at Vienna, who will make cylinder records exclusively for the National Co. The photograph was taken while Slezak was filling an engagement at Covent Garden, during which period he made ten records, which will be placed upon the market about December 1.

SLEZAK RECORDING IN LONDON FOR THE NATIONAL PHONOGRAPH CO.

As may be judged from the picture, Slezak is a man of tremendous stature, standing about six feet five inches, and is built in proportion. His magnificent physique especially fits him for the romantic roles in which he has been so successful. Slezak possesses a most attractive personality and is equipped with a broad and liberal education, as was found by President Frank L. Dyer of the National Phonograph Co., who spent several days in his villa at Cauterets in the Pyrenees on the occasion of his recent European trip. Mr. Slezak will make his first American appearance at the Metropolitan Opera House, New York, during the present season.

Slezak has toured all the principal European cities with tremendous success, and is a great favorite in Berlin and London. He is a prominent figure in the social and intellectual life of the Austrian capital. Slezak's noble voice is produced with unmatched ease, and with a flexibility that cannot fail to command admiration, and which proves him to be a master in all the arts and graces of the Italian school. He is no less successful in the strenuous roles of the Wagnerian operas.

The records that he has made for the National Phonograph Co. represent his favorite numbers those in the rendition of which he best displays the quality and range of his phenomenal voice and in which his success has been the most pronounced. The selections are taken from "Tannhauser," "Lohengrin," "Othello," "La Boheme," "Gli Ugnotti," "Tosca," and "Aida," and the special care given to the recording of these numbers has resulted in ten of the most desirable grand opera records that have ever been submitted for the approval of the music-loving public.

SALESMAN WANTED.

Wanted.—Salesman for Iowa; one acquainted with the talking machine business; Edison and Victor preferred; good position for right man. State experience, with references. Address, Harger & Blish, Edison and Victor Jobbers, Dubuque, Iowa.

EXPERIENCED REPAIR MAN WANTED.

Wanted.—Thoroughly experienced repair man. Communicate at once with the Standard Talking Machine Co., Pittsburg, Pa.

BUSINESS FOR SALE.

Victor and Edison Phonograph Business For Sale.—Established 5 years in choice residential section of New York city; all salable goods; no cut-out records; mailing list 1,000; facilities for serving four customers at once. Parties wanting to do business here please reply. Job lot buyers keep off; good reason for selling. "Value," Talking Machine World, No. 1 Madison avenue.

SALESMAN WANTED.

Wanted.—First-class Victor, Edison, small musical instrument and sheet music man to sell to dealers; good position for good man. Address, Ross P. Curtice Co., Lincoln, Neb.

WAS THE JOKE ON MR. PELZER?

The Edison building, 10 Fifth avenue, New York, was brilliantly illuminated during the week of the chief events of the Hudson-Fulton ceremonies, and the signs, installed under the supervision of Wm. Pelzer, vice-president of the National Phonograph Co., may be permanently retained, but reproduced in more substantial form. These electric signs consist of the company's trade-mark, the name of the distinguished inventor, "Thomas A. Edison," written the full width of the building; below it on the third and second floors respectively the words "Phonographs" and "Moving Pictures."

When the current was turned on the building presented a striking appearance, visible for a distance up and down the avenue, coming in for appreciative attention and applause on the part of the marchers, especially while the carnival parade was passing during the evening of Oct. 2. In connection with this illumination quite a good story is told on himself by Mr. Pelzer. The evening the lights were being tested for the first time the avenue was crowded and as Mr. Pelzer was on the sidewalk in front of the building to observe the effect, as the current was switched on and the words "Phonographs" and "Moving Pictures" flashed out in the night, a universal "Ah! Ah!" went up from the interested spectators, and several shouted: "Is the show going to begin?" Mr. Pelzer laughed immoderately when he heard this exclamation and got inside as soon as possible to escape too close a scrutiny.

Dr. Cook Makes A Victor Record

The Discoverer of the North Pole Makes a Remarkably Interesting Record in Which He Tells the American People Through the Victor Record of His Thrilling Dash to the Pole—The Culmination of Three Centuries of Effort.

Another proof of the wonderful enterprise of the Victor Talking Machine Co. is the announcement that they have induced Dr. Frederick A. Cook to describe on a twelve-inch Victor record "How I reached the North Pole." In an intensely interesting four-minute talk, Dr. Cook gives the important particulars of his arduous and thrilling journey. The simple and modest manner in which this great explorer has described his struggles amid the Arctic waters with starvation and death ever near, makes the record singularly impressive and convincing.

The advantages and value of such a record to the talking machine trade all over America is obvious, and the Victor Co. are to be congratulated on their progressiveness.

The wide possibilities in the way of sales are apparent, in view of the fact that Dr. Cook is traveling throughout the country on a lecture tour, for which he is receiving from $3,000 to $10,000 a lecture, and this will unquestionably insure a large demand for this record. It certainly offers a great advertising opportunity for Victor dealers.

In his letter to the trade, L. F. Geissler, general manager of the Victor Co., says:

"No event in years has produced greater excitement or caused more newspaper comment than the discovery of the North Pole and the fact that we have been able to secure this record almost immediately after Dr. Cook's return to this country should be brought to the attention of every Victor owner. In fact, you should endeavor to get all the people of your town to your store to hear this Dr. Cook record, as it will be the means of interesting many people in the Victor.

"The immense popularity and vogue of Dr. Cook makes it desirable that the sale of this record will not be restricted to any specified opening date, but may be placed on sale as soon as you receive them.

"In order to participate in the first schedule of shipments, Denver distributors and all distributors west of Denver should wire in their first order (using code). Distributors east of Denver should mail their orders to us within 24 hours after receipt of this notice. We will then arrange to ship all orders of this record to distributors in the same city simultaneously."

Dr. Cook's record is listed as No. 31755 and sells for $1.00.

The P. A. Powers Co. have transferred their activities from New York City to Wakefield, N. Y., where they have established a motion picture studio.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., left on Monday last for a fortnight's vacation.

MISS STEVENS' SHOCKING DEATH.

Only Daughter of Walter Stevens Killed in Collision of Boats at River Parade Held During Hudson-Fulton Celebration.

One and the only accident that marred the current festivities attendant upon the Hudson-Fulton celebrations was the shocking death on September 25 of Miss Frances L. Stevens, the daughter and only child of Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J. Miss Stevens was aboard a ferryboat of the Lackawanna Railroad when it came into collision with the United States revenue cutter "Seneca." The prow of the "Seneca" rammed into the lower deck of the ferryboat, where the young lady was sitting with Mr. and Mrs. F. K. Dolbeer and their two daughters, when Miss Stevens was crushed, her death being instantaneous. Edna Dolbeer had an arm broken, and she was taken to St. Mary's Hospital in Hoboken for treatment, from which she has since returned to her home in Orange. Ruth, her sister, miraculously escaped with a few scratches but all suffered severely from shock.

The death of Miss Stevens naturally cast a gloom over the assembled guests at the New York offices of the National Co., 10 Fifth avenue, gathered to view the magnificent land parade in connection with the Hudson-Fulton affair, and everybody expressed their sympathy for the irreparable loss of Walter Stevens and his wife, who were absent, of course, on this occasion.

GEO. W. LYLE ON EXTENDED TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., General, started from New York October 1 on an extended tour of inspection of the Columbia stores throughout the country. He will go to the Pacific and visit the South and East, and is expected to be away about six weeks. Before going away Mr. Lyle said conditions so far as the Columbia business was concerned was very satisfactory and that trade would improve right along.

MAGAZINES WILL REVIEW RECORDS.

The National Magazine and The World of To-Day Will Start a New Department for This Purpose with the November Numbers—This Radical Step is Due to the Labors of Geo. P. Metzger, Who Has Been Developing the Plan For Over a Year.

The National Magazine and The World of To-Day, will, beginning with the November numbers, inaugurate a very important department—one that will be of extreme interest to dealers in talking machines throughout the United States. This will take the form of a careful review of the records of the month, as issued by the various companies manufacturing talking machine records.

This plan of devoting space to an interesting review of talking-machine records has been in vogue in England for some time past, our English contemporaries believing that this was a most direct form of news, and as interesting as the department devoted to books.

It is a pleasure to The Review to note that the magazines in this country are commencing to recognize the important position which the talking machine and the talking-machine record occupies in the homes of our people. That the two well-known American magazines referred to have taken this important step is entirely due to the earnest work of Geo. P. Metzger, advertising manager of the Columbia Phonograph Co., who has been developing this matter for over a year, and whose contention right along has been that for every interested reader of the book reviews which some magazines print there are certainly a dozen interested readers of reviews of the monthly records.

Mr. Metzger's arguments when placed before the National Magazine impressed them so forcefully that Mr. Chapple, of that publication, called upon the various manufacturers of records, who have agreed to co-operate with him. When Mr. Metzger was seen regarding the foregoing move he said:

"The number of people who regularly read the monthly supplements of the various companies, is far above the million mark. This is an immense clientele, and the magazines at last are appreciating it as I knew they would. If the magazines go at it right and make their reviews independent—as at least the National Magazine intends to do—these reviews will prove to be of benefit to the advertiser, of course, and also of unmistakable interest to the reader. I look for the time to come when every magazine and newspaper which pretends to keep its columns timely and interesting will have a wholly independent review of the musical records each month."—The Music Trade Review.

HOHNER COLLAPSIBLE DISPLAY CABINET.

The wide interest awakened by the introduction of the new Hohner collapsible display cabinet, illustrated and described in the advertisement of M. Hohner, 475 Broadway, New York, is extremely gratifying to the originators of this novelty. Inquiries for it have come from all parts of the world, and the factories at Trossingen, Germany, are being so crowded with orders that it is possible a congestion may follow, though the working force has been increased and the great plants are running overtime to meet this extraordinary demand promptly. The folders descriptive of the "C-D-C" device are now being distributed, and dealers will be supplied through the jobbers in the event they have been overlooked. The cabinet contains 38 pieces of the very best selling Hohner harmonicas, assorted in 16 different styles, all keys—all quick sellers.

The New Jersey Patent Co. and the National Phonograph Co. filed a bill in equity in the United States circuit court, Pittsburg, Pa., against H. E. Crandall and J. W. Jamison, who, it is alleged, have been selling Edison phonograph records at cut rates, in disregard of an agreement.

Approximately 400 new dealers have recently taken on the Columbia lines. This is going some.

GET THE BEST NEEDLES MADE

The finest tones can be secured from talking machines through the mediumship of ROYAL CROWN NEEDLES

These needles are made from the finest Sheffield Steel finely tempered and polished. They will not scratch. Each needle is perfect, the points being rounded by a secret process.

THEY ARE SUPERIOR TO ANY OTHER ON THE MARKET

The Royal Crown Needles are packed in patented boxes containing three hundred, four hundred, five hundred, eight hundred and one thousand needles to the box, also in folding boxes containing one hundred, two hundred and three hundred needles to the box. They are manufactured in the various tones, soft, medium, standard and loud.

Write to-day for descriptive circular. If your Jobber cannot supply you, write direct to us.

Showing a fac-simile of the patented box ready for use. Always printed this way

You cannot lose a needle when closed

W. H. BAGSHAW LOWELL, MASS., U. S. A.
Oldest and Largest Manufacturer in America

IMPORTANT PRICE-CUTTING DECISION

The Victor Co. Secure Another Victory in Their Campaign Against Dealers Who Indulge in This Practice—New Phase of the Question Introduced by the Judge Imposing a Fine of $200 as Well as Costs in the Suit of the Victor Co. Against the Futernik Co., of Philadelphia—The Judge's Decision Well Worth Careful Reading as It Marks a Precedent Which Dealers in the Talking Machine Trade Would do Well to Ponder Over.

From the numerous suits brought by the Victor Talking Machine Co., as well as by other manufacturers of machines and records—the "big three," to be specific—it will be noted that the United States courts have invariably granted restraining orders enjoining dealers from selling goods at less than the prices prescribed in the qualifying contract. Now, the courts have gone a step farther, and are imposing fines for violations of the factories' agreements as tantamount to an infringement of patent rights. In other words, it is high time the talking machine dealers throughout the country realize that the factories are after price cutters to a finish, and that in the future it will probably not suffice for them simply to be eliminated from the list and supplies cut off. But, as is made clear in the proceedings reported below, this case is probably only a forerunner of the method of damage assessment that will be employed in all cases possible, and that it is well that the factories see that such troublesome and dishonorable concerns are eliminated from the ranks just as rapidly as can be done.

The suit in point is that of the Victor Talking Machine Co., Camden, N. J., against the Keen Co. (Futernik Co., successors), Philadelphia, Pa., and in speaking of it, Horace Pettit, general counsel of the complainants, said:

"I am pleased to state that Judge McPherson to-day (October 11), filed an order in the Keen contempt proceedings holding The Futernik Co. guilty of contempt in selling records at a less price than the license price, being in violation of the order of the court of November 5, 1906, in our suit against The Keen Co., of which The Futernik Co. is the successor. I would say that the judge has fined the company $200, to be paid to the Victor Co., and also held them in costs. I am rather pleased to secure this decision, especially as the defendant filed numerous affidavits and contested the case at the argument on Friday very warmly."

The formal court order is as follows:

"In the Circuit Court of the United States for the Eastern District of Pennsylvania. Victor Talking Machine Co., and the United States Gramophone Co., against the Keen Co., April sessions, 1906, No. 32.

"McPherson, District Judge:

"And now, to wit, October 11, 1909, after hearing and considering the affidavits and other evidence presented by the complainants, and by the defendant The Futernik Co. (formerly The Keen Co.), and after hearing and considering also the arguments of counsel, the court does adjudge and decree that The Futernik Co. has been guilty of violating the final injunction entered in this court on November 5, 1906, by selling certain talking machine sound records of complainants' manufacture (as described in said final decree) at a less price than the price at which the said records were licensed by the complainants to be sold by the Futernik Co. And as a penalty for its contempt in violating said decree, the Court does further adjudge and decree that The Futernik Co. do pay, within five days from this date, the sum of Two Hundred Dollars and the costs of the present proceeding; the said sum of Two Hundred Dollars to be paid to the complainants or their counsel of record as compensation for the time and outlay involved in prosecuting this application."

Dealers who persist in violating their license by price cutting after being restrained by a court order, should bear the above action in mind, as it will doubtless be a precedent for all future similar suits.

A PECULIAR SITUATION.

Some Caustic Remarks by the National Phonograph Co. Regarding Conditions in a Certain City in the South—Dealers Must Wake Up.

The National Phonograph Co., Orange, N. J., are not loath to severely criticise their jobbers and dealers if they are neglectful in a proper and energetic representation of the Edison products. In the present instance the company "hand it out" in the following caustic fashion, and in which words are not minced:

"The astonishing fact has recently been brought to our attention that in a certain city of the South, whose population is approximately 60,000, Amberol attachments and records are comparatively unknown. The city in question, whose name we are withholding for obvious reasons, boasts of one jobber and three dealers! It seems almost incredible that such a condition could exist, and the matter is receiving a prompt and thorough investigation at the hands of our sales manager. It seems to prove that there are localities where our agents are not alive to their opportunities. These localities will be discovered in the near future by our traveling representatives and we shall begin to ask questions.

"We are entitled to know why if our goods are not being pushed and, once the information is in our hands, we shall take prompt steps to remove the obstacle, whatever it may be, that interferes with their advertisement. It is of course possible that in this instance local conditions may be responsible for the apparent inertia on the part of jobber and dealers, and we are suspending judgment pending the receipt of complete facts of the case. It is hard to believe, however, that business conditions were so bad in a city of that size that this most attractive and salable features of the line could not find some market.

"Whether his oversight is deliberate or due to neglect, it is criminal and deserving of the most severe censure. We sincerely trust that further investigation throughout the country will disclose the fact that this case is without a parallel, for we should hate to believe that our jobbers and dealers in every instance, are not giving us the support of their co-operation and enthusiasm."

NEW GRAPHOPHONE MODELS.

The Columbia Phonograph Co. Introduce Three New Styles for 1910, Which Will Interest Progressive Dealers Everywhere.

In another part of this issue of The World, an important announcement is made by the Columbia Phonograph Co., in which they announce the first three Columbia graphophone models for 1910. These contain many individual constructive features, which must appeal to discriminating dealers and purchasers, and each is well worthy the closest investigation. The three models illustrated retail at $25, $35, and $65, and each contains the new Columbia one-piece aluminum tone arm equipment.

The Columbia Phonograph Co. have certainly been tireless in their efforts to provide the trade with new ideas this fall. The latest announcement following their tremendous achievements in the Grafonola line, and which have come in for such widespread notice, emphasize that this institution is a thoroughly "live" one.

LANDAY'S PUBLICITY COMMENDED.

With the October issue of "The Voice of the Victor," the sprightly monthly published by the Victor Talking Machine Co., Camden, N. J., is also sent out the four full page ads used by Landay Bros., Inc., that appeared in the Daily Saratogian, in connection with their branch house at Saratoga, N. Y., now closed for the season. The company add thereto, in flaming red type, this brief commendation: "This is a splendid example of local advertising in support of the Victor Co.'s immense national advertising campaign. The Victor Co. create the demand—local advertising brings the customer to your store."

BACIGALUPI PLACES BIG ORDERS

With the National Phonograph Co.—Enthusiastic Over the Amberola—Orders 25 of Them—Looks for Good Business This Fall and Winter in San Francisco and Locality.

Peter Bacigalupi, the well-known talking machine man of San Francisco, Cal., who has been sojourning in New York for the last few weeks, left for home on Wednesday, spending a few days in Chicago en route. In the course of a chat in The World sanctum early this week he stated that during his stay he had placed orders with the National Phonograph Co. for two carloads of Edison machines, as well as orders for twenty-five Amberolas—the new Edison creation. He had, moreover, the privilege to be the first jobber to hear the Amberola, regarding which he expressed himself in most enthusiastic fashion.

"I expect to do an immense business with the Amberola," said Mr. Bacigalupi. "It is undoubtedly the most perfect product ever turned out by the Edison people, and is a remarkable creation in every respect. The beautiful quality of its tone, the absence of scratching, the superb finish of the cabinet, all make a creation which will win an army of admirers. Business on the Coast is looking up, and I expect an immense holiday trade."

Mr. Bacigalupi also visited the factory of the Victor Talking Machine Co., at Camden, whose goods he handles at retail, and expressed himself as highly pleased with the courtesies shown him, not only by the National Co. and the Victor Co., but by all on whom he called while in New York.

VICTOR BUSINESS EXCEEDS 1907.

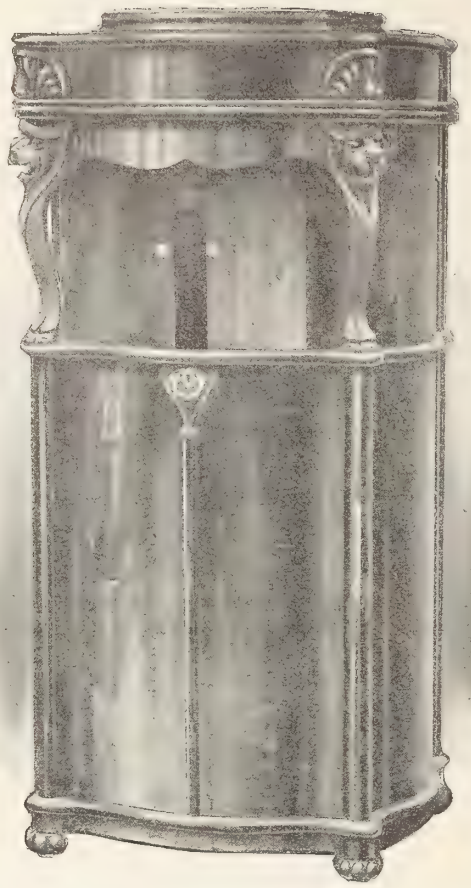
Immense Orders Reaching the Victor Co. Splendid Proof That Business Is Back to Old-Time Standard—What General Manager Geissler Says—New Red Seal Records By Sembrich, Homer, Farrar and Scotti.

Records are being broken these days at the factory of the Victor Talking Machine Co., Camden, N. J., in the way of orders for machines and records. In a chat with Louis F. Geissler, general manager of the Victor Co., on Tuesday, he reported that the volume of business reaching the Victor Co. has not only equaled their great trade of 1907, but is now exceeding it. An idea of the way orders are pouring in may be gleaned from the fact that one day last week Mr. Geissler received orders for 20,000 machines, and the call for Red Seal records is unprecedented.

In view of the foregoing the far-sightedness of the Victor Co., in erecting several immense Victor factories, which are now near completion, is apparent, for their resources will be taxed this fall and winter as never before.

The story of the Victor activity is a reflex of the improved conditions throughout the country, and a happy augury of a still better business for talking machine jobbers and dealers this fall and winter. The imposing list of Red Seal records, which now include so many famous artists, will be increased by many new Red Seal records of Geraldine Farrar, Sig. Scotti, Mme. Homer and Mme. Sembrich. These artists made a number of new records last week at the Victor laboratory and those who had the pleasure of hearing the masters proclaimed them to be the most wonderful creations ever turned out by the Victor Co.

EXCLUSIVE COLUMBI



THE COLUMBIA PHONOGRAPH "DE LUXE"—$200
With Regina Attachment, $225

WE have the healthiest kind of expectation of making prompt deliveries on all Grafonola "De Luxe" orders very soon now.

We knew the instrument would take hold, and take hold quick—but the initial orders got away from us inside of the first three days. The responses to our magazine advertising of this instrument in some of the October issues makes it very clear to us that we have announced the very instrument that a large class of buyers have been looking for—and it is no less clear that Columbia dealers are going to coin money this winter on the Grafonola line.

One thing you can count on. As soon as we have persuaded any man who has the purchase of a hornless machine in mind to step inside of your store long enough to make comparisons, it's all over but the name and address. We are ready to make arrangements for the exclusive handling of the Columbia line in your locality. The Grafonola "De Luxe" ought to bring it to a head. How do YOU feel about it?

BETWEEN the Grafonola "De Luxe" and the Grafonola "Regent," the Columbia line is this minute more interesting to the active dealer than all other musical instrument lines put together. WE MEAN THAT. The Grafonola "Regent" will sell not only to those who have considered the possibility of owning a hornless talking machine but to many people who never gave the matter any serious thought before. This is prediction, mostly, we'll admit—but we are in a position to see what is happening; and this Grafonola "Regent" ALONE is sure to be sufficient reason for a good many dealers to secure the exclusive selling rights of the Columbia line, and the proof will follow pretty close on the prediction. Mark that down, and we will remind you of it again a little later.

THE COLUMBIA GRAFONOLA "REGENT," $200

Columbia Records

Columbia Phonograph Co., Ge

A DEALERS WANTED

DO you remember that just about one year ago we announced the Columbia Double-Disc Record as being a REVOLUTION and not an EXPERIMENT?

Does it look like an experiment to you right now?

And do you remember that we announced the 65 cent price as the RIGHT price—"two records at practically the price of one"?

The fact is that in this one short year the Double-Disc has practically displaced all the single-sided records on the market. Our competitors a year ago frantically pointed to the Columbia Company as being responsible for the Double-Disc in this country—and we very cheerfully assumed the responsibility. We reaffirm it now. We WERE responsible, and we knew precisely what we were doing.

We feel like repeating here one paragraph from our first trade announcement of the Columbia Double-Disc Record: "The dealer who ties on to our first announcement of Columbia Double-Disc Records will find it easy to tie a string around the best of all the record business in his locality and lead it over to the Bank." It's HISTORY now, and the Columbia dealer who was wise enough to negotiate for exclusive selling rights of the Columbia line in his locality has been congratulating himself ever since.

COLUMBIA DOUBLE-DISC RECORDS, 65c.

AND with the advent of the Columbia Indestructible Cylinder Record, the exclusive Columbia dealer very early discovered that the completeness and the strength of his line enabled him to have things pretty much his own way in his own territory.

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS 35c.

THE Columbia line is the LIVEST factor in the business, this month of October, 1909—and the only dealers who do not agree with that statement are those who are so tied, hand and foot, that they own neither their business nor their opinions.

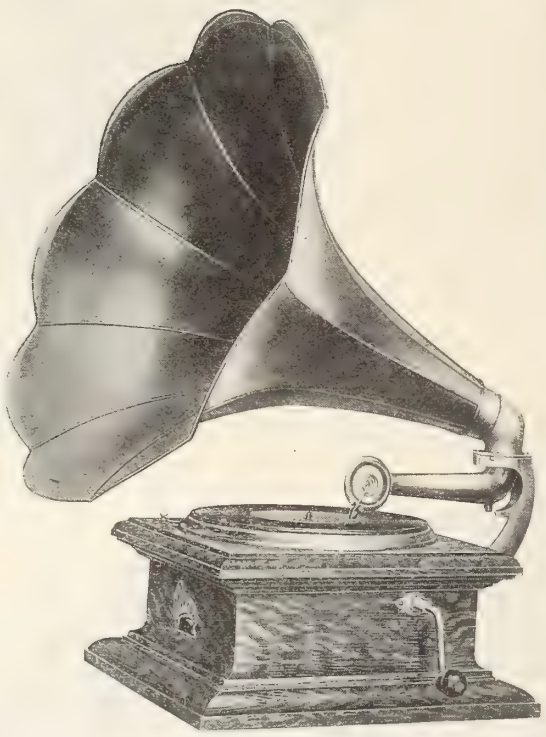
If you have gone into this business as a free American citizen, here is your chance to cast your own vote and get yourself elected. Write in for particulars of our exclusive dealer plan, if you are not already operating with us that way.

'l, Tribune Building, New York

Three of the 1910

Better Cabinets, Finer Finish, New Reproducers, New Start-and-Stop

THE "IMPROVED CHAMPION"
(Type BN) Price, $25



THE "IMPROVED ROYAL"
(Type BNW) Price, $35

THE "IMPROVED IMPERIAL"
(Type BY) Price, $65

Three of the best sellers made better than ever

Columbia Phonograph Company,

Columbias Ready!

We are pretty sure this is the news you have been waiting for.

The first three Columbia models for 1910, that are now available to the trade, are illustrated herewith.

Three of the best sellers in the Columbia list, made better than ever!

Better in features that the most uninterested customer can both SEE and HEAR.

In the BN and BNW types, the massive construction of the quartered oak cabinet is at once apparent – and the graining of the oak is as striking and beautiful as the case of any piano you ever saw—and finished the same way.

The cabinet of the BY is of exactly the same form as the 1909 model but it is made of the finest selected, solid, genuine mahogany—and it looks its money's worth.

All three machines have the new Columbia start-and-stop, speeded to exactly the correct number of revolutions and absolutely fool-proof. This to prevent any of your customers from becoming dissatisfied with their Graphophone because of their having changed the speed and failing to bring it back to the proper point for correct reproduction.

The new Columbia one-piece aluminum tone arm is a part of the equipment of all three models. The reproducer can be instantly turned upward for more convenient re-insertion of needles—or as quickly removed entirely. And the way the new metallic diaphragm picks up and transmits every most delicate sound-wave engraved upon the record, will be a delight to you and a wonder to your customers.

Catalogues will be ready directly, covering these machines and all the other improved types.

Isn't this about the best time you will ever have to consider exclusive Columbia selling rights for your locality? We are ready. Take it up with us.

Gen'l, Tribune Building, New York

INTERESTING RECORDS OF THE TINGUIANS

How the Graphophone Was Utilized by Prof. Cole in Making Some Very Valuable Records of the Members of One of the Strange Tribes in Our Latest Possession, the Philippine Islands —Observations and Impressions of His Visit Well Worth Reading.

(Special to The Talking Machine World.)

Chicago, Ill, Oct. 10, 1909.

The accompanying illustration should prove specially interesting to The World's subscribers in the United States, as it shows members of one of the strange tribes in our latest possession, the Philippine Islands, listening for the first time to records of their own voices through an American machine, a cylinder graphophone.

The protograph is one of hundreds taken in the Philippines, by Professor Fay Cooper Cole, of the Field Museum of Natural History, of this city, who is making a special study of the ethnology, anthropology, language, etc., of the various native peoples. He returned to Chicago last winter, after a two years' sojourn in the Philippines, the greater part of which was with the Tinguians in the north of Luzon. He leaves again this month for the southern Philippines.

GROUP OF TINGUIANS PHOTOGRAPHED AT MANABO, LUZON.

The Tinguians are a wonderfully interesting people, and quite an intimate knowledge of their habits, religious practices and home life can be obtained from inspection of the vast amount of material, twenty-seven tons of which Mr. Cole brought back with him and which are now on exhibition at the Field Museum. Various displays are described in an unusually clear manner in the cards on the cases, and the photographs, taken on the ground, show vividly the manner in which the various implements and objects are used.

The photograph, here reproduced, shows a group of Tinguians, of Manabo, in the subprovince of Abra, North Luzon. It does not reveal them quite in their native simplicity, as the Tinguians are not as partial to clothes as the picture would indicate. Manabo and neighboring villages were ransacked thoroughly before so goodly a showing could be made.

The cylinder graphophone, which proved one of the most valuable items in the equipment of Prof. Cole's expedition, was loaned him by E. C. Plume, western wholesale manager of the Columbia Phonograph Co. It gave a good account of itself, as it was subjected to the hardest kind of usage and received all sorts of hard knocks in the forced marches through almost impenetrable jungles and difficult mountain passes.

Prof. Cole visited regions in the interior where no white man had hitherto penetrated, but the fame of "the machine that talks Tinguian" always preceded him, and proved a valuable introduction. Besides a liberal supply of "blanks" a number of regular Columbia records were included in the outfit, and as the Tinguian is intensely musical in his own way, they made an intense hit. The copper-colored natives showed little appreciation for the classical, but band selections, with plenty of "jingle" to them, and vocals, such as "Good-By, Dolly Gray," "I Wish I was a Loidy," and especially "laughing songs," put them in just the right mental condition for the purposes of the explorer, who could only win the information he sought by establishing the most friendly relations with the people.

The Tinguians are quite industrious, have extensive rice fields to which they devote the greater part of their time, and the men watch and care for them conscientiously during the season of growth. They also raise maize, tobacco, beans, sugar cane for basi, the native fermented drink, and other vegetables and roots, as well as fruits to some extent. The women do but little work in the fields, but they weave nearly all the clothes and blankets used by the family. Some of their work is really artistic, and shows a wonderful sense of color blending, as evidenced by the specimens at the Field Museum. The women do all the house work, but when the men are at home they assist in the care of the children, especially the babies. The standard of morality is by no means low. There is a class of women called "Pota," who live with men not their husbands, but they are held in contempt by other women and are seldom seen at the camp fire gatherings or in other houses. There is no tribal organization as such, the villages constituting the political unit. The government of a village is patriarchal, the old men constitute the ruling class. Of this number there is usually one who by reason of wealth, integrity or knowledge of the customs is called "Lakay," and to him all matters of dispute are brought for adjustment. If the case is of importance or difficult to settle he will summon the other old men, who will deliberate on and settle the questions at issue. They have no means of enforcing their decisions on the people other than it is the custom to obey and the offender is ostracized until he has met the conditions imposed.

In view of these facts it is rather surprising to find that until very recently the Tinguians were head hunters, and the "sport" is still practiced in the mountain districts. Blood revenge seems to be the chief motive.

The weapons used by these people are unique and great care and ingenuity is used in their construction. The shields were not made simply for purposes of defense. From the top of the shield extend two prongs which in hand-to-hand combat were and are still, in the districts mentioned, used to clutch the victim by the neck while the head axe was brought into play. The lower end of the shield has three prongs designed for use in clutching the legs of a fleeing victim. The head axes and spears shown at the Field Museum are beautifully modeled, and the metal heads are finely tempered and shaped.

The Tinguians are very religious. Their chief deity, known as Kadaklan, lives in the sky; his wife lives in the earth, and is also powerful, and their two sons are quick to punish any disobedience of the father's commands. More than 150 other spirits, some good, some evil, are known by name, and at some time or other visit the people through the mediums. These latter preside at all the principal events in the lives of the villagers. They are supposed to incarnate the spirits during the ceremonies and great stress is laid on their power in reading signs and in exercising evil influences. They are always present at births, and their final services are rendered when death comes.

The Tinguians are great singers; they sing at work and they sing at play. Whenever there are gatherings of the people someone will sing the "Daleng," in which he intones tales of current events or of the heroes. There are a few set songs, but different types of chant are used in religious ceremonies, in love songs, lullabies, and child songs. The words are always different and entirely impromptu, but the motive can be discerned from the type of tune used. The musical instruments consist mainly of drums, copper gongs, mouth flutes, nose flutes, played with the nostrils instead of the lips; pan pipes, made out of reeds, and crude instruments made of bamboo, something on the violin order, and also bamboo jew's harps.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

TIMELY TALKS ON TIMELY TOPICS

That the concealed horn machine has achieved a wonderful success goes without saying, as the French say. Every one of the large manufacturers that figures to any great extent in the American market have examples of this type in the market and their popularity is increasing with both the trade and the public. The Victor Talking Machine Co. were the pioneers in this line with their now famous Victrolas, and from the very first the demand was so heavy that the company were unable to adequately supply the call. The Victrolas were not only a departure from the ordinary model of machine cabinet, but a distinct step of progress that expanded trade and stimulated sales among people who were inclined to look with disfavor on the entire talking machine proposition. The beauty of the Victrolas placed them in a class by themselves, creating a "piece of furniture," if you please, akin to the piano and similar instruments, and therefore was welcomed as an addition to the musical equipment of the home and given a post of honor either denied the talking machine or given grudgingly or with misgivings as to one's true artistic taste and judgment.

That, however, has passed away, or, as Richard III. observed in his splendid soliloquy, is "in the deep bosom of the ocean buried." Proof of the success scored by the Victrolas is furnished by the placing of resembling concealed horn machines on the market by the Columbia Phonograph Co., General, whose series of Grafonolas were formally announced to the trade in last month's World. To be sure, the models or designs differ; but the pleasing results aimed at, to provide a handsome "piece of furniture" that would grace any room, no matter how elegantly fitted up, are accomplished, and a large sale is anticipated for this beautiful line of goods. In fact, the orders already placed with the company justifies the realization of this sanguine statement. Columbia jobbers and dealers have long wanted a line of this kind, and with characteristic enterprise, energy and resourcefulness the company have responded to this general demand with their Grafonolas.

Last, but by no means least, the Amberola, the splendid product of the National Phonograph Co., is given Edison jobbers and dealers, who have likewise been sensible that a concealed horn machine was also due them. With their customary caution, the company, who have been working on the Amberola for a year or possibly more, have given no inkling as to their intentions until they were satisfied that the machine was as perfect as ingenuity, inventiveness and the highest class of workmanship could make it. At various times during the past year reports were current that the "National" were about to "spring something good." The Music Trade Review was the first newspaper to contain an exclusive authoritative announcement that the Amberola had "arrived," and this issue of The World contains Sales Manager Dolbeer's official confirmation of that report, and it is interesting from more than one point of view, of which it is needless to dwell upon here.

The Amberola made its initial bow to the trade during the Hudson-Fulton celebration ceremonies in New York, and at a most appropriate time, it may be added. The National Phonograph Co., in their usual generous and hospitable manner, gave a series of what may be termed functions in honor of the Hudson-Fulton centenary at their New York offices in the Edison building on Fifth avenue. Three of the great land parades passed the place, in front of which a comfortable stand was erected, and from this point of vantage an unequaled view was had of the marvelous processions. It is unnecessary to dwell upon the entertainment offered the guests present, for that is told more fully elsewhere. Suffice it to say, those fortunate enough to enjoy the scenes and surroundings had also the pleasure of listening to the Amberola for the first time, and the verdict of its perfection of tone quality was universal. The pattern and finish of the machine was likewise commended as the work of skilled artisans. In one respect the Amberola differs absolutely from the Victrolas and the Grafonolas in that the latter are disc machines, while the former is confined to the Amberola and Edison standard cylinder records.

The record manufacturers have solved the copyright problem by attaching whatever fee they may have to pay for the privilege of using the music under the law to the regular figure for the goods. In the bulletins this fact will be specially noted, so that no mistake can be made in ordering on the part of either the jobber or dealer. As remarked before in The World, it is true the record maker will choose the copyright selections conservatively, and the helter-skelter methods hitherto prevailing in this respect will cease. Recording a piece of music is something of an expense and differs materially from the process that obtains in cutting perforated rolls for automatic musical instruments. Outside the cost attached to the arrangement for the rolls and the master records, singers, matrices and many other incidental expenses attached to recording and pressing, are to be met, not to say anything of the difference in the selling price between the two. All this must be considered, and therefore the record manufacturers must needs be cautious.

Speaking of copyright and records, reminds the writer of the contention made by one of the "talent" whose services were not in such frequent demand as before the new statute went into effect. Of course, the artist claimed that he copyright act was unconstitutional and that "eminent" authorities had assured him of this fact and were ready to start a suit whenever somebody produced the price. The singer, whose mellifluous voice is on a large number of records—popular, classical and otherwise—stated that aside from what the legal gentleman had told him, he personally was confident that the copyright law was in conflict with the Sherman anti-trust act, therefore its provisions were in restraint of trade and consequently it would not "hold water." When it was made clear by several amused listeners to this original argument that the Sherman law applied to interstate commerce as applied to common carriers only and in no wise had the remotest bearing on copyright restriction, the brilliant member of the record singers' corps was first indignant, then surprised and finally closed the incident in a diplomatic way by ordering "another round."

A Toledo, O., journal descants on the "discovery" by a local genius of a celluloid record, on which "he has been laboring for years." As the newspaper eloquently says: "The claim made by the Toledo inventor has attracted the attention of the phonographic trust." Good. Further: "The cylinders (celluloid) are so strong that the inventor, by way of demonstration, hurls them violently across a room and up against a wall to prove that they are unbreakable. They rebound like a rubber ball and show no signs of dents or scratches. They also give forth a splendid tone when placed on the phonographic machine. A company is being organized to manufacture the records in Toledo. Several of the most prominent capitalists in the city have become interested and the inventor expects to be turning out the records in immense quantities in a short time." Now, let us hear them.

Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, and his family, will leave Genoa, Italy, October 28th by the "Princess Irene" for New York.

NATIONAL CO. ENTERTAIN.

Erect Grand Stand in Front of Their New York Offices and Invite Friends to View Hudson-Fulton Celebration Events Therefrom—Furnish Elaborate Spread—Those Present.

The week of Oct. 3-9—Tuesday, Thursday and Saturday—the National Phonograph Co., Orange, N. J., entertained a number of the trade and business friends at their New York offices, 10 Fifth avenue, during the land parades incidental to the Hudson-Fulton celebrations. The building was specially illuminated with electric signs, the trade name of "Thomas A. Edison" being reproduced in facsimile in the familiar way, and the words "Phonographs" and "Motion Pictures" on the second and first floors. The company provided a commodious stand in front, from which the various processions were witnessed to the very best advantage. An elaborate spread, served by expert caterers, followed each of the splendid spectacles, and the care and attention bestowed upon the visitors on the several occasions was in the usual hospitable manner for which the company is noted. Everything to make their guests comfortable was extended, and the praise for the management of the several affairs was unstinted and deserved.

Among those present from the trade were: C. J. Schmelzer, Schmelzer Arms Co., Kansas City, Mo.; L. J. Gerson, John Wanamaker, Philadelphia, Pa.; Peter Bacigalupi, Peter Bacigalupi & Sons, San Francisco, Cal.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; S. B. Davega, S. B. Davega Co., New York; J. F. Blackman, J. F. Blackman & Son, New York City; I. Davega, Jr., I. Davega, Jr., Inc., New York; A. O. Petit, Edisonia Co., Newark, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., and Mrs. Blackman, New York; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; J. Samuels, J. Samuels & Bro., Inc., Providence, R. I.; N. Goldfinger, Siegel-Cooper Co., New York; F. J. Heppe, C. J. Heppe & Son, Philadelphia, Pa.; H. M. Pierce and T. C. Brown, Fort Worth, Tex.; Harry Seely, New York; Edward Lyman Bill, Talking Machine World.

The company were represented by the following: Thomas A. Edison and Mrs. Edison; Frank L. Dyer, president, and Mrs. Dyer; C. H. Wilson, general manager, and Mrs. Wilson; F. K. Dolbeer, general sales manager; Wm. Pelzer, vice-president, and Mrs. Pelzer; A. Westee, treasurer, and Mrs. Westee; Peter Weber, superintendent of the works, and Mrs. Weber; L. C. McChesney, manager of advertising, and his son and assistant, L. W. McChesney; E. H. Phillips, manager of the credit department; C. E. Goodwin, manager of salesmen, and Mrs. Goodwin; N. C. Durand, sales manager of the Edison Business Phonograph Co., and Mrs. Durand; Walter H. Miller, manager of the recording laboratory; W. H. A. Cronkhite, his assistant; John Pelzer, sales manager of the Edison Kinetograph Co., and Mrs. Pelzer; James H. White and Mrs. White; Frank E. Madison, of the legal department, and Mrs. Madison; A. C. Ireton, of the sales department, and Mrs. Ireton; H. T. Leeming, of the traffic department; C. S. Osborne, of the credit department; Mrs. S. L. Terhune, Mrs. W. H. Mackgraf, H. F. Miller, J. W. Aylsworth, J. F. Scull, W. L. Eckert, R. A. Bachman, E. E. Hudson, J. V. Miller, Geo. Weber, Wm. Weber, A. W. McCloy, E. L. Aiken, C. C. Squires, A. M. Hird, F. A. Burnham, Jr., R. H. Beach, W. H. Meadowcroft, J. F. Rogers, W. J. Buehler, J. F. McCoy, Mr. Redfield, Fred Ott, F. E. Beatty, J. H. Fertig, L. A. Dubernet, E. E. Davidson, H. Green, Mr. Findlay, Chas. Paynes, Mr. Taylor, D. S. Murray, Mr. Smith and J. A. Joubert.

Another Hebrew list is also published by the Universal Co. As the records are from the expert recording of Henry J. Hagen, they rank in point of finish, smoothness and quality with the best in the market. General Manager Macnabb says the fall business of the company is opening up in a very satisfactory manner; a number of new jobbers have been listed and the sales for the season will be larger.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Present Conditions Tend to Strengthen the Belief Among the Talking Machine Trade That the Business for the Winter of 1909-10 Will Be the Best for Several Years Past—Big Increase Already Shown Over Last Year—Weaker Dealers Weeded Out During Dull Times While New and Stronger Dealers Crop Up—Higher Priced Outfits in Demand—Much Interest Shown in Edison Amberola—Bissell-Cowan Co.'s Fine Department—Lyon & Healy Active—New Columbia Machines Popular—Much Expected of New Four-Minute Indestructible Record—An Optimistic Chinaman—New Fibre Needle Cutter—All of the Trade News.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1909.

The frequent predictions made, that the fall and winter trade of 1909-10 is to be the best that the talking machine business has known for several years, gain strength as the result of the experience of local jobbers during September and the opening days of October. September was in many respects a thoroughly satisfactory month. Like its immediate predecessor, it showed an important increase of business as compared with last year, and marked the opening of the fall business in quite a vigorous fashion. While there may be a tendency on the part of some of the smaller dealers still to order in an extremely hand-to-mouth manner, there is more of a tendency, as a general proposition, to lay in stock and be prepared for a good, brisk trade, than at any time since the early fall of 1907. Jobbers say that dealers, who have been the most timid, have become infected with the idea that business is coming back in full volume this season and that travelers hear little talk of a pessimistic nature. Advance orders for October records received by the jobbers were exceptionally satisfactory.

A somewhat encouraging feature, which has been mentioned to the writer several times during the past few months, is that there has been a considerable weeding out of the weak-kneed dealers during the past two years and that there was probably never a time when there was a greater proportion of rigorous hustlers in the trade than at present. Practically every jobber reports the opening up of a number of desirable dealers within the past month.

Tendency Toward Higher Priced Machines.

That the tendency is toward the medium and higher-priced machines and away from the cheap proposition, is revealed in talks with jobbers all along the line, and the demand for Victrolas is an increasingly dominating factor in the Victor trade. The continual advertising by the Victor Co. has stimulated, not only the interest of the consumer, but the enthusiasm of the dealers, even in the smaller towns. While still outclassed, numerically, by the $200 and $225 machine, the Victrola XII is steadily growing in demand, although as previously mentioned, it seems to be fitting into a place of its own and no material reduction in the sales of the other styles is anticipated.

The local branch of the Columbia Co., report broad interest and brisk demand for their several new styles of concealed horn graphophones.

New Creations in Demand.

A great deal of interest is manifested in the new Edison Amberola and the photographs and descriptions, which have been received within the past few days by the jobbers, serve to confirm the previous strong representations made by the National Co. Everyone agrees that the cabinet design is an exceptionally beautiful one and the special new machine features described, add to the belief that the new machine will find a demand awaiting it among the very best class of trade. There has not been time to test the attitude of the dealers as yet to any extent. The photographs are now in the hands of the travelers and favorable reports and numerous sample orders are early expected.

Brisk Opening of Fall Business.

Locally, the downtown dealers report a brisk opening up of fall business. The latter part of last month was exceptionally good and the trade is expected to grow in volume from now on. City salesmen report that business with the dealers in outlying districts is beginning to pick up, and even in the manufacturing districts, where the depression has been the greatest, indications of a marked revival are already in evidence.

Bissell-Cowan Co. Handling Talking Machines.

The Bissell-Cowan Piano Co., the Chicago agents for the Knabe and Chickering and Foster-Armstrong pianos, is the latest concern in the downtown district to establish a talking machine department. The company occupy the building at 202 Michigan, adjoining the Fine Arts building, and opening into it on each floor. Manager Arthur Bissell has decided to devote the handsome mezzanine floor, above the ground floor warerooms, to the talking machine department, and it is now being fitted up for that purpose. The Victor lines only will be carried. There is a fine opportunity for window display, as the floor has a solid crystal front on Michigan avenue, and some space will also be given for display in the ground floor windows. The company will, of course, go after the Victrola and Red Seal trade vigorously and the location is certainly an ideal one for this class of business. The Fine Arts building is a veritable music center, full of conservatories and studios and the Studebaker theater and Music Hall, both of which are located in the building, attract constant crowds. Music Hall can be reached through the Bissell-Cowan Co.'s warerooms and, according to present plans, will be utilized for noon concerts, the Auxetophone being used. A manager has been secured in the person of E. R. Sues, formerly a member of the Victor Co.'s traveling staff, and a man of retail experience as well, and one peculiarly adapted for handling the best class of trade. The company was signed up as Victor dealers by the Talking Machine Co.

A. V. Chandler Again at the Helm.

A. V. Chandler, Illinois traveler for the National Phonograph Co., was confined to his home for three weeks by severe illness, but is again flashing his jovial countenance through the length and breadth of the state.

Lyon & Healy's Fall Campaign.

Lyon & Healy have started the fall campaign in a decidedly vigorous fashion. Over half of the Adams street window frontage is devoted to talking machines and two of the Wabash avenue sections are devoted to the same purpose. More space than heretofore is given to Victor goods, while the Edison is being featured much more extensively than heretofore. A number of machines equipped with the new Cygnet horn are being shown. The October Victor record window is a unique one, various records being shown on standards and each decorated with a Victor flag. A large flag waves over all, being kept in motion by a concealed fan. Two new Edison salesrooms have been added on the third floor, east of, and connected with, the two Victor rooms adjoining Victor Hall. In one of these, the I. C. S. language department is located.

Addition to Lyon & Healy Sales Staff.

An important addition to the retail force has been made in the person of John Otto, for the past five years with the Rudolph Wurlitzer Co., and prior to that, for eight years in charge of the talking machine department of Siegel, Cooper & Co. He will co-operate with Manager Joe Vasey, of the retail machine sales, but will especially devote himself to the development of the Edison business. Edison recitals are now given during the morning in Victor Hall and considerable advertising of the fact in the dailies has been indulged in in the past few weeks. Beginning at twelve o'clock noon, and lasting through the afternoon, the Victor concerts are given as usual and seem to be attracting increasing numbers.

Proofs of Graphophone Popularity.

W. C. Fuhri, district manager of the Columbia Phonograph Co., reports a decidedly satisfactory state of affairs, as shown by reports from all parts of the extensive territory under his jurisdiction. When seen, he had two letters before him, one from the Daynes-Beebe Music Co., of Salt Lake City, Utah, who have recently been made exclusive Columbia jobbers for Utah, and who speak very enthusiastically of the line of business they are now receiving and of the prospects for business during the fall and winter. The orders they are sending in, according to Mr. Fuhri, thoroughly back up their statements. The Southern Talking Machine Co., of Memphis, which recently bought out the Columbia branch in that city, also report excellent wholesale and retail business and say that the only trouble is in getting goods rapidly enough to supply the demand.

Grafonola's Make a Big "Hit."

Everybody around the Chicago branch of the Columbia Co., is very enthusiastic regarding the "library table" Grafonola, samples of which in golden oak and mission style, were first received a couple of weeks ago. A number of sales have already been made at retail and wholesale business is coming in rapidly. It is stated that the company already have orders from all over the country, for between 300 and 400 of this style of Grafonola alone.

Four-Minute Indestructible Record.

B. F. Philpott, manager of the Columbia Co.'s indestructible record factory, spent several days this week in Chicago, his former home, making his headquarters, of course, at the local branch. He is full of the glories of the new four-minute indestructible Columbia record, which will be on the market within a few weeks, and which Mr. Philpott declares will prove a revelation to the trade. He returned to Albany on Thursday.

The Outlook Through Oriental Eyes.

Sim Law, Chicago's Chinese talking machine dealer, who now has an exclusive ground-floor store, at 365 South Clark street, thinks that the best and biggest days of the talking machine business are yet to come. "The wonderful improvements in all types of machines, together with the improvements in recording, are constantly widening the field," remarked Sim. "All three of the companies are increasing the Chinese catalogs continually, and the manner in which the selections are recorded is a joy to the native." Mr. Law handles not only Chinese, but Japanese and Corean records in considerable quantities. Besides his local business, he has quite a mail order trade with his countrymen in all parts of the United States.

Lucker a Visitor.

Lawrence Lucker, of the Minnesota Phonograph Co., spent Tuesday of this week in Chicago.

"Uncle Josh" Calls on Chicago Friends.

Cal Stewart, who divides his time between vaudevilleating and the making of "Uncle Josh" records, blew into town a few days ago, called on most of his friends in the trade as usual, listened to some of his own "joshes" and made a few wax cylinders for admiring customers who happened to be around.

Dan Creed Enjoys "Outing."

Dan Creed, credit man for the Talking Machine Co., is looking fit and nifty, as the result of a fortnight's vacation spent in Ohio and Indiana. During the first six days he saw ten baseball games and the second week he rested.

Schiller Piano Co. Handling the Victor.

The Schiller Piano Co. have opened a store at 53rd street and Ellis avenue, and have put in

The Latest Addition To The Family of

"The Cabinet that Matches"

Feature I.—**List Price, $37.50** less your regular Victor Discounts. Figure it out—the **cheapest** and **best** Cabinet on the Market.

Feature II.—Genuine Mahogany Veneer on **all four sides.** Beautifully figured to match the **Victrola XII.**

Feature III.—Top is countersunk to make a harmonious whole, and prevent the **Victrola XII** from slipping off.

Feature IV.—Drawer placed in the **bottom** of the Cabinet to bring the Records nearer to the hands.

Feature V.—Sliding Shelf on the side for the convenient handling of Records.

Feature VI.—Capacity 250—10" or 12" Records.

Feature VII.—**We will ship this "Cabinet that Matches" any place in the United States and if it is not what we claim for it, or if it does not please you, you may return it at our expense.**

¶ You may place advance orders with us for regular **Victor Talking Machines** or **Victor Victrolas** to carry you over your busy Fall Season with no obligation on your part to take them.

¶ We have a plan also for easing the financial load which sometimes burdens the Dealer at this time, the busiest of the year.

The Talking Machine Company

72 Wabash Avenue, Chicago, Illinois

a good stock of Victor goods. The selling end is in charge of C. F. Dickinson, formerly of the C. F. Dickinson Music Co., which conducted a piano and talking machine business in that locality.

Starck's Aggressive "Talker" Publicity.

The P. A. Starck Piano Co. report quite a brisk business in their Victor talking machine department, opened last month. They are doing some aggressive advertising in the dailies.

W. H. Nafey Returns from the Far East.

William Henry Nafey, one of the Victor Co.'s recording experts, was in Chicago for a few hours the other day, on his return to the factory after a year and a half spent in China, Japan, and the Philippines, making records for the company. Mr. Nafey formerly spent considerable time in Brazil and South America for the Victor people.

Geo. W. Lyle Visiting the Trade.

General Manager George W. Lyle, of the Columbia Phonograph Co., is expected in Chicago Sunday, and will remain Monday and Tuesday. He is on an extended trip, which will take him to the coast.

Wurlitzer's Improvements Completed.

The extensive improvements which have been under way at the Rudolph Wurlitzer Co.'s Chicago branch, will soon be completed. Most of the interior work has been done, but the remodeling of the front is now in progress, and when completed the company will have warerooms which will rank with any in the country, and the addition of a piano department will naturally have a beneficial effect on the talking machine and other lines on account of the increased number of people attracted to the store. Retail business has naturally been interfered with to some extent the past month, owing to the demoralization due to the torn-up condition of the building, but the showing has been a surprisingly good one considering the handicap. The house has a new wholesale traveler, Howard P. Gibbs, formerly with the Chicago Music Co. He is on his initial trip through Wisconsin and is giving a good account of himself.

D. C. Heath has succeeded A. M. Copeland, the Victor and Edison dealer of La Porte, Ind. He was in the city a few days ago buying stock.

Some Distinguished Visitors.

Edward M. Berliner, of the Berliner Gramophone Co., Montreal, Can., was in Chicago last week, accompanied by his wife.

Peter Bacigalupi, of San Francisco, the big Edison and zonophone jobber, spent two or three days in Chicago recently. He was on his way east, and while here he was entertained by Arthur D. Geissler, of the Talking Machine Co.

Wiswell as a Nimrod.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned on the 20th, of last month, from a ten days' vacation, spent at Minoqua, Wis., in company with a party of friends, which included W. S. West, the talking machine dealer of Joliet. They found duck hunting good and also captured a number of very gamey and weighty muskallonge. Mr. Wiswell is exceedingly gratified with the September business, which showed a material improvement over a year ago. The orders for Victrolas coming in from dealers is something quite remarkable. The Edison business is also coming along in fine shape. The majority of Edison dealers order complete set of the 50 new Amberol records appearing in the October lists. Demand for Cygnet horns from Lyon & Healy dealers is rather exceeding their expectations.

B. & H. Fibre Mfg. Co.'s New Cutter.

B. & H. Fibre Mfg. Co. have just brought out a new cutter for repointing B. & H. fibre needles which marks a distinct advance over the very efficient device formerly marketed by them. The blade is so constructed and adjusted to the block that a sliding or slicing motion is obtained on the downward stroke, invariably insuring a smooth and perfect point. The blade is made of the highest grade tool steel, properly tempered, and can be easily detached from the block and re-sharpened with a small honing stone. The cutter is nickel-plated and highly polished. The announcement of this new cutter will be received with interest by the increasing number of dealers handling the fibre needles. The demand for this needle, by the way, is growing remarkably, both here and abroad, and the company have hundreds of letters from dealers who testify to its value and its influence in increasing the sales of machines and records.

CABINET FOR VICTROLA XII.

Just Put on the Market by the Talking Machine Co. of Chicago—A Most Harmonious Example of Designing.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1909.

The accompanying illustration shows the latest addition to the line of "Cabinets That Match," of the Talking Machine Co., of Chicago, and which includes a special cabinet for every type of Victor machines. The newcomer is designed exclusively for the new Victrola XII machine, and more than sustains the pace set by its predecessors in the line in point of harmonizing with the case of the machine it is made to accompany. A unique feature is found in the fact that the top of the cabinet is counter-sunk with the corners so beveled that the feet of the instrument fit snugly therein, thus making a completely harmonious outfit. The ordinary observer is unable to perceive where the cabinet stops and where the machine begins. This perfection of harmony is preserved throughout. The doors of the cabinet open the same way as the doors of the Victrola XII, even the small knobs matching exactly. The cabinet is made of the best Cuban mahogany, beautifully figured. As shown by the illustration, the architectural design is one of peculiar symmetry and beauty.

A feature calculated greatly to promote the convenience of the user is that the drawer is placed at the bottom instead of at the top of the cabinet, thus bringing the records nearer to the hand. A slide is put in the front of the cabinet so that in case the outfit is placed near a wall the slide can still be conveniently used.

LATEST CREATION OF THE TALKING MACHINE CO.

The list price, at $37.50, makes the cabinet represent really remarkable value to the retail purchaser and gives him his outfit at a figure that is certain to be appreciated. The regular Victor discount applies to the dealer.

SALTER MFG. CO.'S NEW CATALOG.

The Well-Known Manufacturers of Talking Machine Cabinets Issue a Handsome Volume Containing Illustrations and Descriptions of Their Latest Styles of Cabinets.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 10, 1909.

The Salter Manufacturing Co., of 337-343 N. Oakley avenue, Chicago, are just mailing to the trade a catalog devoted exclusively to disc and cylinder record cabinets. It is of convenient size, attractively gotten up, and illustrates a line of special interest to enterprising talking machine dealers. While the company furnish disc cabinets with vertical shelves, the greater part of the line is now equipped with the horizontal shelving, which they introduced some months ago, and which has proved a remarkable trade winner. Each shelf is lined with soft green felt, which not only prevents the record from being scratched, but makes an exceedingly attractive appearance and as each shelf accom-

Sectional Cylinder and Disc Record Cabinets

Resembles a Handsome Sectional Book-Case

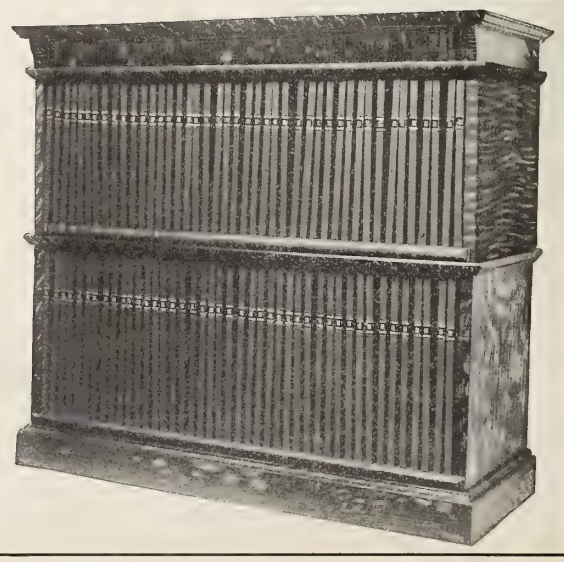
The sections for cylinder records are equipped with thirty-three compartments, each compartment holding four cylinder records, each section having a total capacity of 132 cylinder records.

The sections for disc records are equipped with forty compartments, each compartment being subdivided for three disc records, each section having a total capacity of 120 records.

The record filing capacity in these cabinets is unlimited.

Write for descriptive catalogue and dealers' special prices

Compartment Filing Cabinet Co., 426-28-30 Twenty-Ninth St. CHICAGO, ILL.



YOU WILL SAVE MONEY
and then something more

Mr. Dealer

¶ Every cent added to handling cost means a cent deducted from your profit on every talking machine sale; otherwise less handling expense, more profit.

¶ Let us show you how to cut this handling cost to the minimum. Let us prove that we are in position, through our location, our immense facilities, our unlimited stock, and lastly our great desire to serve you satisfactorily, to add a big percentage to your actual earnings.

If You Handle Both Edison and Victor Machines

it is especially beneficial to learn of how we can make a big saving for you, not only of money, but time, worry, annoyance, disappointment, etc.

¶ Think of the advantage of placing your orders for both of these excellent talkers with one reliable concern, who can and will give you the best service that brains and money can provide.

¶ By placing orders with us the combination dealer saves big money on freight bills alone, not mentioning time saved by eliminating half the labor entailed in dealing with two houses, handling two separate shipments, paying two separate bills, etc.

¶ You will find it worth while to deal with us, because we want your business just bad enough to work a little harder than usual to get it, and then to do still more in order to keep it.

Our Liberal Terms are Unexcelled

¶ We make it just as easy for you as good business principles will allow. We must insist in dealing on these principles. Forty-six successful years have been founded on them.

REMEMBER WE HANDLE BOTH VICTORS AND EDISONS
Our Stocks of Both are the Most Complete in the Middle West

Write us for our SPECIAL OFFER

Lyon & Healy

Wabash Ave. and Adams St.
CHICAGO

Don't let any FALL Business get away from you

SALTER NEW STYLE CABINET NO. 777.

modates only one record, the arrangement is especially adapted for the double-faced disc. The accompanying illustration shows the number 777 disc cabinet, announced last month, and on which the company have already booked a fine volume of orders. It is designed for the new Victrola XII, and is of elegant design and finish. It embodies the horizontal felt-lined shelving and is made to hold 160 records, 80 twelve and 80 ten-inch. It is of solid mahogany, with rounded corners, with hand-carved feet and capitals. A fancy shaped molding on top aids in harmonizing the cabinet with machine cabinet proper, and keeps the machine from slipping when being wound. The cabinet is 37 inches high and the top 21½x26½. Practically the same cabinet, but of less ornamental design and selling at a lower price, is made under style 778.

The line of cylinder cabinets illustrated in the catalog embody the company's new arrangement by which the records can either be placed in the shelves in the boxes or on pegs, as desired.

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber. we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers
1504 NORTH 40th AVENUE
CHICAGO, U. S. A.

EASTON ENCOURAGES THRIFT.

The President of the Columbia Phonograph Co. Makes Some Valuable Suggestions to the Employes of the Company Showing How the Saving of Wages Is No Sacrifice—Well Considered Suggestions Which Have a Broad Application.

"Why don't you take a slip of paper now, and write down something like this: 'Beginning today I'm going to put by twenty per cent. of my salary—that settles it!'"

In these words did Edward D. Easton, president of the Columbia Phonograph Co., open a broadside upon his employes, recently, in the excellent and neatly gotten up little periodical called "The Columbia Salesman," issued by this company.

Mr. Easton, be it known, his taken this means of advertising his company to his own employes and of preparing his employes to advertise their thrift and stability to the company—a novel form of advertising that has been productive of remarkable results in this organization. Mr. Easton continues:

Try Writing It Down.

"I have noticed that it often makes a good decision ten times as good to get it down on paper. You try it.

"If you had done that three or four years ago, twenty per cent. wouldn't look like a hardship now—and you could have done it, you know you could.

"When you have stuck to it through the first straight year, that saving plan becomes an easy habit. You don't feel as if you had been denying yourself after all, when your savings have begun to accumulate.

"And you find you don't want some of those things that you would think you wanted if it were not for that bank book that stiffens your inside pocket. It makes you think twice to spend once, and the chances are you find yourself astonished to realize how many things you must have on first thought and wouldn't give a snap for on second thought. But do your saving on a plan. Make it regular. Form the habit.

The Little Wastes That Count.

"It's the little wastes that count. Things like this have been said so often that they usually hit the extravagant man on a sore spot. Yet it was true the first time it was said, it's true now, and it will still be true later on when you are figuring how much you own, instead of how much you earn. You may say this is your private affair, not the company's affair; yes, but it is the company's concern, too.

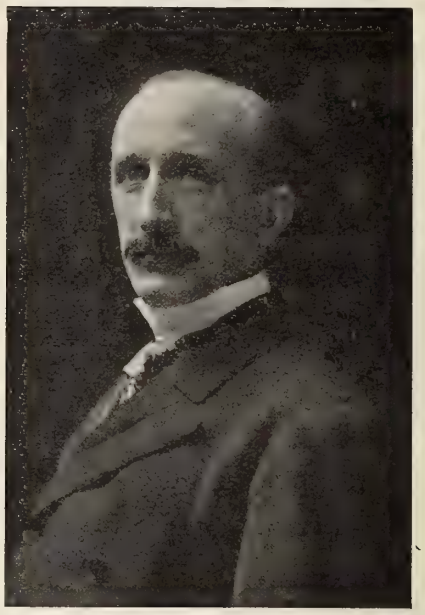
"Every good manager of a corporation is sure to first demonstrate his fitness by a good management of his own affairs, and he cannot safely be trusted with the larger until he can master the smaller proposition. The same principles and the same methods are used in the successful management of a ten-million-dollar corporation as are employed in the right handling of a ten-dollar salary.

"Our company is advancing men all the time, and is keenly anxious to advance others. All other things being equal, the man who is able to conserve his own affairs must always be the one chosen to handle the company's affairs. The thrifty man, whose savings are regular, and whose employers know him to be steady in habits and never in debt, is sure to get ahead of the man of brilliance who cannot live within his income.

"This is true everywhere—and, perhaps, especially true in this company. There is hardly any one thing more distasteful to the heads of this enterprise than extravagance and thriftlessness. Our head men have reached the top on a rigid plan of keeping expenses inside of income—even from the first week's salary of a very few dollars.

"The future success of the company depends on the men now growing up in the service. Those who are wasteful, extravagant, living up to their utmost cent, will surely fail to do valuable work and the company cannot long continue to employ them.

"Those who are not only efficient but careful and economical will be advanced and share with the company in that prosperity which is thus assured; and this applies to everyone—from the stock boy just starting, all the way up to the most responsible manager."



EDWARD D. EASTON.

SOME ATTRACTIVE ADVERTISING.

Clever Work Done by the Talking Machine Co. of Chicago—Has Been Widely Noticed.

This is the day of original and attractive advertising and much favorable comment has been made upon the advertising put forth by the Talking Machine Co., of Chicago.

This company's advertising in The World has been attractive, original and forceful. It shows careful planning, and Arthur D. Geissler is to be congratulated upon the dignified methods of publicity which he has adopted in giving publicity to his wares.

Advertising is an art and it deserves to rank as such, and when space is attractively filled it has an added value to the advertiser.

BUSINESS STEADILY IMPROVING.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., in exchanging views upon the current situation, said: "The factory is now receiving orders for goods by wire and the outlook is improving and brightening daily. Our working force is not as large, to be sure, as in previous years before the slump, but we are employing a large number of people and every department of the works is busy."

W. S. Moffett, manager of the financial department of the New York Talking Machine Co., New York, who returned from a sixteen days' trip through Pennsylvania and New York on October 1, said: "I found business improving. Dealers now feel more inclined to buy, more so than for six months past. You know the summer was none too prosperous for talking machine interests at the best, and the four or five months just over have been very slow. Now, however, a different spirit seems to animate the dealers, excepting the small people, who can never see much farther than the end of their noses. Dealers of any importance are satisfied trade will be good.

TRADE ITEMS FROM ST. LOUIS.

Business Shows Steady Improvement and Dealers Look Forward to Very Busy Winter—Excellent Record Business—Some of the Good Sellers—L. A. Cummins' Trip—St. Louis Talking Machine Co. Decorate for Centennial—Personal Notes of Interest—The New J. H. Buettner Co. Department in Charge of H. J. Berlin—S. M. Field a Visitor.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 5, 1909.

The talking machine business for the past month has been quite good, and it is improving daily. The general feeling among the dealers is that we are to have a big fall and winter trade in it.

The St. Louis Talking Machine Co. report business as steadily improving, with the prospects for a banner fall business. The demand for Victrolas has been especially brisk, several of these having been sold in the last two weeks to very prominent St. Louis residents.

Their record business has been excellent, with the demand running principally to popular and light opera selections. The new medley combinations, which give all the catchy numbers from the light operas, have proven wonderful sellers, also the four new records by Leo Slezak, the famous Vienna tenor, have been received with enthusiasm.

O. A. Gressing, manager of the St. Louis Talking Machine Co., who has just returned from a trip extending over ten days, spent calling on their dealers in Indiana, Kentucky, Tennessee and Arkansas, reports the outlook as being the most promising since before the panic. Particularly is this true of Evansville, Ind., Memphis, Tenn., Little Rock, Ark., and Springfield, Mo.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., has returned from one of the most successful trips he ever made in southwest Missouri. Mr. Cummins says that during his entire experience in the talking machine business he has never seen the outlook so promising. What particularly impressed him was the demand for the higher priced machines, including Victrolas, and he was successful in placing Victrolas in cities on his trip where this instrument had never before been introduced.

S. H. Johnson, of the St. Louis Talking Machine Co., has been confined to his bed with a severe attack of throat trouble, but from which he has safely recovered.

The St. Louis Talking Machine Co., during the Centennial Week, had their store handsomely decorated in honor of the event, and also in one of their windows had placed one of the Victor "Ready Made" window displays. There is no question but that the "Ready Made" window display makes a powerful appeal to the public. The crowds that gathered before this window during the Centennial Week were the best testimony that it is a wonderful advertising medium.

The Centennial Week visitors who made their headquarters at the St. Louis Talking Machine Co. were Mr. and Mrs. R. A. Gray, Quincy, Ill.; Mr. and Mrs. G. C. Hawkins, Decatur, Ill.; Mr. and Mrs. E. A. Parks, Louisiana, Mo.; Mr. and Mrs. J. N. Mathews, Hannibal, Mo.; Mr. and Mrs. T. B. Anderson, Memphis, Tenn.; Mr. and Mrs. F. M. Atwood, Memphis, Tenn.; S. M. Field, Little Rock, Ark.; J. E. Martin, Springfield, Mo.; O. A. Reynolds, Springfield, Ill; J. Bart Johnson, Jacksonville, Ill.; R. D. Worrell, Mexico, Mo.; C. W. Love, Rolla, Mo.

Manager Gressing, Mr. Cummins, Mr. Thompson and the entire force of the St. Louis Talking Machine Co., did all in their power to make the stay of their visiting dealers and their wives a most pleasant and agreeable one, and that they thoroughly succeeded was evident from the many words of appreciation expressed by the gentlemen and ladies upon leaving for their homes.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that they had a good wholesale trade for the past month and that their retail trade is increasing and getting back to the status before the panic. Mr. Walthall made a business trip to Chicago recently.

W. C. Fuhri, district manager of this company, with headquarters at Chicago, was here recently.

W. S. Spear, chief accountant of the Columbia Phonograph Co., here, returned on Sept. 27 from a two weeks' vacation, spent in Omaha and Lincoln, Neb., and at Villisca, Ia. This concern recently received their first consignment of mahogany and oak library table Grafonolas and they aroused a great deal of interest among their callers. They expect a heavy sale on these handsome creations.

R. R. Souders, manager of the Columbia Phonograph Co., Dallas, Tex., was a recent visitor here on his way home from a week's vacation, spent in Chicago.

D. K. Myers, the well-known Zonophone jobber, Mr. Knight, of the Knight Mercantile Co., and Marks Silverstone, president of the Silverstone Talking Machine Co., report trade as improving steadily. Miss Blanche Silverstone, manager of the sales department of this concern, is home from a three months' trip through the East.

H. J. Berlin, well and favorably known in music trade circles, has been appointed manager

H. J. BERLIN.

of the talking machine department of the J. H. Buettner Furniture and Carpet Co. This firm moved into their new store at the northwest corner of Washington avenue and North Seventh street on Oct. 2. Their talking machine department, which is a very finely arranged one on the fourth floor, has been described in these columns. They will give high-class concerts in their large recital hall, commencing at an early date.

S. M. Field, of S. M. Field & Bros., Little Rock, Ark., arrived here on Monday, Sept. 27, and stayed two weeks, which included the week of the centennial anniversary of the city. This is the only exclusive talking machine store in Arkansas. They handle the Victor and Edison lines. Mr. Field reported the business outlook in his territory to be very good and he looks for a big fall and winter trade. He reports a strong demand for high class machines, and the inquiries for the best goods to be the best he has known since he has been in the business. Mr. Field has been giving some high class Auxetophone concerts at the leading hotels and other places in his home city, and states that at one given by his firm he had an audience of over 1,000 people.

The Koerber-Brenner Music Co. report their talking machine business is improving rapidly.

The Thiebes-Stierlin Music Co. inform The World man that they have had an excellent trade on high-class machines during the past month, and that the outlook is good.

The Portland Talking Machine Co., Portland, Me., have given up their Victor jobbing business and will in future devote themselves to retailing Victors exclusively at their store at 418 Congress street. Cressey & Allen, Portland, and M. H. Andrews, Bangor, are now the only Victor jobbers in Maine.

Reg. U. S. Pat. Off.

Are You Prepared

to meet the big rush the Talking Machine business will surely experience this Fall?

¶ Don't lose business for want of "preparedness," and now is the time to select for your Distributor the one who will "never disappoint."

"THAT'S US"

¶ By placing your orders with us you insure their prompt attention and thorough and complete execution.

¶ We never disappoint.

¶ With pleasure at your service.

St. Louis Talking Machine Co.

1012 OLIVE STREET

ST. LOUIS, MO.

Exclusively VICTOR Distributors

"NEEDLES"

MR. JOBBER: Have you investigated the merits of our Needles? Don't you know that Needles is one of the most important features of the Talking Machine business? Don't delay; get our samples and prices at once. Don't wait until the last moment. GET IN LINE.

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

THE EDISON AMBEROLA.

This New Creation of the National Phonograph Co. Has Excited the Keenest Interest in Talking Machine Circles—Those Who Examined the Amberola Speak in the Highest Possible Terms of Its Musical Qualities and Careful Construction—Is Destined to Prove a Big Seller This Fall.

While the formal preliminary announcement, relative to the Amberola, the new concealed horn cabinet of the National Phonograph Co., Orange, N. J., issued by F. K. Dolbeer, general sales manager, appears on another page of this issue of The World, a more detailed description is given in the appended account that appears in the current number of the Edison Phonograph Monthly, to which credit for the accompanying illustrations is also due.

"The Amberola is the product of a popular demand, equally as insistent and emphatic as prevailed before the Fireside and new combination Gem were produced, although emanating primarily from an opposite source. Jobbers and dealers have long and persistently urged upon us the necessity of putting in their possession a machine with which they could appeal to that portion of the music-loving public whose incomes would permit them to purchase a high-grade machine

AMBEROLA MISSION OAK FINISH (OPEN)

that combined utility and perfection of tone reproduction and projection with the highest ornamental effect.

"It was pointed out to us that with such a machine they could approach a trade that either would not be interested in the present type of phonograph because of a prejudice formed by hearing some of the types that at first brought the instrument into disrepute, or that, if interested, preferred a high-grade instrument that would harmonize more thoroughly with the home surroundings. We felt the force of the arguments and set our experts to work to devise an instrument that would meet all requirements.

"The result is the Amberola. It is not the creation of a week or a month; it is the result of patient, intelligent effort on the part of men who are pioneers in the details of phonograph manufacture. We are proud of the Amberola, for we feel that we have given to the public a phonograph that will appeal with irresistible force to the discriminating music-lover and will emphasize the exalted position that the Edison phonograph has assumed in the realm of musical instruments. It is an Edison product and fully maintains the standard that name demands. It carries the guarantee of excellence in every respect that accompanies Mr. Edison's name.

"The distinctive features of the Amberola are its combination of mechanical excellence (which

AMBEROLA MAHOGANY (PIANO FINISH)

means that it is a perfect musical instrument) with originality of design, grace of contour and perfection of style and finish. It is a concealed horn machine with a highly artistic and useful record cabinet.

"The cabinet is finished in either mahogany (piano finish) or mission oak. It is mounted on patent roller castings. Four drawers equipped with special clamps in bottom accommodate one hundred and twenty standard or Amberol records in original cartons. Its dimensions are: height, 49 inches; width, 21 inches; depth, 22 inches. It is equipped with a traveling mandrel and has a stationary, new-style diaphragm reproducer. It has also an automatic stop and a combination starting lever and reproducer lift. By lifting this lever the feed nut is released and sapphire raised for return of the mandrel and removal of the record. When lever is pressed down the sapphire is lowered to a contact with the record and the motor is also started. The motor is of improved type."

Those who have heard the Amberola pronounce it a high-class product in every sense of the word, a credit to the National Phonograph Co., whose

AMBEROLA MISSION OAK FINISH (CLOSED)

entire line represents in every detail the highest development of the phonographic art. As an article that will increase the sale of the phonograph and add materially to the trade's profits is also conceded by prominent jobbers and dealers.

AMONG THE NON-BELIEVERS.

Claim to Have No Faith in Advertising, but Their Actions Belie Their Words.

"I don't believe in advertising," said the treasurer; and then he sat down and wrote to his best friend, telling him what he was doing in a business way and what he expected to do.

"I don't believe in advertising," said the president; and saying good-by to the caller, he took up the thread of the speech he was preparing to deliver to a buyers' association.

"I've heard my husband say he doesn't believe in advertising," said the president's wife; then she carefully penned a note to the society editor tipping off the coming-out party of their eldest daughter.

"I don't believe in advertising," said the sales manager; and then he hustled the last of his salesmen off on a handshaking trip. "It's between seasons, but you boys might as well keep in touch with the trade."

"I don't believe in advertising," said the secretary; and then he dictated a letter to the Charity Ball Association, inclosing a donation that would put the firm's name near the top of the list.

"I don't believe in advertising," said the silent partner; and excusing himself he called up the local paper to say that his name was spelled S-m-y-t-h-e, and that he generally wrote his name out in full.

"I don't believe in advertising," said the vice-president; and then he carefully counted the advantages that owning the swiftest yacht would give him, says the Cosmopolitan.

"We don't believe in advertising," said the board of directors; and adjourning, they hustled to their clubs, the golf links, and two went abroad, which item the papers heralded.

"Intelligent advertising is a proposition that enables a man to become rich with the help of the multiplication table. The manufacturer or business man can establish universal demand for his product with the aid of advertising, and sales can be multiplied in direct proportion to his advertising."

A few years ago, when modern advertising scarcely existed, a merchant's success depended on mouth to mouth praise, or on the number of people that passed his door, or on the number of clerks that he could hire to go out and talk about him.

If a man sent out circulars with a one-cent stamp to 2,000,000 families, or sent mere postal cards, that would cost him $20,000 for postage alone, allowing nothing for the expense of writing or mailing.

And if a man tried to send his clerks to such a number of families, even though the clerks were paid only a dollar a day, it would cost at least $200,000 to do the work.

Every intelligent American must be interested in advertising; for be sure of this—that if you ever succeed you will need to know about advertising. And if you don't know about advertising your success will never be more than a small fraction of what it might have been.

UNITED IN SONG, IF NOT IN MARRIAGE.

The presence of Geraldine Farrar, the distinguished soprano, and Antonio Scotti of the Metropolitan Opera Co., in Philadelphia, Pa., last week gave rise afresh to rumors that these distinguished artists were in the city to be married. As a matter of fact, both singers were in Philadelphia on their way to Camden for the purpose of making new records for the Victor Co. Here their voices were united in song and in praise of the Victor, if not in marriage.

Why doesn't some genius start a correspondence school of experience?

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 9, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

September 9.

Bahia, 18 pkgs., $902; Batavia, 3 pkgs., $108; Buenos Ayres, 36 pkgs., $912; Havre, 7 pkgs., $157; Leicester, 50 pkgs., $325; Limon, 4 pkgs., $162; Liverpool, 50 pkgs., $325; London, 1,452 pkgs., $11,707; Manchester, 1,743 pkgs., $25,739; Newcastle, 24 pkgs., $156; Para, 3 pkgs., $264; Southampton, 4 pkgs., $600; Sydney, 5 pkgs., $285; Tampico, 8 pkgs., $253; Trinidad, 13 pkgs., $195; Valparaiso, 13 pkgs., $681; Vera Cruz, 30 pkgs., $852.

September 16.

Colon, 3 pkgs., $4,393; Havana, 44 pkgs., $1,892; London, 3 pkgs., $118; Manila, 75 pkgs., $4,485; Santo Domingo, 11 pkgs., $352; Trinidad, 6 pkgs., $207; Yokohama, 4 pkgs., $189.

September 23.

Amapala, 1 pkg., $138; Belize, 7 pkgs., $154; Berlin, 6 pkgs., $225; Brussels, 30 pkgs., $250; Buenos Ayres, 40 pkgs., $370; Cape Town, 23 pkgs., $2,339; Guatemala, 3 pkgs., $158; Guayaquil, 2 pkgs., $130; Havana, 23 pkgs., $1,807; 8 pkgs., $306; Lima, 4 pkgs., 284; London, 9 pkgs., $668; 667 pkgs., $7,535; Maracaibo, 1 pkg., $119; Montevideo, 2 pkgs., $131; Para, 5 pkgs., $486; Rio de Janeiro, 18 pkgs., $624; Vera Cruz, 40 pkgs., $950.

September 30.

Berlin, 7 pkgs., $120; Buenos Ayres, 24 pkgs., $3,720; Christiansted, 35 pkgs., $219; Havana, 11 pkgs., $379; Hong Kong, 12 pkgs., $199; London, 2 pkgs., $108; 364 pkgs., $6,994; 8 pkgs., $1,300; Montevideo, 53 pkgs., $4,600; Para, 19 pkgs., $780; Rio de Janeiro, 10 pkgs., $542; 28 pkgs., $3,400; Sydney, 2 pkgs., $164; Trinidad, 3 pkgs., $144; Vera Cruz, 306 pkgs., $8,758.

October 7.

Berlin, 15 pkgs., $427; Berwick, 18 pkgs., $200; Buenos Ayres, 99 pkgs., $9,507; Cabia, 3 pkgs., $135; Guayaquil, 1 pkg., $127; Havana, 3 pkgs., $103; 11 pkgs., $300; Havre, 5 pkgs., $162; London, 12 pkgs., $1,552; 2 pkgs., $191; 45 pkgs., $16,602; Santos, 4 pkgs., $364; Tampico, 21 pkgs., $1059; Valparaiso 8 pkgs., $289; Vera Cruz, 78 pkgs., $2,230.

The Powers Co., engaged in a moving picture proposition, have surrendered their offices in the New York World building. P. A. Powers, of Buffalo, N. Y., financed the enterprise, with C. V. Henkel as general manager.

CONDITIONS IN THE NORTHWEST.

Trade Not as Active as Hoped for at This Season—Dealers Must Soon Arrange to Stock for Holiday Trade If They Desire to do Business—Lucker Visiting Eastern Factories—Graphophone Outfits Popular—Other Items.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 7, 1909.

The general trade has been only fair in the past weeks and the dealers hardly know how to account for it, as the fall trade ought to be booming, particularly in the wholesale line. The retail trade has been holding out very nicely, and no fault is to be found in that direction, but jobbers think that they ought to be placing more goods in the country.

Lawrence H. Lucker, of the Minnesota Phonograph Co., has gone East to visit with the Victor and Edison officials. He expects to be gone about two weeks. His company will open a branch store in St. Paul in about two weeks.

J. H. Wheeler, of the Columbia Phonograph Co., has all the business that he can attend to. The best seller is the $45 graphophone outfit, but the higher grade goods find a ready sale. The time for cheap instruments and records is past, and the talking machine business in the twin cities has been established on a firm basis.

Frank J. Weyel, who looks after the Dictophone business in the twin cities, is just a little busier than Mr. Wheeler. About 900 outfits have been placed in the twin cities, and they are coming to be regarded as indispensable in the larger business houses and law offices.

WHO OWNS SALESMAN'S TRADE?

Employer Has No Redress When Salesman Takes Trade to Another House Unless Protected by Written Contract.

Who is the owner of the trade worked up by salesmen? This is a question which has presented itself thousands of times to merchants employing outside salesmen. Has the salesman a legal right to go to another employer and take his trade with him, or, to state it differently, has the first employer any legal redress if the salesman attempts to transfer his regular customers' trade to his new employer? As everybody in business knows, this situation has arisen hundreds of times; in fact, one of the chief assets of a salesman desirous of changing his connection is the trade that he hopes to take with him. To guard against this chance of loss, many employers to-day require their salesmen to sign agreements not to solicit their old customers for a certain time after severing their connection. These contracts, under certain conditions, can be enforced through the courts, says the Furniture World. The employer who makes no such contract, however, is by the great weight of legal authority helpless. His salesmen can do as they like without molestation.

Generally speaking, however, the courts do not favor such contracts, because in a sense they are agreements in restraint of trade and are considered against public policy. A contract by a salesman that for a given time he will not work among the old customers of a certain specified territory is, generally speaking, not favored, for two reasons:

First, it deprives the public of the benefits of the competition which would arise if he did work among them, and,

Second, it deprives himself of a part of his right to earn a living by legitimate effort.

Nevertheless, the courts consider the employers' side of the matter so far as to enforce such a contract, provided it goes no further than the necessary protection of the merchant. If it goes beyond that it will not be enforced.

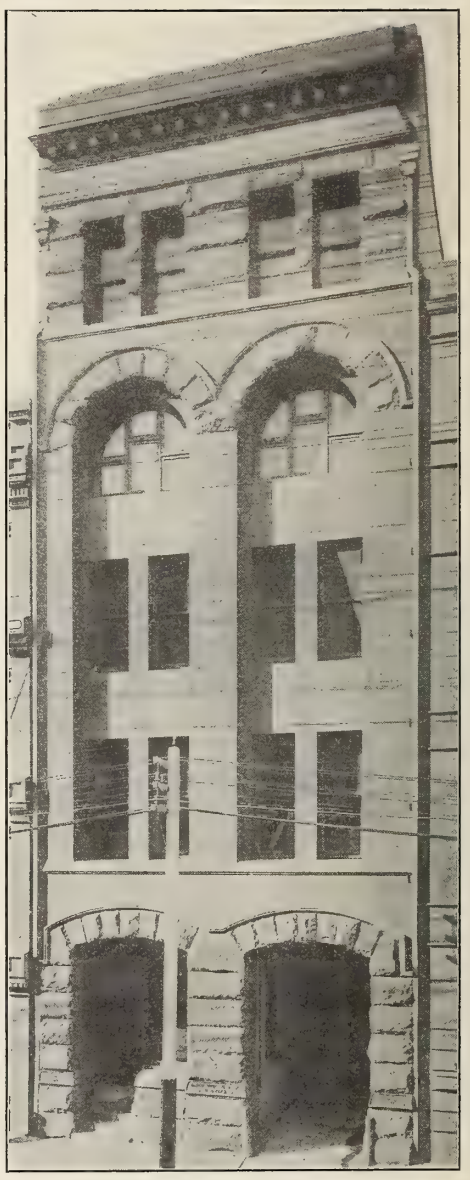
If you are naturally tasty about arranging goods, cultivate the faculty. Get the privilege of dressing the windows and study the art until it becomes a second nature to get up attractive displays.

NATIONAL CO. IN AUSTRALIA.

Conduct Business in the Antipodes as a Separate Corporation with Headquarters in Sydney—Entire Building Pictured Herewith Is Used by the Company—Occupy Four Other Buildings in That City.

The business of the National Phonograph Co., Orange, N. J., in far-away Australia is growing amazingly. It is carried on by a separate corporation, namely, the National Phonograph Co. of Australia, Ltd., with headquarters at 340 Kent street, Sydney, N. S. W., shown in the accompanying half-tone cut. The entire building is used by the company, but only the small signs, hardly discernible in the view, appearing on either side of the doorways on the lower floor, would indicate that such is the case. The first and a part of the second floor are used as offices, the remainder being employed to carry a great stock of Edison records. The equipment throughout is of the latest and most modern type.

This is only one of four buildings occupied by the company in Sydney. Opposite 340 Kent



EDISON HEADQUARTERS IN SYDNEY.

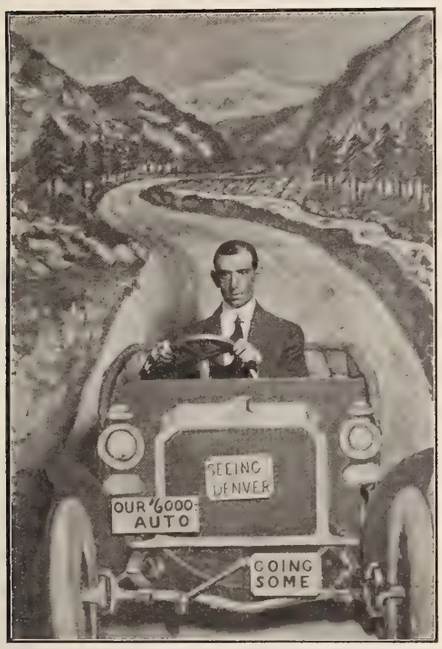
street is a five-story building, in which machines are temporarily stored. Besides, they have a four-story building on another street for storing records, and still another on a third street for storage. With this demand for constantly increasing capacity in which to transact their marvelously growing business, the National Phonograph Co. of Australia have about completed arrangements and accepted plans for the erection of a special building large enough to accommodate their entire interests under one roof in that part of the world.

There are no snaps in the business world. Any time that you have spent in looking for one is so much wasted out of the limited supply available for making success.

HOW LANDAY VISITS THE TRADE.

The Genial Max Was Snapped While Calling on the Trade in Denver.

Max Landay, of the Talking Machine Supply Co., New York, now calling on the trade at large, when in Denver, Col., recently was pictured as



MAX LANDAY SNAPPED IN DENVER.

shown in cut herewith. Max says he is obliged to use a machine in order to get around in time and see everybody. He is a hustler and the orders received prove this beyond a doubt.

MOTION PICTURE OF THE HUNT.

Bear Hunt Arranged by Frank Dickens for the Purpose of Bringing Colorado Into the Public Eye Through the Medium of the Motion Picture—Something of the Development of Plans and Execution of Details.

(Special to The Talking Machine World.)
Marble, Col., Sept. 30, 1909.

The extent to which moving picture men will go to obtain new subjects for illustration was shown recently when twenty-five mounted men, with a well-provisioned pack train and a hundred hounds, left here on what promises to be the most unique and exciting bear hunt ever held in the West—if not in the entire breadth of the globe.

It outdoes the famous Roosevelt hunt in Colorado and will prove an even greater advertising medium than was derived from the former President's visit to the fastnesses of the Rockies. This for the reason that a moving picture operator—Edwin S. Porter, representing the kinetoscope department of the Edison Co.—is to take a motion photograph of the hunt to be reproduced in the thousands of moving picture houses throughout the world.

It was Frank Dickens, famous mountain scout and pathfinder, who conceived the idea of this bear hunt. Mr. Dickens is a Coloradoan who believes in advertising his State. He is heavily interested in Marble holdings, and is closely connected with the workings of a local marble company. He thought that a moving picture of a bear hunt in the mountains hereabouts would bring this section of Colorado into prominence. The Edison people way back in New York thought that such a picture would be more than well worth while. But they expressed a decided opinion by mail to the effect that it would be impossible to get such a photograph. None had ever been taken and it seemed to them that none ever would be secured, they wrote.

Then Mr. Dickens called to his assistance G. F. Stodghill, a business associate, and proceeded to get busy. When they had completed their plans and submitted them to the New York people the latter wired an acceptance. Then Mr. Porter, the best known and most expert of the company's operators, was sent to Marble to take the picture.

In the meantime Mr. Dickens and Mr. Stodghill had arranged all the details. This meant the enlistment of twenty-five men, all trained mountaineers and all experienced bear hunters. It meant, also, the establishment of a camp in the bear country, over on the Big Muddy, about twenty miles from Marble. Mr. Dickens owns the finest pack of trained hounds in this section, and he secured other packs to join his.

The next step was to corral a few bears in the underbrush near the camp site. This was done the early part of the present week, and a guard stationed about the thicket. A blazed trail has been made for the hunters to follow, and an open space has been cut out in the timber for the picture man.

It is planned to turn the hounds loose in the thicket where the bears are now surrounded. The men and dogs will then drive the animals toward this opening. Mr. Porter will be there to take a moving picture of the finish fight. He is taking desperate chances because the bears may decide to go after him and his machine. But he says that it is a part of his business to take risks of personal injury, so he is not afraid.

It is the purpose of the hunters to permit one of the three bears now under patrol to escape by a trail leading to another thicket, which is to be surrounded until the picture machine can be moved to the banks of the swift flowing Big Muddy, half a mile down the mountain. Then Mr. Bruin will be headed for the creek.

Experience has taught these sturdy sons of the mountains that a bear when pursued will make for the water if a stream is near. It is therefore expected that this shaggy big beast of the Rockies will make a wild dash for the miniature river and then swim across—with the moving picture man grinding out film all the while.

Every rancher, miner, hunter, guide and farmer within a radius of fifty miles of Marble has planned to attend the hunt as spectators. The party will be in the camp from three to five days.

THE IMPROVED VICTOR I

Placed on the Market October 1—Many Important Improvements Embodied in This Creation.

The Victor Co. announce their improved Victor I, embodying the following changes: First, a stronger and better motor; second, a better-designed cabinet; third, a larger tapering arm, thus making the assembled instrument one of the most complete and, at the price, one of the most attractive propositions in the Victor catalog.

In this connection the Victor Co. state: "Our stock of the old-style Victor I has been completely exhausted, and statistics gathered by us show that stocks throughout the country have been reduced to a minimum. Therefore, this announcement, coming as it does just in advance of the big holiday season, is most opportune. We expect to begin shipments about September 20. October 1 shall be the 'simultaneous opening day' for shipment of the new Victor I to dealers. The 'simultaneous opening day' for the sale of this instrument to the consuming public shall be October 5, and no sale or display should be made previously."

LIN-O-TONE HORNS GROW IN FAVOR.

The Pardee-Ellenberger Co., of New Haven, Conn., are doing a nice business with their Lin-o-tone horns, both amplifying and recording; folding boxes and other specialties. They sell direct to the jobber and refer all dealers' inquiries to them. Their representative, F. H. Silliman, is about to start on an extended trip, going as far west as Kansas City and down into Texas, calling on all the leading jobbers through this territory.

Arguments that may land one customer, won't always go with another.

Columbia Records

Where Dealers May Secure Columbia Product:

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Burlington, Vt., R. C. Smith Co., 68 Church St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Bluefield, W. Va., Duvall Music Co.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., S. O. A. Murphy Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 210 Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., G. J. Probeck & Co., 420 Prospect Ave.
Dallas, Tex., Columbia Phonograph Co., 315 Main St.
Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 704 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Jacksonville, Fla., Ludden-Campbell-Smith Co.
Johnstown, Pa., Porch Brothers, 242 Franklin St.
Kansas City, Mo., Columbia Phonograph Co., 809 Walnut St.
Little Rock, Ark., Hollenberg Music Co.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 518 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
Memphis, Tenn., Columbia Phonograph Co., 32 S. Second St.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
Norfolk, Va., Kraemer & Gosorn, 30 Plume St.
Nashville, Tenn., Phillips & Buttorff Mfg. Co., 223 3rd Ave., N. (College).
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 126 Carondelet St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Col. Phono. Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Maine Phonograph Co., 28 Preble St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Portland, Ore., Eiler's Piano House.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 951 Van Ness Ave.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 412 Sprague Ave.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 386 Wabasha St.
Toledo, O., Columbia Phonograph Co., 233 Superior St.
Washington, D. C., Columbia Phonograph Co., 1212 F St. N. W.

Dealers Wanted

Exclusive selling rights given where we are not properly represented. Write for particulars to the

Columbia Phonograph Co.
Tribune Building, New York

THOMAS H. MACDONALD ELECTED A DIRECTOR

Of the American Graphophone Co.—An Honor That Is in Every Respect Well Deserved—Will Now be Able to Concentrate on Big Inventive Problems—A Man Who Has Given the Most of His Life to the Perfection of Talking Machines and Records—Horace Sheble Has Been Appointed Factory Manager of the American Graphophone Co.

The election of Thomas H. Macdonald as a director of the American Graphophone Co., which was announced last week, and the fact that he is to be hereafter relieved of the detail of factory management and permitted to concentrate on the big inventive problems in connection with the perfection of talking machines and records, were the chief topics of interest in trade circles.

Mr. Macdonald has been connected with the Graphophone Co. for the past twenty years, during which time he has been actively engaged as manager of the big plant at Bridgeport, Conn. He has seen it grow from a small establishment where a few men were employed until now it is one of Bridgeport's leading industries and one of the largest factories in the world devoted exclusively to the manufacture of talking machines and records.

THOMAS H. MACDONALD, NEWLY ELECTED DIRECTOR OF THE AMERICAN GRAPHOPHONE CO.

In the development of the graphophonic art Mr. Macdonald's achievements have been brilliant and his patents are of great importance. A man not given to exploiting himself or his work, but absorbed in and as a part of the Graphophone Co.'s organization, he has nevertheless been among the most prolific inventors of actual improvements, and the story of the talking machine since it began to go into the home is in a great measure a story of Macdonald's persistent, painstaking and thorough work.

A great believer in the future of the industry, he was ever engaged in the work of improving and bettering the machines and records.

It was Macdonald who invented the first clockwork motor ever used in a graphophone, and today, as everyone knows, the use of clockwork mechanisms in talking machines is universal. It was Macdonald who invented the duplicating machine for mechanically transferring wax cylinder records from a master record to a blank and made their sale at reasonable prices possible, and it was Macdonald who in later years invented and used commercially a process of molding cylinder records from a permanent metal matrix.

It was Macdonald who invented the graphophone grand in 1888, which was hailed with delight by the whole world at the time because of the marked improvement obtained in the reproduction; and for this he was awarded the Franklin Institute medal. Year after year the records of the United States Patent Office disclose patent after patent issued to Thomas H. Macdonald in the talking machine field, so that his work is dominating and his position unquestioned.

In chatting with an officer of the American Graphophone Co. this week on Macdonald's achievements he said: "Time after time, in interference suits with Edison in the United States Patent Office, Macdonald has been the victor, and in like manner when the courts have been called upon to decide cases involving his inventions in his various clashes he has also been victorious."

It is worthy of note that the International Jury at the St. Louis World's Fair awarded a gold medal to Mr. Macdonald for his work as collaborator with the American Graphophone Co.

Under the new arrangement Mr. Macdonald will be able to devote all of his time to experimenting and to perfecting inventions on which he is now engaged, being relieved of the enormous detail incident to factory management.

Horace Sheble, for many years in charge of the manufacturing department of Hawthorne & Sheble Manufacturing Co., has been appointed factory manager of the American Graphophone Co.

BLACKMAN CO.'S ACTIVITY.

Sales Force Increased and Everyone Hard After Business—Larger Stock on Hand—Good Demand for Needles and Record Trays.

The Blackman Talking Machine Co., New York, who exuded optimism from every pore, even when the outlook was darkest, now that prosperous times are actually returning, are out after business in vigorous style. Their sales force has been increased, and the members of the company, J. Newcomb Blackman, George G. Blackman and R. E. Caldwell, are also hot on the trail of the dealer.

J. N. Blackman recently made a flying auto trip, accompanied by his brother George, over the latter's territory in the southern part of New York State. Starting from Orange, N. J., the party went direct to Port Jervis, N. Y., and worked back, covering over 100 miles the first day, when twelve dealers were visited, and 173 miles on the second day, calling on fourteen dealers. Needless to say very little time was wasted en route.

The Blackman Co.'s quarters, being newly decorated throughout and containing a greatly enlarged stock of goods, present an appearance of activity on all occasions. During the recent celebration the show windows and exterior of the building was handsomely decorated, over a dozen large American flags alone being used, besides bunting and special flags.

The Playrite and Melotone needles and folding record trays controlled by the Blackman Talking Machine Co. continue to find favor with both dealers and the public, and through energetic exploitation their popularity is steadily on the increase.

SOME INDIVIDUAL FEATURES

Embodied in the Rockford Cabinet Illustrated in This Issue of The World.

In the advertisement of the Rockford Cabinet Co., Rockford, Ill., which appears on page 15 of this month's issue of The World, will be found an illustration of one of their new style disc cabinets, which has won a large measure of favor from dealers and purchasers alike. As will be noted, the interior of this cabinet is automatic in a way, as it is drawn out with the opening of the door, and this brings out the full interior outside of the cabinet, which is consequently much easier of access. The cabinet is admirably finished and by reason of the especial features embodied it is worthy the consideration of dealers desiring something out of the ordinary as a factor in their business. The Rockford Co. have a large number of new styles ready for the trade this year, and illustrations of these cabinets can be had on application.

AN OLD ONE IN NEW DRESS.

"I'm introducing a brand new invention—a combined talking machine, carpet-sweeper and letter-opener," said the agent, stepping briskly into an office.

"Got one already," answered the proprietor, "I'm married."

RECORD BULLETINS FOR NOVEMBER, 1909

COLUMBIA 10-INCH DOUBLE DISC RECORDS

A741 Honey on Our Honeymoon—Tenor Solo by Henry Burr, orch. accomp.....Schwartz
I've Got Rings on My Fingers, or Mumbo Jumbo Jijiboo J. O'Shea.—Soprano Solo by Ada Jones, orch. accomp.....Scott
A744 Moon-Bird.—Tenor and Baritone Duet by Henry Burr and Frank C. Stanley, orch. accomp. .....Schmid and Dempsey
Lady Love.—Sung by Columbia Quartet, Male Voices, orch. accomp.....Gumble
A742 Don't Take Me Home.—Baritone Solo by Ed. Morton, orch. accomp.....H. Von Tilzer
Beautiful Eyes.—Soprano Solo by Ada Jones, orch. accomp. .....Snyder
A745 Run, Brudder Possum, Run.—Tenor and Baritone Duet by Byron G. Harlan and Arthur Collins, orch. accomp.....Johnson
Alexander Jones.—Baritone Solo by Arthur Collins, orch. accomp.....Burt
A747 A Rose Fable.—Tenor solo by F. H. Ormsby, orch. accomp. .....Hawley
Long, Long Ago.—Sung by Metropolitan Trio —Mixed Voices, orch. accomp.....Bayley
A751 Cadiz (Jota de la Zarzuela).—Played by Prince's Military Band.....Chucca y Valverde
Selections from "Butterflies."—Played by Royal Regimental Band.....Robertson
A750 Sphinx—Valse.—Played by Prince's Military Band .....Popy
Maria Luisa—Mazurka de Salon.—Played by Prince's Military Band.....Elorduy
A749 The Two Grenadiers.—Baritone Solo by Albert Edmund Brown, orch. accomp....Schumann
Vulcan's Song, from "Philemon and Baucis." —Bass Solo by Frederic Martin, orch. accomp. .....Gounod
A748 Sleep Time, Mah Honey.—Baritone Solo by Carroll Clork, orch. accomp.....Howell
Daddy's Picaninny Boy.—Baritone Solo by Carroll Clark, orch. accomp.....Cox
A746 Alpine Violets (Alpenveilchen).—Violin, Flute and Harp Trio by Frank Horning, Marshall Lufsky and Paul Surth.....Andre
On the High Alps (Auf Hoher Alpe).—Violin duet by Walter Biedermann and Hans von Wegern .....Andre

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5131 Nirvana.—Tenor Solo by John Bardsley, orch. accomp. .....Adams
Thora.—Tenor Solo by John Bardsley, orch. accomp. .....Adams
A5130 Waltz—Militaire.—Played by Prince's Orchestra .....Waldteufel
Pas des Echarpes (Scarf Dance).—Played by Prince's Orchestra.....Chaminade
A5129 Serenade Coquette.—Played by Prince's Orchestra .....Barthelemy
Chanson Triste.—Played by Prince's Orchestra .....Tschaikowsky

COLUMBIA 12-INCH SYMPHONY DOUBLE DISC RECORDS.

A5132 Mary of Argyle.—Orch. accomp.....Nelson
Drink to Me Only With Thine Eyes.—English Melody, orch. accomp. .....Words by Ben Jonson

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1190 Automobile March (Automobil Marsch).—Military Band .....Fall
1191 I Never Knew I Loved You Till You Said Good-bye.—Tenor Solo by Harry A. Ellis, orch. accomp. .....Leighton
1192 Take Me on a Honeymoon. Soprano and Tenor Duet by Ada Jones and Walter Van Brunt, orch. accomp. .....Meyer
1193 Moon Fairy.—Symphony Orch.....Frantzen
1194 On Calvary's Brow.—Tenor and Baritone Duet by Henry Burr and Frank C. Stanley, orch. accomp. .....Sweney
1195 Strawberries.—Baritone Solo by Arthur Collins, orch. accomp.....Allen
1206 Run, Brudder Possum, Run.—Tenor and Baritone Duet by Byron G. Harlan and Arthur Collins, orch. accomp.....Johnson
1196 Benediction of the Poignards.—Military Band .....Meyerbeer
1197 Arrah, Come in Out of the Rain, Barney McShane.—Soprano Solo by Ada Jones, orch. accomp. .....Helf
1198 My Pony Boy.—Quartet, orch. accomp...O'Donnell
1199 Prunes.—Baritone Solo by Bob Roberts, orch. accomp. .....Furth
1200 Mendelssohn's Wedding March....Military Band
1209 Games of Childhood Days.—Soprano Solo by Lois Lee, orch. accomp. .....Robinson
1201 My Faith Looks Up to Thee.—Sung by Metropolitan Trio, orch. accomp.....Mason
1202 Let's Go in to a Picture Show.—Tenor Solo by Byron G. Harlan, orch. accomp. .....A. Von Tilzer
1203 Zep Green's Airship.—Original Sketch by Ada Jones and Len Spencer, orch. accomp..Spencer
1204 That Wasn't All.—Baritone Solo by Fred Duprez, orch. accomp. .....Hirsch
1205 Santiago Waltz.—Symphony Orch.....Corbin
1207 The Actor and the Rube.—Original Sketch by Fred Duprez and Byron G. Harlan....Duprez
1208 Pass dat Possum.—Xylophone Solo by A. Schmehl, orch. accomp. .....Mills
1210 Medley of J. K. Emmet's Yodle Songs.—Sung by George P. Watson, orch. accomp. .....
1211 Sadie Salome, Go Home!—Tenor Solo by Ed. M. Favor, orch. accomp.....Berlin
1212 Drink to Me Only With Thine Eyes.—Baritone Solo by Frank C. Stanley, orch. accomp. .....Jonson
1213 The Whistlers.—Military Band.....Relterer

EDISON STANDARD RECORDS.

10237 Powhatan's Daughter March.....Sousa's Band
10238 Pennyland .....Manuel Romain
10239 She's an Awful Nice Gal.....Edward Meeker
10240 La Zingana.....American Symphony Orchestra
10241 I Want Somebody to Play With..... Byron G. Harlan
10242 There'll Come a Day.....Stanley and Gillette
10243 Sadie Salome.....Edward M. Favor
10244 Oakley Quickstep.....Olly Oakley
10245 We've Been Chums for Fifty Years..... Will Oakland
10246 Whiter Than Snow.....Anthony and Harrison
10247 Arrah, Come in Out of the Rain, Barney McShane .....Ada Jones
10248 The Coquette.....United States Marine Band
10249 Oh! Doctor.....Grace Cameron
10250 Baboon Bungalow.....Collins and Harlan
10251 It's Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye..... Arthur C. Clough
10252 Ripples—A Serenade..... American Symphony Orchestra
10253 Uncle Josh at the Opera.....Cal Stewart
10254 Zep Green's Airship..... .....Ada Jones and Len Spencer
10255 Dublin Daisies.....Peerless Quartette
10256 Daughters of America March..... New York Military Band

EDISON AMBEROL RECORDS.

285 Stars and Stripes Forever March....Sousa's Band
286 Just Plain Folks.....Ada Jones and Chorus
287 Selections from "Little Nemo"..... .....Victor Herbert and His Orchestra
288 How She Gets Away With It Is More Than I Can See .....Grace Cameron
289 Flannigan and Harrigan.....Porter and Meeker
290 Gypsy Airs (Sarasote, Op. 20)....Albert Spalding
291 Grandma's Mustard Plaster.....Murry K. Hill
292 Waiting and Watching for Me..... .....Anthony and Harrison
293 Eglantine Caprice....United States Marine Band
294 Pansies Mean Thoughts, Dear, and Thoughts Mean You .....Manuel Romain
295 A Thousand Leagues Under the Sea.....Gus Reed
296 Lasca .....Edgar L. Davenport
297 Just Before the Battle, Mother..... Will Oakland and Chorus
298 He Leadeth Me.....Edison Mixed Quartet
299 Wedding Dance Waltz..... American Symphony Orchestra
300 The Song I Heard One Sunday Morn..... .....James F. Harrison and Mixed Chorus
301 Run, Brudder Possum, Run!..Collins and Harlan
302 Carnival of Venice.....Ollivotti Traubadours
303 My Old Kentucky Home..... Knickerbocker Male Quartet
304 A Georgia Barn Dance..New York Military Band

AMBEROL RECORDS IN ITALIAN.

5006 Quell' uom dal fiero aspetto—"Fra Diovolo" (Auber)....Maria Avezza and Francesco Daddi
5007 Serenata d'Arlecchino "Pagliacci" (Leoncavallo).....Maria Avezza and Francesco Daddi
5012 Addio alla madre "Cavalleria Rusticana" (Mascagni) .....Francesco Daddi

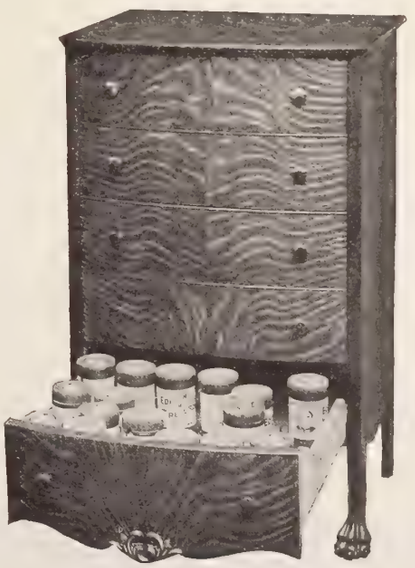
AMBEROL RECORDS IN HEBREW.

5036 A Mensch soll men sein (Perlmutter and Wohl) .....Simon Paskal
5037 Das Mzuzele (H. Altman).....Simon Paskal
5038 Was zu Gott ist zu Gott und was zu Leute ist zu Leute (Kannapoff).....Simon Paskal

NEW VICTOR RECORDS.

No.		Size.
	L'ORCHESTRE SYMPHONIQUE, PARIS.	
58016	Faust Prelude .....Gounod	12
58015	Faust—Ballet Music (Part I—Valse, "Les Nubiennes") ..... Gounod	12
	ARTHUR PRYOR'S BAND.	
5744	Forest King March.....Peters	10
	VICTOR STRING QUARTET.	
5742	Le Secret d'Amour.....Klein	10
	MLLE. KORSOFF OF THE OPERA COMIQUE, PARIS, WITH ORCH.	
52723	Il bacio (Waltz Air, "The Kiss")....Arditi	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
5745	I'm Glad I'm a Boy—I'm Glad I'm a Girl ..... Bayes-Norworth	10
	HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.	
5743	Lonesome .....Meyer	10
	COMIC SONGS BY HARRY LAUDER, WITH ORCH.	
58011	Rob Roy McIntosh.....	12
58017	Fu' th' Noo' (I've Something in the Bottle)	12
	VICTOR LIGHT OPERA CO., WITH ORCH.	
31751	Gems of The Dollar Princess.....Ross-Fall	12
	"How Do You Do," "My Dream of Love," "Ring o' Roses," "Tennis Dance," "Hip! Hip! Hurrah!"	
	DOUBLE-FACED RECORDS.	
35084	(a) Spring (Grieg)..Victor String Quartet	12
	(b) Evening Bells—Idyll (Eilenberg).... .....Arthur Pryor's Band	12
16357	(a) Berlin Echoes — March Two-Step (Lincke) .....Victor Orchestra	10
	(b) Chiribiribin Waltz (Pestalozza)..... .....Victor Orchestra	10
16362	(a) Eternity (P. P. Bliss)..... .....Whitney Brothers Quartet	10
	(b) Twenty-third Psalm and Lord's Prayer	10
16358	(a) Ocean Breezes Waltz (Herbert)..... Pryor's Band	10
	(b) Gavotte from "Paris and Helena" (Gluck).....Victor String Quartet	10
35082	(a) Vilia Song (Lehar) from "The Merry Widow".....Elizabeth Wheeler	12
35082	(b) Then You'll Remember Me (Balfe) from "Bohemian Girl".Harry Macdonough	12
16355	(a) Do They Think of Me at Home? (Glover).....Metropolitan Trio	10
	(b) White Wings (Winter)....Will Oakland	10
16360	(a) Don't be an Old Maid, Molly (Bryan-Mills) .....Haydn Quartet	10
	(b) Red Head (Franklin-Green)..Ada Jones	10
16354	(a) Experiences in the Show Business..... Charley Case	10
	(b) Foolish Questions—from "The Beauty Spot" (Lee-Sloane)....Billy Murray	10
16363	(a) When I Dream in the Gloaming of You (Ingraham) .....Walter Van Brunt	10
	(b) When We Listened to the Chiming of the Old Church Bell (Roden-Helf) ..... Manuel Romain	
35083	(a) I Long to See the Girl I Left Behind (Kelly) .....Manuel Romain	12
	(b) The Blind Gallery Boy (Macdonough) .....Digby Bell	12
16356	(a) My Pony Boy (Heath-O'Donnell).... .....Ada Jones and Chorus	10
	(b) "When I Marry You" Medley..... ..... Victor Orchestra	10
16359	(a) Little Willie (Hall)..American Quartet	10
	(b) Strawberries (Here Comes the Strawberry Man) (Allen)..Arthur Collins	10
16365	(a) Down at the Huskin' Bee..... .....Collins and Harlan	10
	(b) The Hat My Father Wore on St. Patrick's Day (Jerome-Schwartz)..... .....Murray and Haydn Quartet	10
16361	(a) The Vacant Chair (Root).Haydn Quar.	10
	(b) When You and I Were Young, Maggie Elizabeth Wheeler-Harry Macdonough	10
16366	(a) Lady Love (McKenna-Gumble)..... ....Macdonough and Haydn Quartet	10
	(b) Dixie Land, I Love You (Brown-Ayer) ..... Billy Murray	10
	NEW RED SEAL RECORDS.	
	JOHANNA GADSKI, SOPRANO—IN GERMAN.	
88185	Die Gotterdammerung—Fliegot heim (Immolation Scene) .....Wagner	12
88186	Siegfried—Ewig war Ich (Deathless Was I) —Brunnhilde's Appeal to Siegfried, Act III .....Wagner	12
	LUISA TETRAZZINI, SOPRANO—IN ITALIAN.	
92070	Aprile .....Tosti	12
	WILHELM BACKHAUS, PIANIST.	
71046	Prelude—Opus 3, No. 2.....Rachmaninoff	12
	BLANCHE ARRAL, SOPRANO—IN FRENCH.	

IT IS JUST LIKE THIS



No. 518. Cylinder Record Cabinet
Holds 150 Cylinders in the Original Flannel Lined Cartons. Golden Quartered Oak

You are right if you buy Udell Cabinets. We are the Cabinet people and our Cabinets on your floors will make you more money than any others.

Why? you ask.

1st—Because we make Cabinets in such large quantities that we are able to put a price on them that is so reasonable that you can add on a good margin and your trade will pay it.

2nd—Because every Cabinet is made and finished as if it was going in the White House.

3rd—We have so many patterns that all can be satisfied.

4th—Our New Catalog has fairly taken the trade by storm and on every mail we are being complimented, not only because the book is so beautifully designed and printed, but because it *Helps* the Dealers sell the Cabinets it illustrates.

You will receive one of these Catalogs showing 96 Cabinets from $4.00 to $32.50 for Disc Records, Cylinder Records, Sheet Music and Piano Player Rolls if you but write

THE UDELL WORKS, INDIANAPOLIS, INDIANA —U. S. A.—

74146 Lombardi—Polonaise..... Verdi 12
HERBERT WITHERSPOON, BASS—IN GERMAN.
74145 Meistersinger—Was duftet doch der Flieder (The Scent of Elder Flower)....Wagner 12
74144 Parsifal—Char-Freitags-Zauber (Good Friday Spell) Scene from Act III....Wagner 12
LEO SLEZAK, TENOR—IN GERMAN.
61207 Die Lotusblume—The Lotus Flower (Opus 25, No. 7).....Schumann 10
61205 Cavalleria Rusticana—Abschied von der Mutter (Turiddu's Farewell to His Mother) .....Mascagni 10
61206 Manon—Traum (The Dream).....Massenet 10

ZON-O-PHONE 10-INCH DOUBLE RECORD DISCS.

ZONOPHONE CONCERT BAND.
5544 (a) National Emblem March.....Bagley
(b) Old Oaken Bucket March.....Hayes
5545 (a) Manolo Waltz .....Waldteufel
(b) Jolly Robbers Overture.....Suppe
ZONOPHONE ORCHESTRA.
4546 (a) Die Lotosblume Intermezzo.....Lincke
(b) An American Heiress Waltzes.....Rosey
5547 (a) All the Candy—Two-Step.....Kelly
(b) Klein Kobold—Characteristic Sketch.Eilenberg
INSTRUMENTAL SELECTIONS WITH ORCH. ACC.
5548 (a) Will o' the Wisp.—Flute and Clarionet Duet Played by Frank Mazziotta and Theo. Pussinelli .....Bendix
(b) Polish Dance.—Violin Solo Played by Henry Hess .....Drake
VOCAL SELECTIONS WITH ORCH. ACC.
ADA JONES AND LEN SPENCER.
5549 (a) Bowery Sam and His Kitty..Character Sketch
(b) Race for a Wife.....Descriptive Scene
ARTHUR COLLINS AND BYRON G. HARLAN.
5550 (a) Down Where the Big Bananas Grow..Barron
(b) Dinah Dear..... Larkins-Smith
ALICE C. STEVENSON.
5551 (a) Elegie .....Massenet
(b) Song of the Soul.....Breil
ARTHUR COLLINS.
5552 (a) Strawberries .....Allen
(b) Come Right In, Sit Right Down, Make Yourself at Home.....Discon
BYRON G. HARLAN.
5553 (a) Sweetheart's a Pretty Name When It's Y-O-U .....Piantodosi
(b) Lonesome .....Meyer
FRED LAMBERT.
5554 (a) When You've Got No Other Place to Go, Then Home, Sweet Home.....Speyer
(b) You'll Never Miss the Water Till the Well Runs Dry.....Williams-Van Alstyne
FRANK C. STANLEY.
5555 (a) You're a Grand Old Bell.....Schmid
(b) The Bugler .....
WALTER VAN BRUNT.
5556 (a) What's the Use of Moonlight?...Kahn-LeBoy
(b) I Want a Girl from a Yankee Doodle Town .....Frantzen
ELIZABETH WHEELER.
5557 (a) Loch Lomond.....Scotch Melody
(b) The Kerry Dance.....Molloy

COLUMBIA CO. IN WASHINGTON

To Occupy New and Larger Quarters at an Early Date in the Capital City.

The Washington, D. C., store of the Columbia Phonograph Co., is preparing to remove into new and larger quarters. The change will be made before the middle of the month, and H. A. Yerkes, manager of the Columbia's wholesale department at the executive offices, will arrange and model the premises in accordance with plans that have given the greatest satisfaction in several other eastern cities, and which have been carried out under his personal supervision.

SILVERMAN WITH UNIVERSAL CO.

Louis Silverman, well known in the metropolitan talking machine trade, is now with the Universal Talking Machine Mfg. Co., Newark, N. J., covering the field in the Greater New York territory. Mr. Silverman's past connections equip him as one of the up-to-date, thorough-going salesmen, and reports of his work for the Zonophone line bear out this reputation.

General Manager Mainabb desires to notify the trade that the Universal Talking Machine Mfg. Co., Newark, N. J., will make no advance in price on any size of Zonophone records on account of royalty charges for copyright music. This extra cost the company will assume, and therefore the current prices for records will remain unchanged. Also, there will be no curtailment in the number of selections or the range of repertoire because of the copyright exactions.

TRADE FABLE

No. 2

There was once two brothers who were familiarly known as Bill and Jim. Since they first mastered the art of standing on their pins, Bill had always walked the straight and narrow, while Jim had been under the sad necessity of raising Hell enough to keep the whole family supplied, and the way in which he kept up the average was creditable from an unbiased standpoint.

After being put through the regular college course, including all the frills on the calendar, by an indulgent Old Man, the two brothers secured jobs in the office of a big Talking Machine house, where Bill's strict attention to business, his phenomenal accuracy in figures, and his natural frugal and cautious mode of living endeared him to the heart of the Boss.

Jim did not fare so well, however, and the Boss cast many an angry glance at the clock each morning before Jim would materialize, a half an hour late, with his derby worn at an angle corresponding to his cigar, and begin talking about yesterday's race to the office force. For some time the Boss had been thinking of giving Jim the High Sign to seek another office where he could hang up his fancy vest in the mornings, but the friendship that existed between him and Jim's father always intervened in the latter's favor.

One afternoon while ensconsed in a leather chair in his private office listening to an enthusiastic account of some new burlesque show which Jim was amusing the office force with, the Boss got a bright idea.

"At last I will have peace in the office," mused the Boss, frowning heavily at hearing the conversation still going on, "I'll send the Sporty One out on the road and while he is gone I will fill his position so that I can let him down easy on his return by facing him with the few sales he may make, and gently but firmly give him the G. B."

About this time Bill, who had been conscientiously plugging along, decided to get married to the rich and ugly daughter of a local coal dealer, and in order to strengthen his suit for her hand, was desirous of becoming a salesman for the house so that his weekly stipend would undergo a change for the better. With an inwardly quaking heart Bill braced the Old Man, who did not have the nerve to refuse him.

It so happened that both brothers left the Home Plate on the same day to benefit mankind by placing the firm's machines in every hamlet in their respective territories.

"Ah," sighed Bill, as he swung into a day coach and bit a large chunk from a cheese sandwich, "my mode of living will enable me to reduce my expenses to a minimum, and my sales will be all velvet. On my return, covered with glory, I will intercede for my foolish brother and fix it so that he will not be turned away without another chance. If he only was like myself what a glorious future would be his."

From another part of the station Jim swung aboard a gilded Pullman and promptly fell in with a whiskey agent. There was plenty doing on board that night. Every town Jim stopped at remembered him for many a day. The leading buyers had a habit of waking up mornings to see pale pink lizards crawl over the transoms, and recollect in a hazy way signing an order book.

On the Home Stretch Jim left a trail of empty bottles that stretched from Chicago to New York. At the Grand Central he met Bill who was hustling off to the office to report his sales. Jim leisurely hied himself to a Taxi and went to the nearest Turkish Bath to sweat out lingering traces of Western booze.

Bill arriving at the office safely, approached the Old Man and opened up as follows:

"Boss, I know that you have decided to make me a partner. My exceptional sales and insignificant expense account justify your decision, should that be necessary, but before you heap wreathes of praise and glory on my deserving brow, allow me to intercede for my foolish brother. Give him another chance. I'll have a private chat with him and hand him some points that will be beneficial to him on his next trip. Now I'm ready! Turn on the calcium." (Here Bill assumed a Washington crossing the Delaware attitude and waited.)

"Bill," said the Boss, giving him a peculiar look, "I had decided to fire you before you came in this afternoon. Now that I've heard what you had to say, however, I've come to the conclusion that the recent muggy weather has affected your thinking apparatus. That brother of yours is the hottest piece of broadcloth that ever lugged a catalog. The business you turned in looks like a peanut compared to his sales. The manner in which he drew on the house was certainly, I'll admit, fierce, but he certainly sold the goods. We now have orders on hand that will keep us busy at the top notch until six months from now. I'm waiting for him to come in and sign a contract with us at his own terms. Out of respect to your brother you can have your old job back. Good afternoon!"

Moral—It doesn't matter how you do it as long as you "make good."

VICTOR CO.'S SUIT AGAINST GOLDBERG.

The suit of the Victor Talking Machine Co., Camden, N. J., against Joseph Goldberg, a dealer of New York, for contempt of court in connection with price cutting on Victor goods, and which was postponed several times, was decided by Judge Lacombe, Circuit Court of the United States, Southern District of New York, on September 24, when he filed the following memorandum:

"In view of the conflict of testimony as to identity of the person who made the sale, motion to punish for contempt must be now denied. If complainant now decides, it may take an order referring it to a master to take proof as to alleged contempt."

Goldberg had previously been enjoined from selling Victor goods below the contract price.

CREATING NEW COLUMBIA DEALERS.

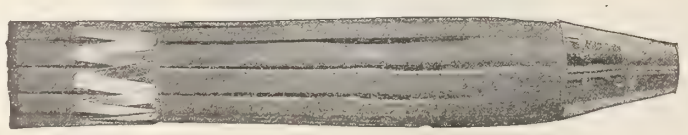
T. K. Henderson, manager of the Columbia Phonograph Co.'s establishment in Philadelphia, is devoting the major part of his time and energies to the wholesale end, and is creating new dealers in the eastern part of Pennsylvania, where he has recently visited a number of the leading places. Mr. Henderson, with his wide acquaintance in the music trade and pleasing personality, has secured some of the strongest representatives for the Columbia in his territory.

Price cards should be used in show windows, also, whenever possible. It attracts the attention of passers-by to the articles displayed.

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square.



THE MUNSON FOLDING HORN
Greatly improves the tone of the records and means increased record sales. Retails $7.00
Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Oct. 9, 1909.

AUTOMATIC STOP FOR PHONOGRAPHS. Charles A. Rumble, Lowville, N. Y. Patent No. 932,061.

This invention relates to means for stopping sound-reproducing machines when a record has been played and consists of a clip secured to the reproducing arm and carrying an angled rod which is clamped by means of a set screw upon the clip against the reproducer arm and held in an adjusted position, the angled end of the rod being adapted to be positioned in the path of the record.

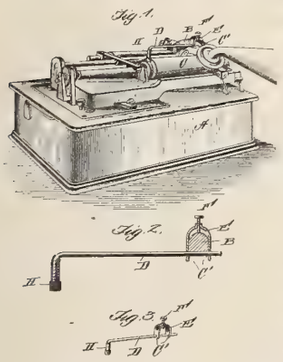


Fig. 1 is a perspective view of a phonograph showing the invention as applied thereto, the device being shown in the position it assumes when it automatically stops the phonograph. Fig. 2 is a sectional view through the reproducer arm showing the stopping device in side elevation, and Fig. 3 is a detail perspective view of the device and a clip for holding the same upon the reproducer arm.

SOUND-MODIFYING MEANS FOR TALKING MACHINES. Ellis S. Oliver, Newark, N. J. Patent No. 932,055.

This invention therefore has for its principal object to provide a simply constructed and efficiently operating sound-modifying means for use with the sound-conveying tube or member of the various forms of cylinder talking machines, which is under perfect control of the operator and can be most easily worked, so that the sounds can be reproduced with modified effects, and especially is this so with the reproduction of musical sounds, as the singing of a person, or a piece played upon a musical instrument or instruments, the pianissimo and forte effects being most perfectly reproduced.

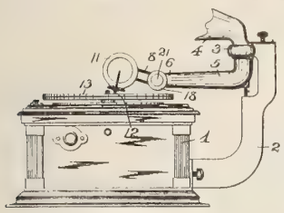


FIG. 1.

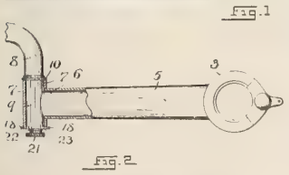


FIG. 2.

Fig. 1 is a side elevation of one form of talking machine and its sound-conveying tube or member leading to the sound-reproducing horn, a portion of which is shown in elevation, said view showing also in end elevation the button or operating member of the sound-modifying means used with said tube. Fig. 2 is an enlarged view of said sound-conveying tube or member, shown partly in plan and partly in horizontal section, with an end portion of the sound-modifying means shown in top view. Fig. 3 is a horizontal sectional representation of the jointed elements of said sound-conveying tube or member, with the sound-modifying means shown in plan within the joint of said elements, and Fig. 4 is a horizontal section, made on an enlarged scale, of said jointed elements, and of the sound-modifying means arranged in said joint, showing one general arrangement of the parts comprising said sound-modifying means. Fig. 5 is a vertical section taken on line 5—5 in said Fig. 4, but made on a still larger scale, said section showing the sound-modifying means in its wide-open position within the jointed elements of the sound-conveying tube or member, and Figs. 6 and 7 are similar sectional representations of the same parts, but showing the sound-modifying means in two of its other positions for modifying the sound.

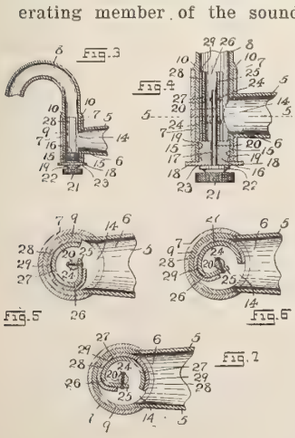


FIG. 3. FIG. 4. FIG. 5. FIG. 6. FIG. 7.

PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,222.

This invention relates to phonographs of the type wherein the reproducer or recorder is carried by a traveling carriage which is fed across the surface of the rotating record so as to cause the stylus to trace upon said surface a spiral path, the progressive movement of the carriage being produced by means of a rotating feed screw. In an application filed concurrently herewith Serial No. 350,649, the inventor describes and claims an improved form of feed mechanism adapted to be applied to a phonograph for feeding the movable carriage, by means of which a feed screw is used, having, for example, one hundred threads to the inch and effect a progressive movement of the carriage of only one-half inch for one hundred turns of the feed screw, or one two-hundredth of an inch for one turn.

The object of the present invention is to provide means whereby the movable carriage may be fed at two different rates of speed, as desired, from one and the same feed screw. For instance, with a feed screw having one hundred threads to the inch, the device will permit the carriage to be fed either at the rate of one one-hundredth of an inch or one two-hundredth of an inch for each revolution of the screw, as desired by the user.

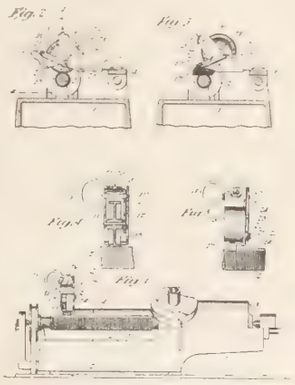


Fig. 1 is a front elevation of a phonograph provided with a feed device embodying the invention; Fig. 2 is a section on line 2—2 of Fig. 1 with the feed device in the proper position for feeding the carriage at the rate of one two-hundredth of an inch per feed screw revolution; Fig. 3 is a section on the safe line as Fig. 2, with the feed device in position for feeding the carriage one one-hundredth of an inch per feed screw revolution; Fig. 4 is a section on line 4—4 of Fig. 2, and Fig. 5 is a front elevation showing the parts in the position of Fig. 3.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,314.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the feed screw may be driven at one-half the speed at which it has been heretofore driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.

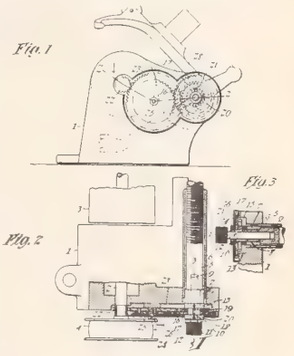


FIG. 1. FIG. 3. FIG. 2.

Fig. 1 is an end elevation of a well-known form of phonograph to which the invention is applied; Fig. 2 is a plan view, partly in section on line 2—2 of Fig. 1, and Fig. 3 is a detail section on line 3—3 of Fig. 2.

SOUND-RECORD MOLD. Jonas W. Aylsworth, East Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 932,237.

This invention relates to various new and useful improvements in sound-record molds, adapted for use in the molding of duplicate records by a spinning process, in which the mold is rotated at a high speed and contains a charge of molten material which is distributed over the record surface by centrifugal force. In actual practice difficulty has been encountered in constructing the ends for the molds in such a way that they will be perfectly tight to prevent the escape of the molten wax-like material, as well as to prevent the entrance of water, which is ordinarily sprayed over the molds to cool the records after the wax-like material has been distributed over the record surface. One of the caps is readily removable, so that after the record is formed it may be taken off to permit the record to be removed from the mold after it has contracted diametrically. The other cap forms practically a permanent fixture and considerable trouble has been experienced in connection therewith, for the reason that when the reaming tool is introduced to finish the interior of the record, it is liable to injure the cap and destroy the joint between the cap and the mold. To overcome these difficulties is used a construction in which a hardened steel cap is used, which in addition to forming a tight joint at the end of the mold, will also act as a stop or gage for the reaming tool, limiting its position not only longitudinally with respect to the record, but also limiting the movement which the reaming tool shall make to define the thickness of the record and its internal diameter.

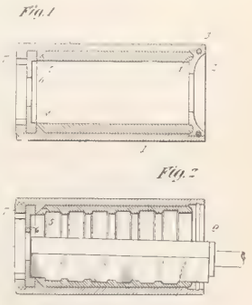


FIG. 1. FIG. 2.

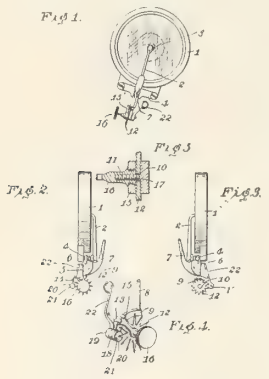
Fig. 1 is a longitudinal sectional view of the complete mold, and Fig. 2 a corresponding view of the same with the end cap removed and showing a record formed in the mold and the reaming tool operating thereon.

NEEDLE HOLDER FOR SOUND BOXES. Minard Arthur Possons, Cleveland, O. Patent No. 931,957.

This invention relates to improvements in needle holders for sound boxes, and the object is to provide a needle holder adapted to support a rotatable needle and said holder adapted to be secured in the needle receiving socket of the sound box.

Another object of the invention is to provide a needle holder of this character which can be made independent of the sound box and secured within the needle receiving socket of the ordinary sound box.

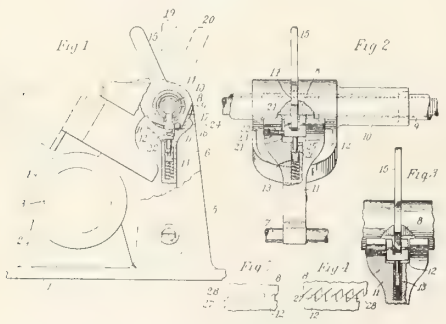
In the accompanying drawings, Fig. 1 is a side view of an improved needle holder attached to the ordinary sound box now in use. Fig. 2 is an edge view of Fig. 1 looking in the direction of the arrow shown in Fig. 1. Fig. 3 is an edge view looking in the opposite direction from Fig. 2. Fig. 4 is an enlarged perspective view of the needle holder as it would be manufactured and sold to be adapted to the ordinary sound box. Fig. 5 is an enlarged sectional view showing the swivel connection of the thumb-nut with the swinging arm.



START AND STOP-MECHANISM FOR GRAPHOPHONES. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 934,451.

This invention relates to graphophones or other talking machines, especially of the construction intended to operate interchangeably for recording and reproducing. In these machines there is provided a feed-screw whose thread has one side vertical and the other at an angle to the axis of the screw-shaft, and a similarly-threaded partial nut normally engaging therewith to propel the carriage longitudinally of the record; the start-and-stop mechanism has means for disengaging the nut from the screw, and for causing the two to mesh together again. In order to permit the nut to have sufficient play to permit the meshing, a certain looseness of mounting sometimes occurs, there is also a "back-lash" between the threads of the nut and those of the screw, besides rattling and other objections that will be appreciated by those familiar with the use of such machines.

The object of this invention is to provide means for preventing this back-lash, rattling, etc., without interfering with the efficiency of the machine. Preferably this is accomplished by providing means that, while the feed-nut is being brought into engagement with the feed-screw, will force the nut sidewise to the limit of its play and into proper mesh, in order to prevent the back-lash, and that will hold it there



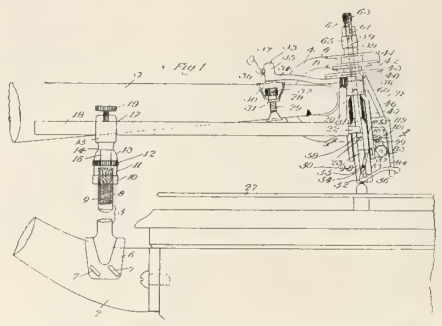
against rattle; and, in combination with this, other means for restoring the nut to its former position when disengaged from the screw.

In these drawings, Figure 1 is an end elevation, partly in vertical section, of a graphophone showing invention; Fig. 2 is a partly broken away rear view of a part of the same, viewed from the right in Fig. 1; Fig. 3 is a vertical section of a detail; and Figs. 4 and 5 are details on an enlarged scale.

STYLUS-REPLENISHING MECHANISM FOR TALKING MACHINES. Guadalupe Buelna and Arthur E. Burson, Santa Barbara, Cal. Patent No. 931,676.

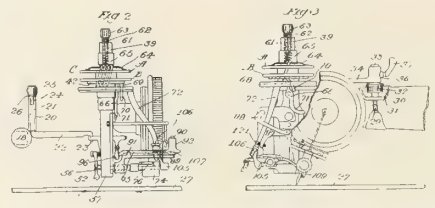
This invention relates to a stylus replenishing mechanism and particularly to such mechanisms for use in connection with talking machines employing disc records.

An object of this invention is to provide a device for this purpose, in which the stylus of a sound-box is caused to be ejected from the stylus



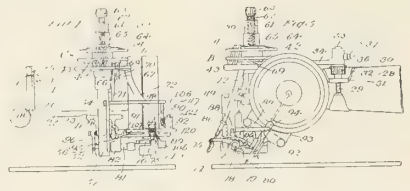
holder, and a new stylus inserted in its stead by suitable stylus setting mechanism.

A further object of this invention is to supply such stylus setting mechanism with a fresh stylus whenever the stylus supplied thereto has been delivered to and inserted in the stylus

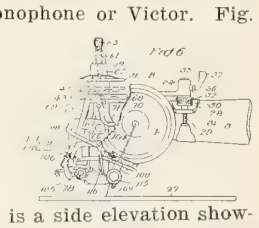


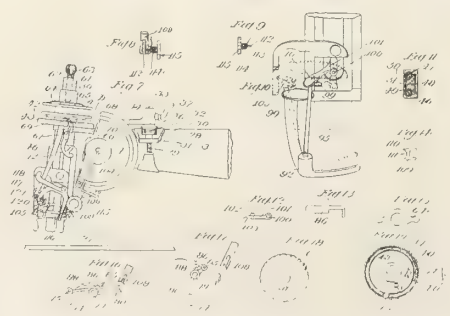
holder, and to so arrange such mechanism that the various functions of the mechanism for carrying out these objects are performed in predetermined succession, all of such mechanism being controlled by the mere movement of the carrier arm for the sound-box of a talking machine.

In the drawings: Figure 1 is a side elevation



of the improved replenishing device, showing the same attached for operation to a talking machine; parts of the view are broken to contract the same. Fig. 2 is a front elevation. Fig. 3 is a side elevation showing the device attached to a talking machine (the sound-box being shown in fragment) and proper mechanism for adapting the replenishing mechanism to such machines known as the Zonophone or Victor. Fig. 4 is a front elevation showing the application of the replenishing mechanism to a Columbia talking machine. Fig. 5 is a side elevation looking to the left of Fig. 4. Fig. 6 is a side elevation showing the application of the replenishing mechanism to a Zonophone or such machines in which the sound-boxes are provided with screws for clamping the stylus. Fig. 7 is a fragmentary side elevation showing the stylus setter in the act of delivering a stylus to the stylus-holder. Fig. 8 is a fragmentary sectional detail of stylus

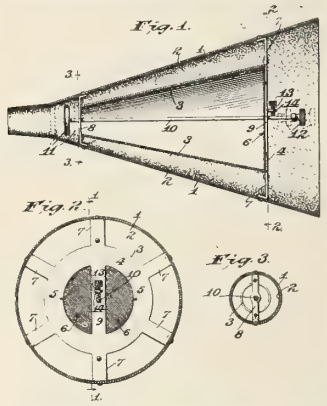




retaining mechanism for Zonophones. Fig. 9 is a detail of the stylus retaining toothed wheel and spring. Fig. 10 is a perspective view, illustrating the mechanism for actuating the stylus clamp to release a used stylus, preparatory to inserting another, the dotted lines indicating the active, and the full lines, the passive position of such mechanism. Fig. 11 is a detail sectional view of the trackway and carriage. Fig. 12 is a detail of the link for controlling the stylus releasing mechanism. Fig. 13 is a detail of the lever for releasing the stylus from frictional hold in the stylus holder. Fig. 14 is a detail of a funnel arranged to be fitted on the stylus holder of a Zonophone sound-box. Fig. 15 is a detail plan of the spring arranged to hold the disc A of the magazine in place. Fig. 16 is a fragmental detail showing position of mechanism for releasing the stylus from the stylus holder, before the actuation thereof. Fig. 17 is a similar view showing the stylus releasing mechanism in position to cause the stylus to drop from the stylus holder. Fig. 18 is a plan view of one of the magazine discs, and Fig. 19 is a plan view of the platform, showing the opening in the delivery chute, the magazine proper being omitted.

AMPLIFYING-HORN. William Tatelbaum, St. Louis, Mo., assignor of one-third to Sigoloff Bros. Hardware Co., same place. Patent No. 931,161.

In the drawings Figure 1 is a longitudinal-sectional view on line 1—1, Fig. 2 of an improved horn, showing the regulating valve in adjusted positions in dotted lines; Fig. 2 is a cross-sectional view on line 2—2, Fig. 1; and Fig. 3 is a cross-sectional view on line 3—3, Fig. 1.



The object of this invention is to produce a horn provided not only with means for regulating the volume of the tone or sound waves, but also with means which eliminate substantially all metallic vibrations from the horn, such later means also spreading and rounding out said tone waves, modulating or modifying the same and making them sweet and distinct.

TALKING-MACHINE. Henry F. Cook, Sag Harbor, N. Y. Patent No. 933,234.

This invention relates to a means by which the movement of the stylus in spiral grooved records is stopped immediately after the stylus has left the record groove in order to avoid disagreeable sounds produced by the stylus scratching on the record carrying body beyond the record groove. In particular it relates to means which are controlled in their stopping operation by the member or arm which carries the sound-box.

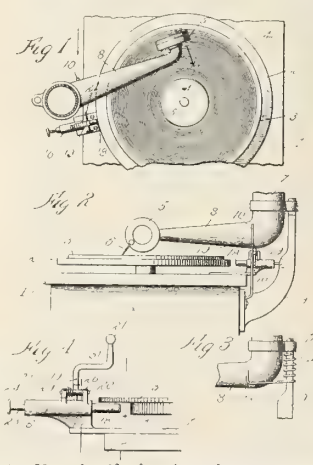
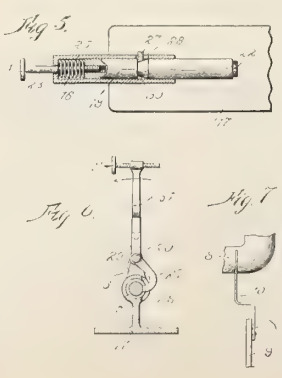


Figure 1 is a plan view of a part of a flat record talking machine. Fig. 2 is a side elevation thereof seen in the direction of the arrow in Fig. 1. Fig. 3 is a modification of the means for yielding by moving the sound-box over the record. Fig. 4 is a side view of the stopping device acting upon the record table after the



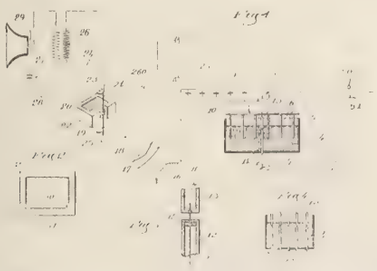
stylus has passed over the record, shown in enlarged scale. Fig. 5 is a horizontal sectional view thereof, in still larger scale. Fig. 6 is a vertical section thereof on line X X in Fig. 4. Fig. 7 is a modification of spring 10 shown in Fig. 2.

METHOD OF RECORDING SOUND-VIBRATIONS. Percy W. Fuller, Boston, Mass. Patent No. 934,600.

This invention has for its object to provide a novel method of recording magnetically sound vibrations so that they may at any time thereafter be reproduced.

It is a fact that when a body containing or coated with magnetizable material is magnetized, the intensity of the magnetism at any point on the body depends on the amount of magnetizable material at this point. This fact is made use of in practicing the improved method, which consist broadly in depositing on a wire, disc or other body, which is preferably of non-magnetizable material, a layer of magnetizable material which varies in thickness at different points along the wire or disc in accordance with the variations of the sound vibrations to be recorded, and then subsequently subjecting said wire or disc to the influence of a magnetic field strong enough to magnetize the magnetizable material to saturation point. Since said wire or disc has a layer of varying thickness of the magnetizable material thereon, the result of thus magnetizing it will be that said wire or disc will have at different points along its length magnetism of different strengths, (this being so because the magnetic strength at any point has a definite relation to the thickness of the magnetizable material on the body at this point,) and the completely magnetized wire or disc will represent a magnetic sound record. When a sound record thus made is passed over the poles of a telegraphone-reproducing apparatus, the sound vibrations thus magnetically recorded on the wire or disc will be reproduced in a well-known manner.

While it is possible to carry out the method in a great variety of ways, there is shown in



the drawing more or less diagrammatically one simple apparatus for accomplishing the desired result, it being understood, however, that the inventor has not gone into detail of the construction of such an apparatus.

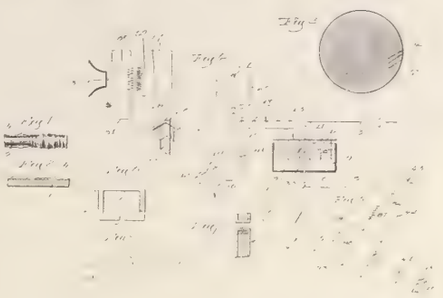
Figure 1 shows diagrammatically one apparatus for carrying out the improved method; Fig. 2 is a detail of a magnet for magnetizing the wire after the magnetizable material has been deposited thereon; Fig. 3 is a detail of the shield for protecting the wire from electrolytic action except at the point where the magnetizable material is to be deposited; Fig. 4 is a section through the electro-plating apparatus on the line x—x, Fig. 1.

SOUND-RECORD. Percy W. Fuller, Boston, Mass. Patent No. 934,601.

There are at present two well-known ways of making permanent records of sounds. One is by making an impression or groove in a body by means of a stylus which is attached to or actuated by a diaphragm that is set in vibration by the sounds to be recorded as is made by a phonograph or graphophone, such as is produced by the telegraphone, and the other is by locally magnetizing successive points of a body by passing said body across the poles of a magnet in which the magnetic flux is varied in accordance with the sound vibrations to be recorded.

The present invention has for its object to provide a sound record which differs from the above-mentioned sound records in that the record of the sounds is represented by a coating or deposit of material applied to a body, which coating or deposit has a characteristic that varies at different points thereof in accordance with the variations in the sound vibrations recorded. Such characteristic may be the thickness of the coating which represents intensity or amplitude of sound vibrations, or may be some other characteristic which represents pitch or quality.

Referring to the drawings, Figure 1 is a view illustrating the principle of the invention when embodied in a sound record applied to a wire; Fig. 2 is a view showing the principle of the invention when the sound record is applied to a body in the form of a disc, both said Figs. 1 and 2 being more in the nature of diagrams than in the nature of actual illustrations of sound records; Fig. 3 is a plan view of a disc having the sound record applied thereto; Fig. 4 is a diagram view showing an apparatus by



which the improved sound record may be formed on a wire; Fig. 5 is a diagrammatic view showing a different method of accomplishing the same end; Fig. 6 is a view showing the operation of permanently magnetizing the wire to form a magnetic sound record; Fig. 7 is a detail of the apparatus shown in Fig. 4; Fig. 8 shows diagrammatically a reproducing apparatus capable of reproducing a sound record when said record is represented by a coating of material having good magnetic permeability.

Referring to Fig. 1, 3 designates the wire or other body on which the sound record is made. The sound record is represented by a coating 4 which is applied to the body 3 and which varies in thickness at different points in accordance with the sound vibrations. Where the body is a wire, the coating or deposit 4 representing the sound record will preferably completely encircle the wire.

This improved record may also be formed on a disc 5, such as shown in Figs. 2 and 3, in which case the sound record would be in the nature of a ridge or line of material applied to or deposited on the disc in the form of a spiral, as shown in Fig. 3. Fig. 2 illustrates a section through the disc, which section is taken along the length of the line of deposit, said figure being for the purpose of illustrating the varying thickness of the coating or deposit 4. The body 3 or 5 may be of any suitable or usual material, but preferably some non-magnetic material, such as copper, although other materials than copper might be successfully used; and this invention is not limited to the use of any particular substance for the body 3, 5. The material of the coating or deposit 4 may also be varied without departing from the invention, although preferably is used either metal capable of being readily deposited by an electro-plating process and capable of being magnetized, such, for instance as nickel, or a metal capable of being readily deposited by an electro-plating process and having good magnetic permeability, such, for instance, as iron.

TELEGRAPHONE. Frederic Schaefer, Wheeling, W. Va., assignor to American Telegraphone Co., of the District of Columbia. Patent No. 934,843.

This invention relates to telegraphones and has for its object the provision of a machine in which the record medium is in the form of a disc rotatively supported and is particularly adapted for commercial work of various kinds, such as the dictation and transcribing of letters, etc.

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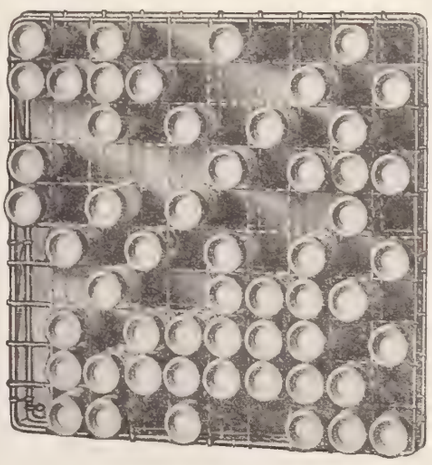

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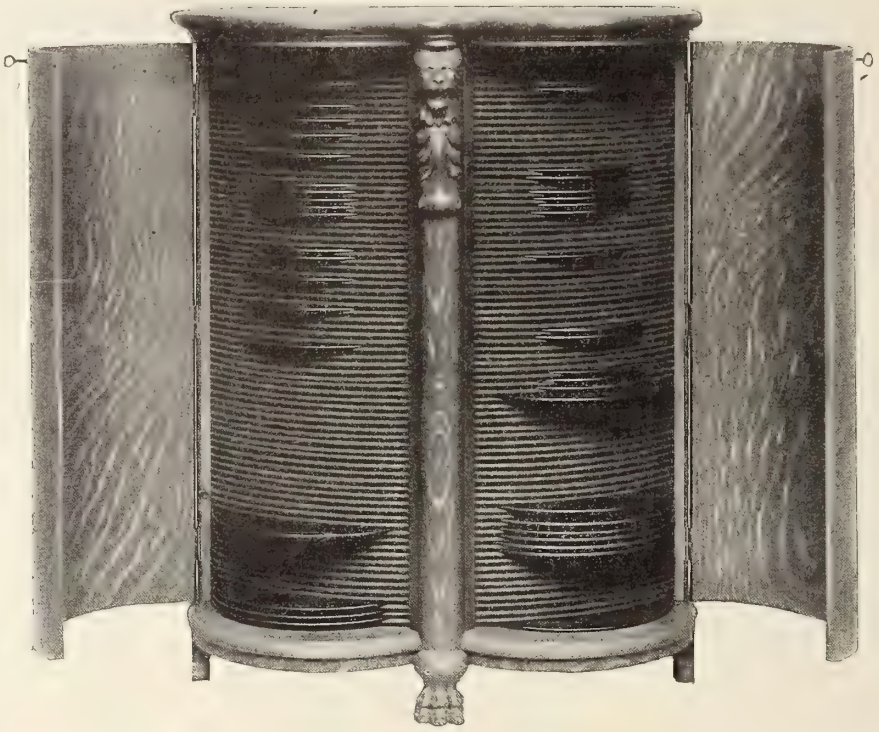

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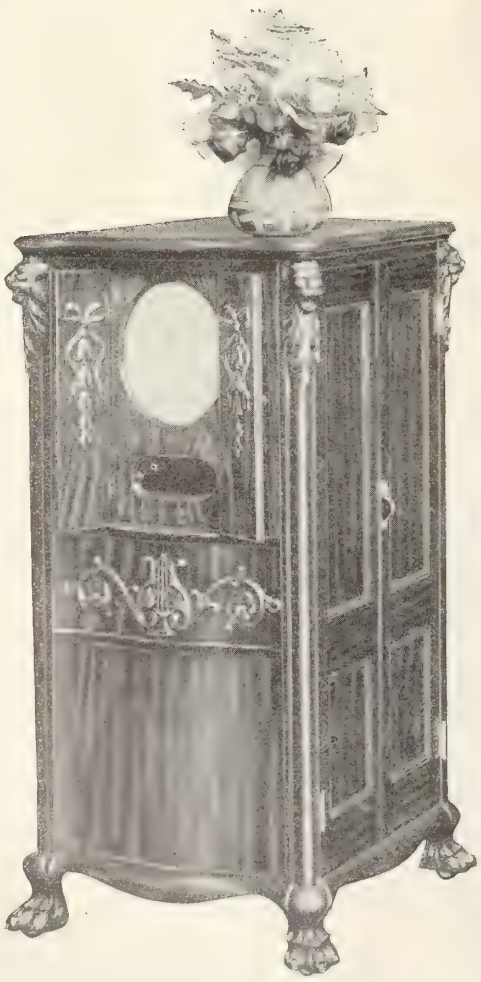

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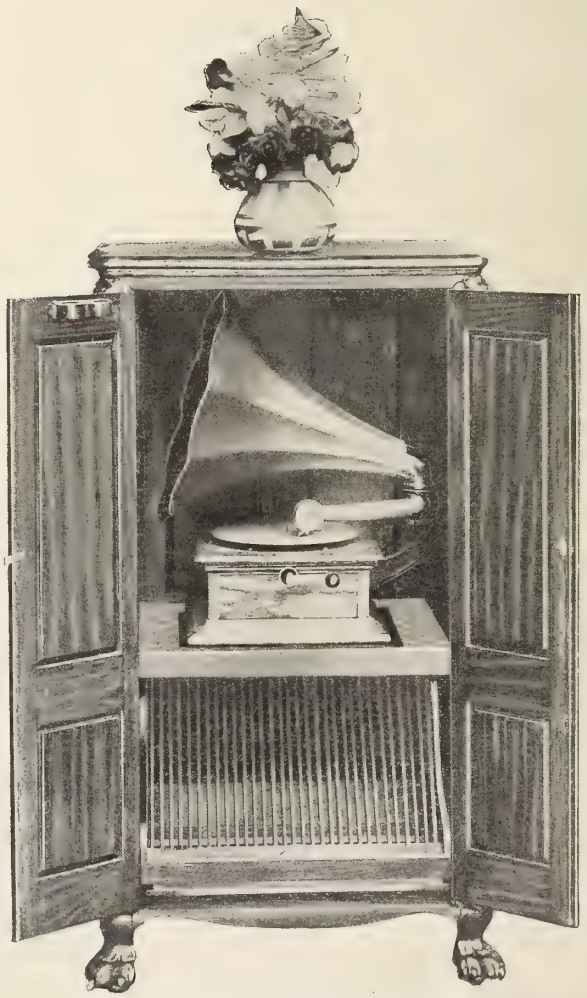
These Cabinets are not "Victrolas," but "BETTER and CHEAPER"

Any size Disc Machine can be used.



SALTER GRAND CABINET, No. 741
Side View, open, showing machine, also sliding Record case. Capacity, 100 Discs up to 12 inch

Leading Jobbers of Talking Machines in America

THE
DITSON
STORES
Trade-Mark

Are delivering the most wonderful TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES.**

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.

Chas. H. Ditson & Co.
Nos. 8, 10, 12 East 34th Street
NEW YORK, N. Y.

J. E. Ditson & Co.
No. 1632 Chestnut Street
PHILADELPHIA, PA.

This is a Columbia year in the Talking Machine business

We are
EXCLUSIVE
COLUMBIA JOBBERS

and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposition.

R. C. SMITH & CO.
Burlington, Vt.

HARGER & BLISH
JOBBERS
VICTOR
EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

BABSON BROS.
19th Street and Marshall Boulevard
CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Southern Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of
Columbia Double-Disc and Indestructible Cylinder Records and
Columbia Disc and Cylinder Graphophones

Write for offer. All orders filled the very day received.

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY
EDISON PITTSBURG, PA. VICTOR
"If it's made we ship it the same day order is received"

EXCLUSIVE COLUMBIA JOBBERS

ORDER WHAT YOU WANT
WHEN YOU WANT IT
We Can Deliver the Goods

KRAEMER & GOSORN
NORFOLK, VA.

Try Our Hurry-Up Service

on VICTOR, EDISON and REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

EXCLUSIVE
Columbia Jobbers

¶ Columbia Double-Disc Records. Columbia Indestructible Cylinder Records. Columbia Disc Graphophones. Columbia Cylinder Graphophones.

Orders Filled on Time—all the Time

PORCH BROS.
242 Franklin Street : Johnstown, Pa.

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.
The best service in IOWA

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Exclusive Columbia Jobbers

¶ Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

LUDDEN-CAMPBELL-SMITH COMPANY
Jacksonville, Florida

Exclusive
Columbia Jobbers

We Carry the Full Line.
COLUMBIA DOUBLE-DISC RECORDS
COLUMBIA INDESTRUCTIBLE RECORDS
COLUMBIA GRAPHOPHONES and SUPPLIES
PROMPT SERVICE
Exclusive Territory Assigned

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.

COLUMBIA
JOBBERS

Complete Stock Prompt Service
Dealers Wanted
Write To-day

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE RETAIL

941 MARKET STREET

JOBBERS Edison, Zonophone

DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy CHICAGO

Mr. Dealer

WE ARE

COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

Edison Phonograph Distributors

for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND

JOBBING HEADQUARTERS

EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street - - BOSTON, MASS.

Daynes-Beebe Music Co.

45 Main Street
Salt Lake City, Utah

Send your orders to us and you are always sure of quick action. We are

Exclusive Columbia Jobbers

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines and RECORDS Wholesale and Retail

Largest Stock in the South

C. B. HAYNES & CO.

EDISON JOBBERS

ALL SUPPLIES

603 East Main St., Richmond, Va.

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

Jobbers of EDISONS AND VICTORS

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.

Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

COLUMBIA JOBBERS

Place your orders with us for

Columbia Double Disc and Indestructible Cylinder Records

Columbia Disc and Cylinder Graphophones

We carry the full line and are exclusive Columbia Jobbers. Exclusive territory assigned.

DUVALL MUSIC CO.
Bluefield, W. Va.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

EXCLUSIVE JOBBERS

for

COLUMBIA

GRAPHOPHONES and RECORDS

Orders filled the day they are received. Complete stock.

If it's in the catalogue, *we have it.*

Maine Phonograph Company

PORTLAND, MAINE

Controlling State of Maine and portion of New Hampshire

PERRY B. WHITSIT CO.,

PERRY B. WHITSIT L. M. WELLER

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned. : : :

KIRK, GEARY & CO., Sacramento, Cal.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines and Records.

FINCH & HAHN,

Albany, Troy, Schenectady.

Edison Jobbers and Victor Distributors

MACHINES and RECORDS

Complete Stock Quick Service

Every Jobber

in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the

November List

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY

EDISON JOBBERS

WHOLESALE EXCLUSIVELY

We Follow the Golden Rule in all Our Dealings

VICTOR DISTRIBUTORS

C. A. RAY, Mgr., TALKING MACHINE DEPT.

The Talking Machine World

AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, OCTOBER 15, 1909

THE USE OF PRICE TICKETS.

Veritable "Silent Salesmen" Help to Increase Trade—Obtain Attention of Customers.

Every retail store uses some price tickets. A few stores use many price tickets. Not one retail merchant in a hundred uses enough price tickets. The average store does not use one-tenth as many as it ought.

No store uses "enough" until shoppers can tell the price of every article without having to ask the question. The purpose of price tickets is to interest people in other goods than those which they have decided to purchase.

A dealer who has used price tickets quite consistently says it has saved him the cost of an extra clerk in his store.

The average customer who has plenty of time on his hands likes to wander around a store and look at the various things that interest him. Sometimes he sees an article which he fancies. He examines it and in a few minutes he knows everything about it but the price, for it is not marked. As yet the decision to buy is not strong enough to induce him to ask the price, so he just lets it go. A possible sale has then been lost.

Customers will invariably go to a counter where goods are displayed with a price on them. They see a sign, "Anything on this counter for 50 cents," and immediately they want to see what they can get for 50 cents. Often they will pick up articles and sell it to themselves without any effort on the salesman's part. It is the price card, mostly, which is responsible for the sale.

MEDIUM PRICED WATCHES.

One of the Most Desirable and Profitable Side Lines for the Talking Machine Dealer.

One of the neatest and most desirable articles that can be carried as a side line by the talking machine dealer is the popular-priced watch. The ease in which this specialty lends itself to attractive display without unnecessary trouble is but one point in its favor. When these watches are carried the dealer appeals to an exceptionally large audience, composed of people in every walk of life. Popular-priced watches are carried by everyone. It is not an unusual sight to see a well-groomed person withdraw a nickel watch from his pocket, while across the street a baker's errand boy might be carrying the same priced timepiece.

The inference is obvious. The medium priced watch gives universal satisfaction, hence it finds a ready sale.

SHORTAGE OF VIEW POST CARDS.

The World is advised from an apparently authoritative source that there is a noticeable shortage of view post cards at the present time in New York and vicinity. Meanwhile manufacturers of post cards must have been aware that before the tariff went into effect over fifty per cent. of the view cards were of German manufacture. The fact was also obvious that view cards were and are becoming more and more popular. It seems strange, therefore, that provision was not made for the inevitable.

THE ART OF MIXING.

How It Helps the Merchant to Extend His Personal Acquaintance—A Gift That Pays Big Dividends.

Many men stick too closely to their stores. They do not get out and "mix" enough and fail to fully appreciate the wants of their neighborhood. An excellent idea for country dealers is to attend auctions, and that in doing so they learn what people want and get acquainted with the farmers of their vicinity from whom they must seek trade.

Dealers should make themselves prominent at all public gatherings and never fail to let the people know in what business they are engaged, says the "Traveling Man." The trick of making acquaintances easy is a great acquisition, especially for retail merchants or salesmen. It is a gift that rightly used pays big returns. There are men so constituted who will get on a railroad train for a fifty-mile journey and will know all the men sitting anywhere near them before they leave the car. You've seen them and noted that they are generally bubbling over with enthusiasm about their business. There are others who rather icily hold themselves aloof from their fellows and wait for advances which seldom come. Of course, there is a limit, but generally it is the man who isn't backward about butting in when an opportunity offers, or who has the ability to create an opening for himself, who has the biggest line of customers. Make all the personal acquaintances of a desirable nature possible. It's good advertising and equal to money in the bank.

FILM PRESERVER DISCOVERED.

Brazilian's Solution May Increase Photographic Trade with United States.

Vice-Consul Tarleton B. Taylor writes that a representative of an American photographic company, recently in Bahia, after studying the climatic conditions of Brazil, has found a chemical composition which, when added to the regular developer, counteracts the bad effects which the tropical climate has on photographic papers, plates and films. Mr. Taylor's details follow:

"The representative claims that photographic papers, plates, and films that heretofore have been guaranteed for one year only in Brazil can on account of this discovery be safely guaranteed for three years. I have seen him work with developing papers which had been in this climate for four years and were considered useless by a photographic supply dealer in Bahia, and which, when placed in the regular developing solution, turned black before the picture appeared. When the extra chemicals were added they seemed to retard the oxidation formed under the severe climatic conditions, and brought out the exposed picture as well as if the developing paper had been only six weeks in this climate.

"This discovery will, without doubt, greatly increase the sale of American photographic materials in this country, because this chemical composition will not aid European products on account of the use of strong chemicals for preserving the emulsion of their plates, papers, and films, the decomposition of which, when started, cannot be stayed by this new discovery."

BRIEFNESS IN ADVERTISEMENTS.

Readers' Time Valuable and They Do Not Want to Spend It Reading Unnecessary Words—Few Words Will Describe Many Goods.

Other people are, or ought to be, just as busy as we are, and it is but a point of fairness to suppose they are, no matter whether they are farmers, or mill people, or what-not. When we are busy and someone appears with a something or other to which he wishes to call our attention, we are always anxious and sometimes insistent that he shall be brief and to the point in his talk, that we may be convinced one way or the other without needless delay and distraction from the thing in hand. And right there is the point where we need to have care regarding our own conduct in calling attention of others to what we may have to offer for their consideration and purchase.

The advertising of our wares is always a problem; we are puzzled as to when we have said enough and are not always sure we have not said too much. There is a limit to terseness and condensation, but the limit is seldom reached when we are able to state facts. The simple facts regarding the goods are the only things which the public cares about and the public never cares to wander through a maze of needless words in order to get those simple facts. Too much "gab" is as easy and possible in the advertisement as behind the counter and a possible sale is as readily spoiled by too many words in the advertisement as too much talk behind the counter.

If there be a special reason for the sale or the offer of goods made, there is a good place for an introductory talk, says an authority, but that talk should be an explanation and not a great collection of words and phrases. To say it all briefly is interesting, to be verbose is distracting to the reader. The descriptions of goods need no more words than will tell of their points and merits. Why should valuable space be used to afford a setting for unnecessary words? To be able to tell enough in a few words is a real accomplishment in a speaker and of inestimable value to a writer of an advertisement which is perforce nothing more than a talk to busy people about something not yet theirs and therefore not yet very interesting.

The H. Hagemeister Company, of 41 Warren street, importers of post cards, have been adjudged bankrupt by the U. S. Court, Third District. The business is being carried on at the present time by a referee appointed by the courts.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, OCTOBER 15, 1909

SYSTEM IN BUSINESS

As Necessary as a Compass to the Mariner—Where System Is Needed and Some Excellent Suggestions on the Subject.

Business without system is like a ship on the ocean without a compass; no one knows which way it is drifting. Some of the fundamental laws of system are:

1. The art of keeping all departments of the business enterprise in good running order, as regular and as smooth as a faithful clock.

2. It is keeping your store and shelves in such good order that at a moment's notice an article can be produced.

3. In buying goods know exactly what you have in stock, and especially what you should not buy. Buying goods that are not needed is the contributive cause of over-stock.

4. Your correspondence requires system. You are using system when you can lay your hands within five minutes on any letter written or received or any order shipped during the year.

You follow system when you can see at a glance the voucher of every article in the store, where it came from, what it cost, and what it sells at. The jobber can keep books for this purpose. The retailer can write it in small figures on the tag of each article.

When you have a little book in your vest pocket in which you write down, as soon as the thought comes to you, everything you want to remember. Such a little contrivance is a great relief to an overtaxed brain, because you don't need to worry about some important matter being forgotten. When you know, at the end of each year, exactly how much profit you have made, or how much money you have lost in every department of your business. If one department does not pay throw it out.

When you know every three, six or twelve months whether a traveling salesman makes or loses for the firm. In the latter case the place must be filled by a better man.

When, daily, you can see at a glance how many goods of a certain number is sold, how many are in stock and how many are ordered.

When you can ascertain in a moment what kind of goods sell and what kind do not sell.

When every employe is in his proper place, knows exactly what his duties are, and does not interfere with anybody else.

When you can every moment open your ledger and point out exactly how much expenses you had, how many goods have been sold, how much money is outstanding and how much you owe.

When not a thing can go out of the store without it is properly examined, counted, checked off, paid for or charged.

When the smallest articles, as wrapping paper, twine, ink are charged to the expense account and added to the cost of the goods. Not to forget interest on capital invested, which many merchants do.

In merchandising there are two very essential things—buying and selling. The old saying is, things well bought are half sold, but there is no doubt that how well you may buy them, you do not get any returns until you sell them. If you purchase too many simply to get them cheap, you had better pay more and sell them oftener. I would put the selling above the buying for the average dealer, and state that in my opinion if he is unable to look after both carefully, he would better leave his buying largely to some conscientious jobber whose interest it would be to see that he had the right goods in the right quantities, and at the right place, and then push his sales.

"'Tis sales that move the wheels of business." The same elements that make success in any undertaking are essential in selling goods—viz., knowledge, confidence and enthusiasm. Knowledge of yourself and knowledge of your goods; confidence in your goods and in your ability to favorably introduce those goods to your friends—your customers, and enthusiasm born of that knowledge and bred of that confidence.

I place first knowledge of yourself. Self-appreciation stands at the top. I mean by that, self-appreciation, know yourself, develop the strong points and overcome the weak ones. That is what I mean by knowledge of yourself. Build yourself up. You should have a knowledge of your goods, how they are made, how constructed, and who makes them, and why one factory's goods are better than the other's, and why you believe they are better. Also cultivate appearance and attitude, for first impressions are lasting ones. There is a sermon in every line, and there is a sermon in every one of those points.

You should also know how to approach people, in order to make them see as you see, and think as you think regarding the merchandise being shown. The purest Anglo-Saxon is more convincing than effort at oratory.

First, prepare the way by getting the attention of the customer. This is done largely by judicious advertising and attractive display; then a conscientious showing of the goods (not your ability, or your oratorical powers, but your merchandise), thereby creating an interest in them. Interest naturally leads to desire, and then close the sale.

Confidence in the goods is necessary, as the customer must see that the salesman is sincere, or no amount of talk will avail. The manners and general appearance may create the confidence of the customer in the salesman and therefore in his goods. The salesman's interest in the goods is soon transferred to the customer, and he likes the goods because you do; and in order to keep the confidence you have won you must at all times be honest with your customers, and you can do this by being at the same time honest with yourself, and honest with your house.

Under enthusiasm I would speak of loyalty—loyalty to the interest of your customer, and above all, the house you represent. If you are not in love with your business get out of it, and the quicker the better. There is not a man now reading this article but what can make a good living in any undertaking which he seeks to enter. If you are not in love with your business, and do not believe in the goods you sell, and your ability to buy the right kind of goods and successfully introduce them to your customers, then get out of the business. You must have enterprise and loyalty.

If you cannot speak a good word for your employer, get a new job, and do it now. If you are working for yourself, and you are down and out with yourself, just quit your business, sell out, and travel around for a year and rest up; quit smoking, and eat more beefsteak, and as soon as you are full of ginger and vim then start out right.

You must have perseverance. Perseverance means energy—not genius; labor—not love; perspiration—not inspiration. Keeping everlastingly at it always brings success in any undertaking.

The real difference between men is energy. As S. A. Sanderson writes in the Sporting Goods Dealer, a strong will, a settled purpose, an indomitable disposition to go ahead and succeed is the real difference between great men and little men.

You want to be sincere in your business. Honesty above all things is essential. When you tell a person a thing you yourself want to believe that it is actually so. If it is not true do not say it. Stand back of your statements; if you recommend an article higher than you ought to and the customer brings it back, give him a new article and do not ask any questions, or make him feel that he has encroached on your rights.

How is a person to create another's interest in an article unless he is first interested in it himself, unless he knows about the article; how can he expect to intelligently present his case, and how can he expect to close the sale unless he is really enthusiastic in the presentation of the case, and yet many customers in our stores are actually obliged to sell the goods to themselves, simply because of the diverted and divided minds of your salesmen.

The lack of concentration is a sale killer. The clerk who is thinking backward to the baseball game of yesterday or living in anticipation of the dance to-night is in no condition to sell goods. Forget those things and keep your mind riveted upon your business.

LATEST CUSTOMS RULINGS.

Duty is Reduced on Some Lines of Pictorial Postcards.

In a decision by I. F. Fischer, the Board of United States General Appraisers partially sustained protests filed by Fillman, Lee & Happel and others of New York, regarding the classification of pictorial postcards.

The cards were held for duty at the rate of 25 per cent. under the provision in the Dingley tariff for "printed matter." This classification was opposed by the importers, who alleged specific rates of duty as "lithographic prints." The board finds that a portion of the cards are printed from metal plates or by other processes not lithographic. These goods are allowed to come in as claimed, although other cards are held dutiable as assessed by the Collector.

MANY MEN DO NOT CONSIDER

It Oftentimes Doesn't Pay to be Too Busy—Brain Mustn't Get Clogged.

Earnestness and activity in business is a good thing, but it doesn't pay to be too busy. Unless a man has some time to think in a natural way about things in general he loses a great measure of mental growth. It is well to be active—a wholesome thing for every faculty of the mind. But as trees and flowers need both periods of rain and periods of sunshine, so men need to be sometimes busy and sometimes able to stop and think. Quiet thought is refreshing to the busy man.

A great many men in business do not at all appreciate this fact, however commonplace it may seem. They drive themselves or let themselves be driven by their work all day long, day in and day out, year in and year out. What time they have away from their work is often spent in an endless round of social and pleasurable activities, leaving practically no half hour without its impending purpose, no time to stop and think and set their minds in order, no time to reflect or to let the mind act from impulses other than the purposes with which it is being driven continuously. Such a man's mind gets into a whirl, revolving in a very small orbit, and making him oblivious to greater themes that lie wholly outside of the limited circle of his own strenuous activity.

On a strictly business basis, this does not pay. It deprives the man of thoughts and ideas that might open up new opportunities of immeasurable value to his work. Whatever clogs up thinking retards progress.

LOWENBERG'S ANNUAL BUYING TRIP.

Martin Lowenberg, of E. J. Samson & Co., manufacturers and jobbers of postcards and novelties, sailed on the Kaiser Wilhelm the 28th of last month. Mr. Lowenberg will be gone about three months. This is his annual buying trip abroad and he will stop at all the important novelty centers, collecting salable articles for the Samson firm.

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, $5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from $5.00 to $7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at $6.50 up to elaborate sets with everything the most fastidious shaver could desire at $50.00. Especially sought for gift purposes.

Ask us about special display cases with initial order for one hundred dollars' worth of razors. Or write your jobber without delay.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

MOVING PICTURE MEN LOSE.

Justice Giegerich Refuses to Issue Injunction Against the Police.

Supreme Court Justice Giegerich handed down decisions, October 5, denying applications for injunctions in twelve suits brought by proprietors of moving picture shows against the Mayor and Police Commissioner. These suits were all brought when General Bingham was Commissioner, and asked that the police be restrained from closing up the shows on Sunday and from arresting the officers and employes for any other cause than a misdemeanor.

Justice Giegerich says of the allegations of threatened arrest that a study of the authorities convinces him that it is immaterial whether the police threaten arrest on the ground that it is unlawful for the places to keep open on Sunday, because under the stipulation by which the licenses have been issued the shows are to run only on week days, or because, under the penal statutes, it is unlawful to conduct such exhibitions on Sunday at all.

The court cited the decision of the Appellate Division in the suit brought by the Eden Musée for an injunction, in which the higher court said that a court of equity should not issue an injunction restraining a police officer from performing what he thought was his duty, even on the theory that the police officer was mistaken in his conclusion that the act complained of was a crime. The court held in this case that the remedy is an action at law against the police officer.

Justice Giegerich refers to the affidavit by Mayor McClellan in opposition to the injunction applications, which says that because of numerous complaints with respect to the conduct of moving picture places he formulated a new rule regarding their operation and required that those who got the licenses should agree not to run their shows on Sunday.

THE VALUE OF BARGAIN SALES.

Attract Trade When the Low Prices Are Genuine—Should Not be Featured Too Strongly at Expense of Regular Stock.

Bargains are fine things with which to attract trade, especially when they are real bargains—that is, goods of real merit offered at unusually low prices, but bargains are not what the merchant depends upon for the greater part of his profits. It is sometimes easy for an inexperienced merchant—and sometimes for old and experienced ones—to offer so many bargains and feature them so strongly and attractively that his customers, and other stores' customers, flock to buy them, but are so taken up with the bargains that they do not pay any attention to the more staple goods upon which the merchant relies very largely for his profits. In that case, the merchant is very likely to find that too many bargains, featured at the expense of his good, substantial profit payers, are dangerous.

A certain great department store in one of the largest cities of the country struck a terrific gait some years ago, using great double-page advertisements in the newspapers devoted entirely to a remarkable offering of exceptional bargains which were advertised as reductions of 33⅓ per cent. from regular prices. A few old and expert merchandisers shook their heads and predicted trouble; they said that the store could never keep up such a pace.

The people flocked to the store and snapped up the bargains as fast as they were offered, but the regular lines lagged and were neglected. Pretty soon people began to "get wise" to the fact that the offerings did not really represent a reduction of 33⅓ per cent.—that is, the prices were not 33⅓ per cent. below the prices asked for the same goods in other stores—and they were not, because the big store could not keep on securing the goods to sell at the prices it advertised.

DETERMINED TO ADVANCE.

The Man in Business or Social Life Who Has Definite Aims in Life and Who Pursues Them with Character as a Basis Will Win Out.

The very reputation of having an ambition to amount to something in the world, of having a grand lift aim, is worth everything. The moment your associates find that you are dead in earnest; that you mean business; that they cannot shake you from your determination to get out in the world, or rob you of your time or persuade you to waste it in frivolous things, you will not only be an inspiring example to them, but the very people who are throwing away their time will also admire your stand, respect it and profit by it, and you will thus be able to protect yourself from a thousand annoyances and time wasters and experiences which would only hinder you.

In other words, there is everything in declaring yourself, in taking a stand and thereby announcing to the world that you do not propose to be a failure or an ignoramus; that you are going to take no chances on your future; that you are going to prepare yourself for something out of the ordinary, away beyond mediocrity, something large and grand. The moment you do this you stand out in strong contrast from the great mass of people who are throwing away their opportunities, and have not grit and stamina enough to do anything worth while, or to make any great effort to be somebody in the world.

The very reputation of always trying to improve yourself in every possible way, of seizing every opportunity to fit yourself for something larger, better, grander, is an indication of superiority, and will attract the attention of everybody who knows you. It will win you recommendations for promotion, which are never won by those who make no special effort to get on. Lincoln was so hungry for an education, so anxious to improve himself, that everybody who knew him felt a real interest in him, and was anxious to help him. Most people are eager to help ambitious people who are trying to do something and to be somebody in the world. They throw opportunity and advancement in their way whenever they can. The very reputation of being ambitious—an earnest, thorough worker—is a splendid capital to start out with. It gives confidence and credit. It not only makes people admire you, but it also makes them believe in you.

LEADING THE SIMPLE LIFE.

A $75,000 automobile rolled through the $60,000 bronze gates and up the $35,000 winding avenue to the $20,000 marble steps.

Descending from the machine, the billionaire paused a moment to view the smiling $500,000 landscape.

Across the $90,000 lawn a $125,000 silver lake lay speeling in the shades of early evening, and beyond it rose a lordly $80,000 hill, whose crest, cloaked with forest at an expense of $200,000, glowed in the last golden rays of the setting sun.

The billionaire sank luxuriously into a $2,000 ivory porch chair and rested his feet on the rosewood railing of the $160,000 veranda.

"It is pleasant," he observed, "to get back to Nature once in a while. After the cares and worries of the business day, I certainly love to run out to this quiet little $60,000,000 country club of ours and taste a bit of simple life. It is good to keep in touch with the soil, for what is man but dust, after all?"

Feeling restored, he passed in through the $400,000 doorway to his $1,500 dinner.

VALUE OF THE LOCAL NEWSPAPER.

Often Underestimated by Merchants—A Valuable Business Ally.

Many a merchant would be astonished if he knew how many people "size up" a town by the local newspaper. A live newspaper in a community is read by the people, ads as well as local news items—the whole family read it. If the merchants of a community will educate the people to look for their announcements in the newspaper, more and more people will read the paper and greater will be the returns. Stand behind your newspaper and push it, but not against the wall. A live and progressive newspaper will help every merchant in that community. If you have a store and property interests, the more reason you should help them, for by pushing their business your own will go forward. It does not prove anything if you run an ad once or twice and don't get results anticipated; keep at it and things will come your way. If the editor or publisher is any kind of a man he will be fully alive to his opportunities. Mail order or any other kind of competition will not bother you.

Money is not made by manual labor alone these days. A living will be the portion of the man who only toils with his hands, but fortune waits for him who uses both head and hands judiciously.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

WHY SIDE LINES PAY.

Bring New Customers to the Talking Machine Dealer Wherever Tried.

An interesting story is told by a novelty salesman who has just returned from a business trip.

In a certain western town he called on two talking machine dealers and succeeded in getting a nice order from one of them. The other merchant treated the salesman to a lengthy impromptu address on the reasons why side lines would not pay. The salesman gave him up in despair and left without his order. This happened on a previous trip.

He stopped off in the same town on the trip he has just returned from and reports that now there is but one talking machine dealer there. Incidentally the remaining one carries side line goods.

The same salesman tells one of another town. He called on a dealer and was told that the goods could not be sold at all in that place. The retailer went as far as to say that he had made a study of local requirements and spoke authoritatively.

Two blocks away the drummer saw the complete line of his principal competitor and was told when he called in that they were the quickest selling goods he had ever carried.

REACHING NEW FIELDS.

How the Advertiser Can Be Benefitted by Publicity in the World.

About the knottiest problem confronting the advertising manager to-day is how to reach new, undeveloped fields of business that promise to yield a harvest of orders if cultivated.

The wily advance agents of a circus sizes up a new town with a keen eye and can tell immediately whether his show will pay there, and part of the advertising manager's duty is to keep his eye on the business horizon and be ready to grasp the opportunities that appear from time to time.

The Talking Machine World offers to manufacturers of articles that can be handled as side lines by the dealer, the greatest opportunity they have ever had to increase and broaden their business.

Monthly thousands of talking machine dealers, the cream of the trade, are reached by this paper, and it is not hard to perceive what an excellent advertising medium it makes.

The field is new for the greater number of manufacturers of specialties. The opportunities for quick and large sales are particularly favorable. The trade appealed to have money and are unusually progressive. Therefore everything is in favor of these manufacturers reaping a bountiful harvest. Need more be said?

SOME FORCEFUL MAXIMS

Scattered Around in a Large Rochester, N. Y., Factory for the Perusal of Employes—Some Good Solid Business Sense in Paragraphs.

A visit to the factory of the Pritchard-Strong Co., Rochester, N. Y., is always interesting, because of various maxims, bearing consecutive numbers, which are scattered around. Each one is brief, to the point, and forceful. They are the work of Mr. Pritchard, and convey so many good ideas that they are worth close study on the part of talking machine men. They read:

If you want to be successful, attend to business.

It's the man who's up and doing that comes out on top.

Quality first; speed afterwards. Don't hurry 'til you're sure you're right, then "Johnny on the spot."

Remember that we must work together in order to get the best results. Boost where you can; don't knock.

Never mind the other fellow's job. Your own is sufficient for you, and your firm will notice your improvement.

Blue Monday spoils your week as well as ours. Let's have every day better than the one that has gone before.

We won't forget you if you're pushing for front rank honors, and don't forget us.

Help us all you can, and we are bound to help back.

You must push hard and steadily to succeed in anything.

Lack of interest means lack of success—both for you and us. Competition will then kill us.

Wasted time is wasted money, yours and ours.

Only a fool is easy—the soldier hard and stern—the latter wins battles and is remembered, the former soon drops out of sight.

Be a good engineer—try to make time—at the same time remember that quality counts.

There is plenty of dignity and respect and responsibility in every job. Your job is what you make it.

Let's be a happy family together, not merely employers and employes—but all workers for the best that is in us. It's the only way we can get ahead of competition and makes us all feel better. The world knows us by our work.

Let's make the best goods in America. Reputation, after all, is the only thing that endures.

Never mind pay day—we will attend to that for you.

Industry always beats idleness. There is no goal it cannot reach.

You want the best salary you can earn. We want your best efforts so we can pay it.

Keep your character as well as your body strong—strong characters are always in demand at a good price.

It is a fine art to do uniformly good work—we want only the best.

Kind thoughts, kind words, kind acts and a shoulder to the wheel all together, will bring the best success for all of us. The race is won!

Let's start and stop at full speed. Lost time is lost money for somebody—that's all of us.

CUT OFF USELESS STEMS.

In Business, as in Everything Else, It Pays to Eliminate the Things That Don't Count.

Eliminate the things that don't count. Put all your strength into the things that do. That's the way to make a real success in any line. In a florist's shop I saw a vase of great shaggy chrysanthemums. My thought flew back a few years to the small and insignificant chrysanthemums we had then, not much bigger than a daisy, but with a great many stems and flowers on one plant. Now, we have bigger ones than were even dreamed of then. It was found that by cutting off some of the branches and forcing all the growth into one stem it would produce a splendid flower worthy of the admiration of all.

Many persons wonder why they don't amount to more than they do. They know they have good stuff in them, that they are sincere, energetic, persevering, and have ample opportunities. But they feel that they are not making satisfactory headway in any particular line. Let them trim some of the useless branches. The men who have made the real successes have done so, and have thrown the whole force of their lives into the development of things that were essential to the kind of success they desired. They have not prided themselves on the number, but on the quality of their branches. They have not dissipated their time by taking part in every byplay that claimed their attention, but have cultivated the main stem.

—W. D. Warren.

GOOD SIDE LINE FOR "TALKER" MEN.

With commendable enterprise, the Arctic Novelty Co., 30 West 32nd street, New York, have put on the market elaborate alabaster statuettes of Dr. Cook and Commander Peary, as well as one of a Polar bear and also an Esquimau boy. These miniatures are finished in shaded ivory effect, are very finely modeled and can profitably be retailed for 75 cents. A sample dozen, assorted, can be procured by sending $6.00 to the firm at the above address.

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

Wilcox and White Company

MAKERS OF

PIANO PLAYERS **ANGELUS** PLAYER PIANOS

MERIDEN CONNECTICUT

"GOOD WILL" HARD TO DELIVER.

Better Work Up Your Own Says Hollis W. Field in the Worker's Magazine—Some Forceful and Pertinent Observations.

"Yes," quoting the proprietor of shop or store, "everything is for sale—stock, lease, furniture, fixtures and good will!"

But does the average investor appreciate that one of the most difficult of all the valuable assets of an established business to deliver to the purchaser at any price is that intangible "good will" of a business?

It is conceded that any business long established on successful lines must have its distinct good will asset. The measure of its success is the measure of its attendant good will. But this good will has been built up altogether by another management than that of the new purchaser. In putting a price upon it the seller virtually is attempting to sell to the purchaser a proprietary right to the trade of his old customers.

"I'm going to sell out to a new man," he explains to this customer, "and he's counting upon you to continue to trade here as you have been doing for so long."

Is anything more easily natural to thousands of people than a mental "Oh, indeed! Is that so?" and at once for the person to decide for himself that thereafter he purposes buying almost anywhere else in the county? Will the proprietor who is selling out attempt to measure just what proportion of this good will he is able to deliver? Will the purchaser attempt to gauge just how much of it he may expect for his money?

Purchaser Overlooks Many Things.

Too often the purchaser of such an established business counts far too much upon the good will asset. He is disposed at first thought to think of the place as having a "rousing trade." He takes this for granted as easily as he considers that the business carries a large stock. He forgets altogether that in taking over the business it is more necessary for him to take invoice of himself with reference to holding this trade and good will than it may be to take an invoice of the stock itself. A certain amount of money will buy a similar stock almost anywhere in the market; often all the money the business man may wish to have is insufficient to command trade.

In many cases where a small neighborhood business is involved the personality of the proprietor has been the strongest factor in building up a good will for his establishment. This particular individual has been a good "mixer." He is in sympathy with the local atmosphere which surrounds him; he has established pleasant social relations with his customers. Some unusual circumstance in his life there may have given him opportunity for emphasizing his personality to a neighborhood.

Whatever this personal hold upon his patrons, in that degree it must come as a disappointment that he should sell out and leave his business to the stranger. To the extent that his successor differs in his personality the successor may count upon the old customers remarking, "What a change in the place!" That first impression of change must be most marked in the individual successor himself.

Problem One of Retention.

It is just here that the purchaser relying upon the intangible good will of a purchased business should take stock of himself and look to the ways and means by which the former proprietor has built up this good will. The problem of the successor is not so much paying the price for this good will as it is to retain that good will after it has been acquired by purchase. It is absurd for a purchaser to imagine that this asset, under a new management, is to continue as a matter of course. In one way and another it has been carefully nurtured by the good business man who has built up the business. Whatever the methods to that result, they must be continued perhaps in stronger measure than before.

As a good business venture it is impossible that a purchaser should expect to succeed to a good will based on the personality of a man wholly different to himself. It is preposterous that a sober, silent, diffident man should succeed to the good will of a business built up by a typical good mixer with knowledge of human nature and possessed of the tact and diplomacy to carry him through.

Often the matter of nationality is of enormous consideration in such a trade. Especially in the larger city neighborhoods where some one nationality largely is represented in the population, the business man builds upon this nationality line. If his successor shall be of another race it is almost impossible that he should hope to succeed to a business good will.

Day's Sales No Criterion.

While this asset of good will may be the greatest factor in a business, at the same time it often is mistaken by the enthusiastic purchaser who finds a proprietor inclined to trade upon it and bring it forward as something worth the expenditure of money. To this end the proprietor of the business most often points to the average sales of the business. As a matter of fact, the magnitude of a day's sales may have the least bearing upon good will. It may be that the site of the business is such that no other competitor is in easy reach. Customers by scores may buy there always under protest.

Looking over a neighborhood and inquiring into the standing of the lone house with the big trade, the discovery that its proprietor is unpopular with the resident population may be the strongest encouragement for his opening a business in competition upon the nearest corner. He determines that the existing house has no element of good will within it; he feels that he knows how to make this good will appeal to logical customers—and his venture is based upon this fact.

Again, good will as an asset of a business is a questionable investment, its promise depending not a little upon the honesty of the man who has worked it up. Often a gullible purchaser, satisfied of a good will asset, pays a fancy price for the intangible property only to discover later that the "retiring" head of the concern has become dissatisfied with his location, stock and fixtures, and has sold out only that he may open anew just around a corner, where he can maintain his good will hold upon his old customers.

"Good reasons for selling," is one of the old exactions in such a trade, but for the plausible man prepared to bank upon a good will sale these reasons may be framed most attractively to the purchaser, who has visions of a new and paying business already on its feet. A wife or child in bad health and needing a change of climate—a farm left to the proprietor through the death of his father—"reasons" are easy.

One phase of this good will asset traded upon largely in Chicago in the past has been the new apartment building, for sale by the contracting builder, and already fully tenanted.

To the uninitiated purchaser, often from some rural community at a distance, a new flat building built to sell and every apartment filled with dressy furniture belonging to respectable-appearing tenants bound by a year's lease holds out to the purchaser a vision of the easiest kind of money. Yet in times past it has been found that builders of these new apartments virtually have had tenants under lease to themselves, promptly to fill up a new building for this purpose of sale.

In contrast to this good will bait so often used as a confidence game is the sale of a business in which the new proprietor is quick to make plain to every passer in the street that "This Place Has Changed Hands!" This notice most often is served in large letterings upon the public from the front of a saloon, but often from the Chicago restaurant front.

Starts With Clean Slate.

Here the new proprietor gives evidence that he has made a bargain purchase in which the absence of any evidence of good will of the former management allows of his offering new attractions to new customers. He announces, in fact, that not having been taxed at a premium for good will built up by a former proprietor, he is prepared to start in with a clean bill and attract the good will of the business to himself.

"You must have been dissatisfied under the old management of this place," is the interpretation of the notice; "come in again and see how differently you will be treated."

Looking such an announcement over in this light, too, providing that the successor is a capable man of business, will the potential customer of the place deny that it holds out considerable promise on the face of it?

A report has been received from an American consular officer in the Far East furnishing the name of a local concern that is desirous of securing a supply of slot machines of the weight-giving, fortune-telling, and music-vending varieties and combinations.

ORDER NOW
Arctic Statuettes
The latest craze

Made of Imported Alabaster Plaster, finely modeled, with Shaded Ivory Finish.

SUBJECTS:

Dr. Cook
Commander Peary
Esquimau Boy
Bewildered Bear

Now having a sensational sale.
Sample dozen, assorted, $6.00

The Arctic Novelty Co., 20 W. 32d St., N. Y.

NOW IS THE TIME TO PLACE
ELECTRIC-PLAYERS
to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
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Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

This man

Thomas A. Edison

built the instrument that plays the music composed by

This man

Victor Herbert

and the Edison is the only instrument that can offer

This Combination

All the people know it, and the EDISON Phonograph is the instrument they want. It's the instrument that will keep your stock moving and bring home the profits. Your jobber will see to stocking you up.

National Phonograph Company, 59 Lakeside Ave., Orange, N. J.

VOL. V. No. 11. 64 PAGES, INCLUDING SIDE LINE SECTION

SINGLE COPIES, 10 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Nov. 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

WOOD HORNS FREE

On $50.00, $60.00 and $75.00 Zon-o-phones

A new offer. The highest value ever given. Write for particulars.

Zon-o-phones at $20, $30 and $40 with metal horns, or fitted with wood horns at special reductions (the $40 machine with $14 wood horn fitted will cost you only $45.)

The wood horn is 24 inches long with 22-inch morning glory bell and is made either in mahogany or quartered oak, both highly polished and perfect in every way. We guarantee every wood horn.

New $20.00 Zon-o-phone with new arm so horn can be turned in any direction.

Zon-o-phone Double-Record Disks. The highest type of record ever sold for 65 cents.

Hebrew catalogue just issued. The finest Hebrew Records ever made. Selections by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other well-known artists.

Universal Talking Machine Mfg. Co.

Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA
Mobile.....W. H. Reynalds, 167 Dauphin St.

ARIZONA
Tucson.....George T. Fisher, 7-9 E. Congress St.

ARKANSAS
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA
Sacramento....A. J. Pommer Co., 829 J St.
San Francisco..Peter Bacigalupi & Sons, 941 Market St.

FLORIDA
Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.

IOWA
Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....[illegible]

KANSAS
Topeka.....Emahizer-Spencer Piano Co., 517-519 Kansas Ave.

MARYLAND
Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., [illegible] W. Baltimore St.
Baltimore.....Louis Mazor, [illegible] E. Pratt St.

MINNESOTA
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI
Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEW JERSEY
Hoboken.....Eclipse Phono. Co., 203 Washington St.
Newark.....Oliver Phono. Co., 16 New St.
Paterson.....J. K. O'Dea, 115 Ellison St.

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Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA
Fargo.....Stone Piano Co., 614 First Ave., N.

OHIO
Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati....J. E. Poorman, Jr., 639 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA
Allegheny.....H. A. Becker, 601 Ohio St.
Philadelphia....Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia....H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS
Austin.....Petmecky Company, 411 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

CANADA
Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man.Whaley, Royce & Co., Ltd.
Yarmouth.....Yarmouth Cycle Co.

The Talking Machine World

Vol. 5. No. 11. New York, November 15, 1909. Price Ten Cents

SOME REMARKS ON TRADE-MARKS

By H. S. Snyder of the Advertising Department of the Joseph Dixon Crucible Co. in the New York Commercial.

In his book, "The Law of Advertising and Sales," Clowry Chapman shows a page of trade-marks containing upwards of 125, and this is perhaps not more than a quarter of the comparatively well-known marks and symbols used by advertisers. These consist of proper and coined names, faces, signatures, phrases, numerals, figures or designs—in many instances, combinations of two or more of these elements.

A face and a signature constitute a good trade-mark, in that they give excellent protection against infringement. There is little likelihood of one advertiser looking so much like another as to lead to confusion, and the duplication of an advertised signature is a serious matter for the guilty party.

One of the best examples of this class of trade-mark is the face and signature of Thomas A. Edison used by the National Phonograph Co. Not only does this trade-mark possess what might be termed the generic advantages of this kind of mark, but it has, in addition, a specific value, given it by the prestige and fame of Mr. Edison. No amount of paid advertising could have secured a like effect in its full extent. A man of long experience in the advertising field has stated that he believes it cost the General Electric Co. thousands of dollars to build up the same prestige and reputation behind their name which existed before the name Edison was dropped from their corporate title.

An advertiser who finds it desirable to impress readers with his personality, who wishes to give his announcement a touch of individuality, can use his photograph to advantage. This applies especially where a service more than a commodity is being advertised. If an advertiser's face has the stamp of integrity and experience, and he is dealing in real estate, for instance, the use of his photograph is advisable. It has been stated that when Mr. Ostrander (whose face was a standard feature of the magazine advertising section a few years back) omitted his photograph his business dropped off from 25 to 50 per cent.

Like the photograph, the signature has an ulterior effect beyond its value as a means of identification and an expression of personality. Signed advertisements seem to partake of the nature of affidavits—"I hereby set my hand and seal." A modern corporation is, in the popular mind, an intangible sort of an affair, and its statements partake of this intangibility. But an individual is usually careful about statements to which he attaches his name, and so it follows that, given a signature, we get a careful statement.

But behind all trade-marks there must be advertising, for the trade-mark is valuable chiefly to the extent to which it is known. A good trade-mark well advertised is one of the best of assets. There are many advertising rumors, which are probably based largely on fact, that immense sums of money have been offered for such names as Royal, when applied to baking powder, and Mennen for toilet powder, and that these offers have always been refused.

The establishment of the trade-mark is considered one of the best protections against infringement and unfair competition. The public is the court of last resort, and it will usually remain loyal to a well-advertised, meritorious article.

Mrs. J. W. McCollum wife of the proprietor of the Marietta Phonograph Co., died recently at Parkersburg, W. Va. She was a woman of many estimable traits of character and highly esteemed by a large circle of friends.

PHONOGRAPH FOR MARITIME USE.

An Immense Machine with Eight Horns for Carrying Messages Over a Vast Area.

New devices are constantly being introduced for the protection of those who "go down to sea in ships." Every day almost a new life-belt, life-boat, buoy, or other life-saving contrivance is introduced so as to make life on the ocean waves as safe as possible. One of the latest modern appliances which has proved very effective, and will no doubt come into general use, is the phonograph signal, which is used for shouting warnings or other information across the sea.

The device consists of a tremendous phonograph, to which eight large horns or megaphones are attached. These horns point out to sea in eight different directions, and carry the message emitted from the machine over a vast area.

In foggy weather, for instance, at night, when it is impossible for ships to see the danger which threatens them on the coast or for the coast-guards to see the ships in time to warn them, this phonograph is invaluable.

The announcement which it is intended to spread broadcast among approaching vessels, no matter from what direction they may come, is spoken into the machine, and then, without any further attention from human hands, the warning is shouted at stated intervals through the eight megaphones at once.

It is said that the sounds emitted from this wonderful device can be heard four or five miles away, and its advantages over the ordinary bell-buoy lies in the fact that while the bellbuoy may be heard, the message which it is intended to convey may be misunderstood by a strange mariner, whereas, with the phonograph signal the warning may be made as definite and as specific as may be desired.

TRACING SOUND WAVES.

An Apparatus for Making Enlarged Tracings from a Cylindrical Record Described by F. Proctor Hall Before the British Association.

An apparatus for making enlarged tracings of sound-waves from a cylindrical record, the magnification ranging from 150 to 2,500 times, was described recently by F. P. Hall before the British Association. In the sound-waves two elements are distinguished—impulse and resonance—which are illustrated by waves from the cornet, violin, bugle, etc. Vocal waves are found in groups regularly repeated. Each group contains a single impulse from the vocal cords, together with one or more sets of resonance waves produced by vibrations of the air in the vocal tubes. Pitch is determined by the number of impulses per second—*i. e.*, by the number of wave groups—and is not affected by the character of the waves within the groups. The vowel quality of vocal sounds is not perceptibly affected by the number or form of the resonance waves, but is dependent upon their periodicity. The rate of the resonance waves may be calculated from the length of the air tubes upward from the vocal cords. The calculation shows, for example, that the sounds m, n, ng, all contain a resonance wave whose period is about 530. The mean rates found from measurements of the enlarged waves are for m 550, for n 535, for ng 580. The observed rate for the sound of a in the word "great" is 420, and for the sound of a in "mat" 770 waves per second.

At the talking machine department of S. P. Dunham & Co., Trenton, N. J., which is being conducted by the Columbia Phonograph Co., a number of concerts have been given the past month in honor of the formal opening which were well attended.

MALIGNING THE "TALKER."

Propensity of Those Who Do Not Understand the Talking Machine to Rant About It as a Nuisance—Dealers Should Stand Up for Fair Play in Their Towns and Defend Their Business—One Newspaperman's Asinine Remarks—Up to the Dealers to Act.

Editorial writers on many of the daily papers are oftentimes amusing in their ignorance when discussing talking machines. With some exceptions, they treat this wonderful creation as a toy and refer to it either in a humorous or sarcastic vein, thus proclaiming how thoroughly out of touch they are with the development of this special industry and the perfection which has been reached in the manufacture of present-day machines. Here is a gem, for instance, from a Birmingham, Ala., daily paper:

"The talking machine sounds like a cross between a buzzsaw and a spit-fire. It can issue more noises in a given time than an accordeon and a jewsharp together. It is an excellent means of torturing one's unpopular neighbors, and often the only relief to the victim is to summon the police and thereby preserve the public peace. A female boarding school during instrumental and vocal practice hour would be far preferable in the neighborhood to those who have some ear for or appreciation of music than a talking machine working full time."

Now, here is a writer who deserves to be a member of the Royal Association of Jackasses. We have read nothing in many moons so assinine, or so ridiculous, as this estimate of the talking machine. It is evident our friend either owns or heard a talking machine "born" around 1870, or else his home adjoins that of a neighbor who owns a machine, or records, that should have been relegated to oblivion many years ago. If he possessed a modicum of intelligence, he could not, even with the most disordered liver, conjure up any such fanciful idea of the present-day talking machine as is submitted in this excerpt.

Seriously speaking, it is nonsensical rant such as that uttered above, and which appears in so many small newspapers throughout the country, that has done and is doing so much to keep many people from investigating or buying the talking machine. And it is this kind of work that the local dealers must labor to counteract. Wherever they see misstatements of this kind in a publication they should make it their duty to write to or call on the editor and inform him how incorrect is his attitude. They could best educate him by bringing him to their store, or take a machine to his office and demonstrate in a most convincing way that the talking machine of to-day is a creation of distinct musical merit, an educator and a helpful influence in disseminating musical knowledge and culture throughout the nation.

No man disposed to be fair can ignore the value of the talking machine, or the talking machine records which are being manufactured to-day in this country. It is, however, a gratifying fact to record, that hundreds of writers who formerly cast odium on the talking machine have been converted to a proper appreciation of its merits and they are to-day unquestionably among the most enthusiastic regarding its possibilities.

LAUGH IT OFF.

Are you worsted in a fight?
Laugh it off!
Are you cheated of your right?
Laugh it off!
Don't make tragedies of trifles,
Don't shoot butterflies with rifles—
Laugh it off!

Does your work get into kinks?
Laugh it off!
Are you near all sorts of brinks?
Laugh it off!
If it's sanity you're after,
There's no recipe like laughter—
Laugh it off!

CASH REGISTER THAT TALKS.

Invented by Minnesota Man—Sings Out Sales Made.

Something elaborate in the way of a cash register has been invented by a Minnesota man. His cash register not only rings up a sale and registers the amount in figures, but sings it out. When the keys for a sale of $1.48 are touched certain phonographic reproducers are released and the machine sings out: "One dollar and forty-eight cents! Thank you very kindly. I think you will find those goods satisfactory," or some other appropriate remarks. In addition to its novelty, this register has some very useful traits. For instance, in stores where clerks are disposed to line their own pockets and ring up the wrong amount for sales, such a machine would frustrate their plans by calling out the figures they had pressed. It might be put to further use by having a few records singing the praises of bargains in the various departments or making a few pleasant remarks about the weather and inviting the customers to call again.

GOAHEAD AUSTRALIANS

Are Messrs. Jackson & MacDonald, Who Are Booming Edison Records in the Antipodes.

Jackson & MacDonald, the enterprising Edison jobbers, corner of Kent and Druitt streets, Sydney, Australia, have favored us with some literature bearing upon the Edison Amberol and Standard records, which they have issued to dealers for the purpose of stimulating trade. They are certainly most attractively designed and emphasize that our Australian cousins are right up-to-date in developing business in the talking machine trade. In their window sheets they make a special feature of the Lauder Edison records as well as those by Ada Jones and Billy Murray. We congratulate Messrs. Jackson & MacDonald on their enterprise.

HOW HE GOT HIS INSPIRATION.

Love Poems from the Phonograph Record and Effusions of an Overheated Imagination.

In a recent $10,000 breach of promise suit brought by Clara M. Catoggio against Dr. Walter H. Henning, the attorney for the plaintiff submitted a lot of poetry sent by the defendant in which he avowed his affection for the plaintiff in most endearing terms and which naturally raised her opinion of him as a poet. It was disclosed, however, in the suit that the doctor had no desire to shine as a poet laureate, and stated that his effusions were not composed by him, but had been copied from a phonograph record. Thus are inspirations and reputations undermined. Incidentally it may be said that Miss Catoggio did not get her $10,000, for the suit was dismissed.

NEW EDISON MEXICAN RECORDS.

Thirty-two Records, Twelve of Them Amberol, Made by Well-Known Jorda-Rocabruna Quintet—Typically Spanish Selections—Something of the Organization Which Made the Records and Their Leader.

The National Phonograph Co. obtained a number of records by the Jordá-Rocabruna Quintet, along with many other Mexican records, while recording in Mexico lately. A total of thirty-two selections by this orchestra have been secured, twelve Amberol and twenty two-minute. Many of these selections are typically Spanish, with the characteristic haunting rhythm of tropical music, and they comprise a number of enchanting dances and several classical and operatic pieces, all of which should receive a hearty welcome wherever good music is appreciated. The Jordá-Rocabruna Quintet is a unique organization, undoubtedly the best orchestra in the Republic of Mexico. Under the joint leadership of Senors José Rocabruna and Luis G. Jordá it has attained a distinction unrivalled. It is composed of a first and second violin, violoncello, piano and organ.

This orchestra, besides being in great demand for all exclusive social affairs, is always selected to play at Presidential and diplomatic functions, and at a recent banquet given by President Diaz to the foreign diplomatic representatives and their wives, the instrumental numbers of the program were rendered alternately by the Jordá-Rocabruna Quintet and the Banda de Policia. A number of records by the latter have also been obtained by the National Co., and were dwelt upon in the last issue of The World.

Señor José Rocabruna, who plays the first violin parts in the quintet, is an eminent violinist and enjoys an immense popularity not only in Mexico but in all the capitals of Europe and South America, where he has toured many times and always met with great success. Haruly less famous than its possessor is his violin, which is an Amati and valued at $3,000. The violin is nearly four hundred years old and is a masterpiece of violin construction. The National Co. were also fortunate in obtaining a few violin solos by Señor Rocabruna, played on this wonderful instrument, and it is safe to say that such a treat to lovers of violin music is rarely offered. Señor Luis G. Jordá, whose place in the quintet is at the piano, is one of Mexico's best composers, and has written many beautiful dance pieces and operettas. The Jordá-Rocabruna Quintet have not made records for any other company, and the National Co. were certainly fortunate in prevailing upon them to make these selections. While made primarily for Mexican and Spanish trade, it is thought these records will find a ready sale in the domestic field, for, as indeed may be said of most Mexican instrumental music, they are very high class, and the selections possess an appealing and delightful charm.

JORDA-ROCABRUNA ORCHESTRA MAKING RECORDS FOR THE NATIONAL CO.

SHEIP & VANDEGRIFT, INC., WIN SUIT.

Action of Excelsior Drum Works Against Sheip & Vandegrift, Inc., Over Infringement of Patent on Wooden Horn Dismissed with Costs—Appeal to be Taken.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 30, 1909.

In a suit brought by the Excelsior Drum Works, Camden, N. J., against Sheip & Vandegrift, Inc., of this city, manufacturers of the Music Master wood horn, for infringement of patent, No. 873,908, Judge McPherson in the United States Circuit Court, eastern district of Pennsylvania, on October 20, 1909, dismissed the bill against the defendants with costs.

There was a mass of expert testimony introduced into the suit, such well known personages in the talking machine industry appearing as L. F. Geissler, general manager of the Victor Talking Machine Co.; James Wobensmith, Adolph G. Soistmann, Robt. P. Hains and others.

In speaking of the suit the Sheip & Vandegrift people said: "The complaint was brought on the theory that the Sheip & Vandegrift patent conflicted with that on which the suit was brought, but the sustaining of the defense holds to the contrary, and gives the Music Master wood horn a clear title."

A. G. Soistmann, vice-president and general manager of the Excelsior Drum Works, informed your correspondent that an appeal will at once be taken from the judge's ruling to the Circuit Court of Appeals.

YOU · GET · IT · ALL · FROM · US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.

177 TREMONT ST. BOSTON, MASS.

A Victor Christmas

In several of our largest full-page spaces for December we are pounding into the minds of music-loving readers the unequalled value of the Victor as a Christmas gift.

You know what *that* means; you know what good, forcible *Victor* advertising *always* means—sales, and sales and sales, with a big round profit in each one of them.

You know, too, what past Decembers have proven to you—that there is nothing *quite* so popular for a Christmas gift *as the Victor.*

Make this December your "biggest ever." Back up your knowledge and our efforts with a little additional hammering at your end of the line. Talk Victor; show Victor; announce one or two Victor recitals. Emphasize the class of artists who sing for the Victor, the kind of bands that play for it, the quality of its records, the all-inclusiveness of its library, and thereby prove from *every* standpoint, the Victor has no peer.

Don't let the Christmas of a single good "prospect" get by without *selling* him a *Victor.*

And keep in touch with your local distributor—your being "just out of" wanted supplies during this "hustle" month means sales for "the other fellow."

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y......Finch & Hahn.
Altoona, Pa......W. H. & L. C. Wolfe.
Atlanta, Ga......Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex...... ...The Petmecky Co.
Baltimore, Md......Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
Bangor, Me......M. H. Andrews.
Birmingham, Ala.....E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass......Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y......American Talking Machine Co.
Buffalo, N. Y......W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. .....American Phonograph Co.
Butte, Mont......Orton Brothers.
Canton, O......The Klein & Heffelman Co.
Charlotte, N. C......Stone & Barringer Co.
Chicago, Ill......Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O......The Rudolph Wurlitzer Co.
Cleveland, O......W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O......Perry B. Whitsit Co.
Dallas, Tex......Dallas Talking Machine Co.
Denver, Colo......The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Iowa ... Chase & West.
Harger & Blish, Inc.
Detroit, Mich......Grinnell Bros.
Dubuque, Iowa......Harger & Blish, Inc.
Duluth, Minn......French & Bassett.
El Paso, Tex......W. G. Walz Co.
Galveston, Tex......Thos. Goggan & Bros.
Grand Rapids, Mich...J. A. J. Friedrich.
Honolulu, T. H......Bergstrom Music Co., Ltd.
Indianapolis, Ind......Wulschner-Stewart Music Co.
The Musical Echo Co.
Jacksonville, Fla......Carter & Logan Brothers.
Kansas City, Mo......J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb......Ross P. Curtice Co.
Little Rock, Ark .....O. K. Houck Piano Co.
Los Angeles, Cal......Sherman, Clay & Co.
Louisville, Ky .....Montenegro-Riehm Music Co.
Memphis, Tenn......E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis......Lawrence McGreal.
Minneapolis, Minn.....Minnesota Phonograph Co.
Mobile, Ala. .....Wm. H. Reynaids.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn .....O. K. Houck Piano Co.
Newark, N. J......Price Talking Machine Co.
Newark, O......The Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La......Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y......Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landay Brothers, Inc.
Stanley & Pearsall.
Benj. Switky.
New York Talking Machine Co.
Omaha, Neb......A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria, Ill......Chas. C. Adams & Co.
Philadelphia, Pa......Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburg, Pa......C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me......Cressey & Allen.
Portland, Ore......Sherman, Clay & Co.
Richmond, Va......The Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y......The Talking Machine Co.
Salt Lake City, Utah..Carstensen & Anson Co.
The Consolidated Music Co.
San Antonio, Tex......Thos. Goggan & Bros.
San Francisco, Cal.....Sherman, Clay & Co.
Savannah, Ga......Phillips & Crew Co.
Seattle, Wash...... Sherman, Clay & Co.
Sioux Falls, S. D......Talking Machine Exchange.
Spokane, Wash......Eiler's Piano House.
Sherman, Clay & Co.
St. Louis, Mo......Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn......W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y......W. D. Andrews.
Toledo, O......The Hayes Music Co.
The Whitney & Currier Co.
Washington, D. C......E. F. Droop & Sons Co.
John F. Ellis & Co.

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TRADE ON THE PACIFIC COAST.

Decided Improvement in Business Noted by Talking Machine Dealers Last Month—Portola Festival Interrupts Business Slightly—Geo. W. Lyle a Visitor—Columbia Co. Store to Move Soon—Wholesale Trade Excellent—Wiley B. Allen Co. Department Expanding—Pacific Phonograph Co. Preparing to Move—Bacigalupi's Good Business.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 5, 1909.

Quite an improvement has been noticed by talking machine dealers on the Pacific Coast for the last month, considerably more life being noted in both city and country business. Locally, of course, things were more or less interrupted by the Portola Festival, which brought such crowds that there was little chance to get people interested in any particular line of merchandise. All the firms, however, took advantage of the crowd to put out their best window displays, and many country people made inquiries regarding high-class goods with which they have had little familiarity in the past. With the exception of one week, the movement of both machines and records has probably been more active than at any earlier time in the year, while some houses have exceeded last year's sales records. This week has brought a further improvement, and from now on the regular holiday rush is expected to prevail.

The outside dealers placed most of their orders earlier in the season, but many who came to the city last week made arrangements for additional stock, and the local wholesale firms are now busy shipping out goods to retailers in the smaller towns. The latter, as a rule, have had a better run than they expected this month, and look for one of the most active holiday seasons in their experience.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., went to Portland, Ore., last week, where he met General Manager George W. Lyle. After spending a couple of days in this city, Mr. Lyle left for Los Angeles. Mr. Gray accompanied him, but returned early in the week.

The San Francisco store of the Columbia Phonograph Co., in charge of Mr. Scott, has not yet changed its location. As Van Ness avenue was out of the way of most of the Portola excitement, it had rather a dull time, though things are picking up a little this week. Mr. Scott says the month as a whole was much better than September, and it looks like a steady gain from now on. The Columbia people have two downtown locations in sight, and will move just as soon as a lease can be closed. It is their expectation to secure a place before the holidays, and they will fit it up according to the most modern ideas.

Good work is being done by the wholesale Columbia agents in other parts of the Coast. Kirk, Geary & Co., at Sacramento, are placing large quantities of goods for the holiday season all over northern California, and the Eilers Music House, which recently took the Columbia agency in the Northwest, now has its preliminary campaign well under way.

Benj. Curtaz & Son have given comparatively small space to the talking machine department in their new store, but are nevertheless getting a very fair trade in that department.

Clark Wise & Co. still make talking machines one of their principal features, and their machine playing opera airs from the upper window was quite an attraction last week. Their window display was one of the most attractive in the city, and brought in many inquiries.

Manager Anrys, of the Wiley B. Allen Co., states that the new talking machine department in this city is expanding its business steadily, and is doing particularly well on high-class Victor goods. This, it is believed, is largely due to the location, which seems to bring in only the better class of trade. Quite a lot of lower-priced goods were put in stock when the store first opened, but they are still moving slowly here. The Oakland store, however, is getting its usual share of all classes of business. The sale of Victrolas has been especially gratifying.

Byron Mauzy reports a big improvement in his talking machine business this month. He took full advantage of the crowds that thronged Union Square during the Portola Festival, playing a Zonophone from an upper window a large part of the time.

Mr. Beck, who has charge of the retail talking machine department of Kohler & Chase, is keeping very busy these days. While he has only the city trade to take care of, he is covering it as thoroughly as possible, and getting very satisfactory results.

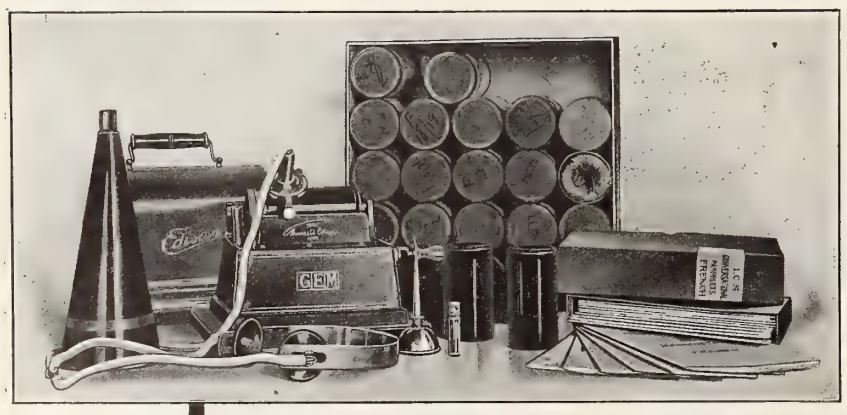
The Pacific Phonograph Co. are now beginning preparations to move into the new Kohler & Chase building at O'Farrell street and Bagley Place, which is to be occupied about the first of December. There is considerable work to be done, as in addition to the main office, which is now in the Harry J. Moore building, the entire wholesale stock is to be moved over from the warehouse in Oakland. The concentration of the business in one location, however, will be of great benefit in economy of handling the stock.

Peter Bacigalupi, of Peter Bacigalupi & Son, returned from his eastern trip just in time to witness the Portola parades, which he believes surpassed the New York celebration in beauty. While in the East Mr. Bacigalupi arranged for large shipments of talking machine goods, and is now waiting two carloads from the Edison factory and one from the Victor. He reports quite an increase in sales of the Edison Business Phonograph, of which Will Ackerman has immediate charge. This machine has attracted the attention of some of San Francisco's large mercantile firms, and some large sales are in sight during the next month. Mr. Bacigalupi also reports the sale of a good number of Victrolas of late. During the festival many of the outside customers called at the Bacigalupi establishment on Market street, and were royally entertained, refreshments being served on the mezzanine floor to all comers. Many of the visitors stayed to place liberal orders. The demand for new Edison goods has continued very large, and deliveries will be made shortly. Mr. Bacigalupi is highly appreciative of the reception given him on his visit to New York, and says it reminded him of the old-time California hospitality.

J. H. Gill, representing the Edison interests, is visiting the outside stores in southern California, accompanied by O. A. Lovejoy, of the Southern California Music Co., taking orders for the Cygnet horn. They are taking large orders from practically every dealer in that territory.

On Sunday, Oct. 10th, the baseball teams of Sherman, Clay & Co., and Kohler & Chase played the last game of the season, Sherman, Clay & Co. winning by a score of 22 to 6. A great deal of interest was manifested in this game as the championship of the Musical League was at stake. The Sherman, Clay & Co. boys lost no time in straightening out Bland's curves, and in an endeavor to stem the tide, Kohler & Chase used three pitchers without success. Among the features of the game were the hitting of Zubler and Fallon, of the S., C. & Co. team, and the fielding of Beck, of the K. & C. team.

The New I. C. S. $35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

THE COLUMBIA GRAFONOLA LINE.

All the Hornless Instruments Are Designated as Grafonolas.

In the copy of one of the Columbia two-page advertisements appearing in the last issue of The Talking Machine World an error crept in which caused more or less confusion. The mistake was made in designating the Columbia Grafonola De Luxe as a Columbia Phonograph De Luxe.

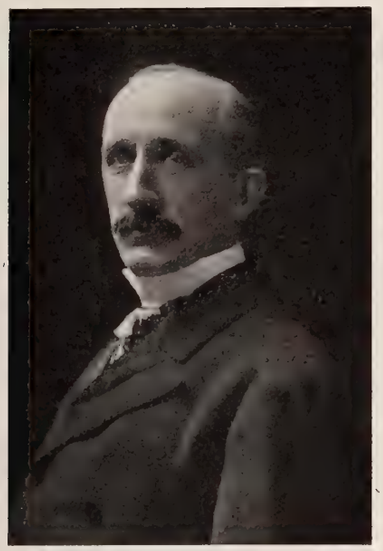
The Columbia Phonograph Co. desire to emphasize the fact that the Columbia line now includes an entirely separate line of hornless instruments all of which are classed as Grafonolas, and not graphophones or phonographs.

E. D. EASTON'S VIEWS ON OUTLOOK.

President of Columbia Phonograph Co. States That Latest Offerings of His Company Have Met with Success Beyond Expectations—Graphophone Most Acceptable Christmas Gift—Deluge of Orders for "Grafonola" Line.

Edward D. Easton, president of the American Graphophone Co., and the Columbia Phonograph Co., was interviewed by our representative during the past week as to the outlook for the coming holiday season and his comments are bound to be of greatest interest to all who are engaged in the talking machine industry. He said:

"The announcement of our new Columbia product has brought results that are even beyond our



EDWARD D. EASTON.

expectations. We have already made large additions to our force at Bridgeport and more men are being put on every week. From advance orders in hand and coming in daily we look for one of the best holiday seasons we have ever had.

"Although it is a pleasant characteristic of the talking machine industry that every season of the year brings with it unique selling possibilities, still, as may be supposed, the Christmas season is essentially our season; and why should it not be so, for can you think of a gift which would be more acceptable to the whole household on Christmas Day than a Graphophone and a well-assorted selection of records?

"We are highly pleased at the reception given to our 'Grafonola' line, and have been overwhelmed with orders. The instruments are being delivered from day to day to the full extent of our capacity, and large additions to the working force in this department are being made.

"General Manager Lyle will be back about November 15th, after a trip to all of our big agencies throughout the country. From every point he has reported the greatest interest being displayed by dealers and jobbers, and the big problem for us is to have sufficient stock to fill the orders.

"We urge all who expect to reap the harvest which the coming holiday season is sure to bring to get in their orders early and avoid disappointment."

TWIN CITY HAPPENINGS.

General Manager Wilson, of National Phonograph Co., a Welcome Visitor—Scotti Photographed While Listening to Victrola—First Consignment of Grafonolas De Luxe Arrives.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 5, 1909.

General Manager Wilson, of the National Phonograph Co., was in Minneapolis and St. Paul last week and his presence was quite an event in the talking machine circles of the two cities. He looked over the stocks of W. J. Dyer & Bro., in St. Paul, and the Minnesota Phonograph Co., in Minneapolis, and the other houses which handle the Edison goods and was much pleased with their size and the business transacted.

Mr. Wilson promised several new ideas in the Edison goods along the lines of the new Amberola cabinet machine—records that can be played for ten and fifteen minutes. And he even hinted that the future will not be long in producing a thirty-minute record. He insists that the phonograph has not begun to reach the climax of its development and that the talking machine trade at present is really in its infancy.

While Scotti, the great baritone, was in St. Paul, the house of W. J. Dyer & Bro. prevailed upon him to be photographed in the attitude of listening to his own solos from a Victrola. He was much delighted. The house will use the photograph in its Victrola publicity campaign.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., is rejoicing over the arrival of the first consignment of Grafonolas De Luxe. There has been an incessant call for these goods and Mr. Wheeler says that his allotment between now and the first of the year will be disposed of as soon as they arrive. The jobbing trade has been excellent.

DRAWING POWER OF SHOW WINDOWS

Many Merchants Apparently do Not Appreciate the Value of Such Displays—Display Window Should be Like a Framed Picture.

It is strange that all merchants do not take advantage of the wonderful opportunities contained in a show window. It should be to passers-by like a framed picture and that picture should tell a story which would constitute effective advertising for the store.

The mail order houses send out catalogs several times a year to many of the merchant's patrons. If it were possible for the mail order house to make arrangements so that a separate page of the catalog describing some seasonable article would be displayed and remain before the eyes of the prospective patron for some time on each day, the opportunity from a business-building standpoint would be very great.

Why should not the merchant regard his window as similar to the printed page of the catalog? The opportunity for telling a business story and making a convincing selling talk is many-fold greater in the window than in the printed catalog of the mail order house.

Merchants should make their windows talk to their prospective customers. The actual articles are far more powerful than a printed cut. The price mark may be made more attractive in the window than the type in the catalog can make it. The invitation to inspect the goods ought to be more inviting when the goods are only a few steps away.

First, arrange the store so that the window itself serves the purpose for which it was intended and then with the assistance of merchandise make it an active salesman.

DON'T BLOCK THE WAY!

MOVE AS FAST AS THE PROCESSION—OR MOVE OUT. TAKE THE PACE OF THE COMPANY YOU ARE IN OR MAKE WAY FOR THE MAN BEHIND.

DON'T STAND IN THE WAY OF NEW IDEAS. DON'T PAUSE IN THE PATH OF BETTER SYSTEMS. DON'T SETTLE DOWN ON THE LADDER OF SUCCESS. DON'T BE A BARNACLE ON THE SHIP OF BUSINESS.

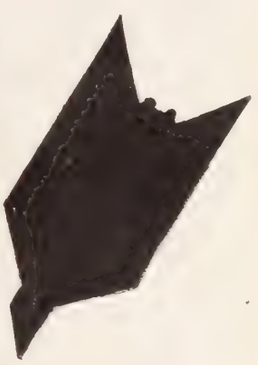
CHANGE MEANS PROGRESS. PROGRESS MEANS ADVANCEMENT.

ADVANCEMENT MEANS MOVEMENT. MOVE!

DON'T BLOCK THE WAY.

—System.

"3-IN-ONE" PRICES CHANGE JAN. 1!



But until January 1, 1910, you can continue to buy "3-in-One" at present prices. On and after January 1st, every retailer everywhere—one and all alike—will pay the *advanced prices.*

The great increase in freight rates of late years—and the higher cost of bottles, labels, packages, labor and oil has made this advance in price *absolutely necessary!*

Every jobber and every jobber's salesman in the country knows all about this new price list. They also know of our plans to enormously increase our already big advertising, so that you and every other dealer in the land will sell at least double the quantity of "3-in-One" in 1910 that you sold in 1909. Remember, we will help you more than ever next year to make sales if you'll let us. Ask about our successful plan of sampling people whose business you want—bringing them right up to your counter for this famous oil—the first, the best, the only oil for lubricating, cleaning, polishing and preventing rust.

Now—Here's Your Big Chance!

See exactly how much "3-in-One" you have on hand to-day. See how much you sold the past year. Add 50 per cent. to your total "3-in-One" sales of the last six months—and order that quantity of "3-in-One" from your jobber WITHOUT ANY DELAY! By carrying a little stock of your own of "3-in-One," instead of just a dozen or two, you have the chance of making a FINE, FAT, EXTRA PROFIT.

But—you've got to buy b-e-f-o-r-e January 1st.

3-In-One Oil Co.

42 Broadway, NEW YORK

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

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San Francisco: S. H. Gray, 88 First St.
Cleveland: G. F. Prescott.

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☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1909.

FROM time to time suggestions have been made in the columns of The Talking Machine World urging retail establishments to hold regular meetings of attaches in order that through open discussions better results might be achieved in the selling of talking machines and records.

We believe if the entire working staff of a business establishment will meet at regular intervals for an exchange of ideas and the discussion of topics which have a direct bearing upon the business, that excellent results will be achieved, and better still, it will draw the selling force into a harmonious whole.

If young salesmen listen to remarks by a veteran in the business they will absorb a good deal which will be beneficial, and it will give them a fund of selling information upon which to draw, and which will be most valuable to them.

All men are not salesmen, and all men who are employed in a selling capacity are not salesmen, either.

It therefore naturally follows that the greater ability young men may develop in the selling line the more they are worth to their employers, and incidentally their earning capacity is materially increased for themselves.

THE trouble is to-day that too many young men are inclined to take a superficial view of selling. They do not view it seriously and they do not devote the time, intelligence and thought necessary to perfect themselves in the science of selling. They are too apt to treat their vocation flippantly when they should view it in an entirely different manner.

Retail selling is a profession and deserves to rank as such.

Now, in any other profession—medical, legal, engineering—men spend years of their lives in acquiring the rudiments of the profession before they actually begin to practise it, but in commercial life they step into a wareroom and start out immediately.

A good many of them stop right here and they never advance beyond a modest salary weekly.

Now, every man could increase his salary vastly if he would devote some of his time to acquiring a knowledge of the science of selling.

It is not all in the ability to mix, but mixing is a gentle art, and blessed is he who becomes its master.

It is not all in treating a customer pleasantly, but it is in the combination of good mixing—of affability, of impressiveness, of holding strongly to one idea, and that is to sell—to accomplish results.

Some salesmen talk too much, and it does not take some of them very long to tell how much they know.

But if they go at selling seriously and with the object of gaining every point possible, they will find in the end that they will be storing their minds with a useful lot of knowledge which will be of great benefit later on.

If there was less watching the clock, less smoking cigarettes, less loafing around the warerooms in a lackadaisical manner, there would be more better paid salesmen than there are to-day.

NOW, this criticism does not wholly apply to the talking machine line, but to every trade, and salesmanship counts for something in every trade.

We know of some men at the head of departments who are making splendid incomes, and we have known these men for more than twenty years.

They worked steadily up.

They did not watch the clock.

They did not figure that they were being imposed upon if they had to work an hour or so overtime now and then.

They did not fail to treat customers with the utmost courtesy and they did not fail to employ tactfulness at all times.

What is the result?

To-day they are occupying high positions of trust and profit.

In other words, they have made good.

Now, there is a splendid field for young talking machine salesmen, and one of the best ways to increase the interest in talking machine selling is for the retail establishments to establish regular meetings at which time the entire selling force may be present and listen to discussions on salesmanship as an art.

The Eastern Talking Machine Co., Boston, has followed such a plan successfully for some time past, and Mr. Taft, the general manager of that company recently remarked to The World that he was more than pleased with the interest it had aroused in his salesmen.

The men had not only absorbed a great deal of valuable information through an exchange of views at these meetings, but they had developed greater selling strength, and that, after all, is where it counts.

There are some salesmen to-day who are so forgetful of their employer's interest that they do not greet callers even politely.

There are some who do not understand the art of using tact in showing off certain records.

Now, we recommend to every retail talking machine company in this land to have frequent and regular meetings of the selling staff.

Try it for a while and see if the results reached are not encouraging and stimulating.

Put it to the test and try it out; that is the best way.

ANYONE who figures that the talking machine industry is languishing in the slightest should consult The World's monthly reports of the latest patents relative to talking machines and records.

A study of the illustrations and descriptions appearing in these columns will convince the most skeptical that we have a powerful lot of inventive skill which is now being concentrated upon the talking machine business.

That great man whose inventions have given luster to American creative skill, Thos. A. Edison, is still as active as ever. Notice The World's reports this month and it will be noticed that Mr. Edison figures there.

This marvelous man seems tireless.

He seems to have shown renewed interest in developing his sound-reproducing inventions.

Mr. Edison's years do not in the slightest interfere with his mental activity.

TALKING machine men should not permit window space to go to waste, for there is no part of the store so valuable for advertising purposes as a window.

The talking machine affords excellent opportunities for interesting window displays.

These, of course, should be changed at frequent intervals, for no window should be permitted to remain too long with the same adornments.

People figure, then, that the store is non-progressive, but a window decoration which is frequently changed forms at once a splendid business advertisement.

There is no question as to the advantage of window displays.

WE are drawing very close to the holidays and heavy emphasis must be placed upon trade from this time on.

The fundamental conditions are certainly satisfactory and every talking machine man in the land should do his utmost to increase the public interest in talking machines, for we must all do our share to stimulate public sentiment in talking machine specialties.

Dealers should understand, too, that if the manufacturers should withdraw their advertising from the periodicals of great circulation for a considerable time, that at once sales would immediately begin to diminish from the very time when the advertisements were canceled.

Now, the manufacturers are doing their utmost through a liberal use of great public mediums to interest the public in talking machines, and the dealers themselves should supplement this work with goodly energy and a proper use of local publications.

Then the entire plan will work out harmoniously and everyone will be benefited.

There should be a good holiday trade.

In fact, there are many who consider that the holiday trade for 1909 will be a record-breaker in many particulars.

The people have refrained from liberal buying for some time past, and now when the fever begins to work in their veins there is no telling how it will all end.

Certainly they should be interested in one of the most marvelous products of the century, for viewed from any standpoint, the talking machine of to-day is a wonderful creation.

The Edison Phonograph newspaper advertisements shown on the two following pages

published in 416 newspapers throughout the country, reach 11,000,000 out of the 16,000,000 families in the United States —55,000,000 out of 80,000,000 people, 9 times a month.

This is what we are doing in November and December to boost your holiday sales of the Edison Phonograph.

This is what we are going to continue to do through January, February, March, April and May—to enable you to keep up your selling pace right through the Spring season.

And this campaign is not only on Phonographs but on Records as well, helping you to realize new profits on sales already made.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

Ad. No. 9.—5 inches, single column

To be inserted on

November 1, 1909

One of Those Songs That's All Talk

with a title like this: "How She Gets Away With It is More Than I Can See," is the kind Grace Cameron likes, and you'll like Grace Cameron in this one. November Amberol Record 288 for the

Edison

Phonograph

Get complete list of Nove... your dealer, or write to Nat... Company, 75 Lakeside Ave...

Ad. No. 10.—6 inches, double column

To be inserted on

November 4, 1909

Victor Herbert works and plays for the Edison Phonograph

Victor Herbert has written some of the most popular music produced by an American composer. The Edison Phonograph makes it available.

Victor Herbert and his orchestra is one of the best orchestras in this country. Its music is reproduced upon Edison Records.

Victor Herbert is musical adviser to the National Phonograph Company. No other sound reproducing machine has the advice of so distinguished a musician as Mr. Herbert.

This is just one of the many things which Mr Edison is doing to make the Phonograph the most perfect sound reproducer. You cannot tell by looking at an Edison Phonograph that it is small and you cannot afford one. Hear the Edison Phonograph today. Hear it play Amberol Records; hear it play Victor Herbert's music, and then you will know why Mr. Edison said "I want to see an Edison Phonograph in every home."

Edison Phonographs - - - $12.50 to $125.00
Edison Standard Records - - - - 35c
Edison Amberol Records (twice as long) 50c
Edison Grand Opera Records - - - 75c

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH CO., 75 Lakeside Ave., Orange, N. J.

Ad. No. 11.—6 inches, double column

To be inserted on

November 8, 1909

You can afford an Edison Phonograph

The price places it within reach of all. No family is too poor to have an Edison Phonograph. No family is too rich to enjoy it. Nothing that money can buy will furnish a greater range of amusement for every dollar invested.

Mr. Edison intended that his Phonograph should be within reach of everyone. He wishes to see it in every home. Prices range from $12.50 to $125.00. No one can buy a Phonograph cheaper than you can. No one should pay more for it.

The Edison Phonograph in your home would give it something that it now lacks—entertainment of the best sort at a small cost, always available and suited to everyone.

Do not forget these things. Remember that they are found only in the Edison Phonograph, because no other sound-reproducing machine is so perfect and so faultless. None other is made by the inventor of the Phonograph idea as the Edison Phonograph is.

Edison Standard Records - - - - 35c.
Edison Amberol Records (twice as long) 50c
Edison Grand Opera Records - - - 75c

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH CO., 75 Lakeside Ave., Orange, N. J.

Ad. No. 12.—6 inches, double column

To be inserted on

November 11, 1909

Your Music is in the Edison Phonograph

... you know how much you are losing by not owning an Edison Phonograph?

This instrument ... for you by Mr. Edison is intended to bring into ... you entertainers. Your ... will ... you during your leisure hours ... will help you in ... up your family ... we mean.

This is what Mr. Edison ... when he said that he would like to see a Phonograph ... every home.

How can you spend a little money so ... in the way of buying one of these great entertainers? The Phonograph will give you so much more in return for the money than you can get by spending it in any other way.

Do not take our word for it. Go to a dealer today and hear the Edison Phonograph play the Amberol Records, and you will know why we say so positively that you cannot afford to do without it.

Edison Phonographs - - $12.50 to $125.00 ... are sold by dealers everywhere on the ... plan.
Edison Standard Records - - - - 35c ... Edison Standard and Amberol Records are the ... records.
Edison Amberol Records (twice as long) 50c ... Amberol Records are the most complete
Edison Grand Opera Records - - - 75c ... Grand Opera Records are the finest ... from us.

National Phonograph Company, ... Orange, N. J.

Ad. No. 13.—6 inches, double column

To be inserted on

November 15, 1909

Edison ... mal ... Records for you

In what other way can you hear so cheaply and so comfortably such a variety of talent, as that engaged in making Amberol and Standard Records for the Edison Phonograph?

To mention only a few of the entertainers, whose records ... thousands, there are:

Mabel McKinley — Grace Cameron
Albert Spalding — Harry Lauder
Vesta Tilley — Ada Jones
Nat Wills — Marshall P. Wilder

There are several good records from each of these and a hundred others that you can hear at the dealers and own and hear in your own home for a trifle.

Edison Standard Records - - - - 35c
Edison Amberol Records (twice as long) 50c
Edison Grand Opera Records - - - 75c
Edison Phonographs - - - $12.50 to $125.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

National Phonograph Company, 75 Lakeside Ave., Orange, N. J.

Ad. No. 14.—6 inches, double column

To be inserted on

November 18, 1909

Four minute Records for the Edison Phonograph

When Mr. Edison invented the Amberol Records he invented the longest Record ever made for a sound-reproducing machine. But the Amberol Record is not only longer; it is better. It is made from a new composition which makes a more perfect reproduction of music of the voice than any known method.

An Amberol Record in an Edison Phonograph is the most perfect reproduction of a song or a piece of instrumental music that you have ever heard.

But do not accept our statement. Go and hear it. There is a dealer near you. Hear the Edison Phonograph and compare it with other instruments before you decide. We will leave it to your judgment as to whether you can buy anything for the price that will give you so much real, genuine fun and pleasure as the Edison Phonograph.

Edison Phonographs - $12.50 to $125.00 — Edison Amberol Records (twice as long) .50
Edison Standard Records - - - .35 — Edison Grand Opera Records - - .75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us

NATIONAL PHONOGRAPH COMPANY, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 15.—10 inches, triple column

To be inserted on

November 23, 1909

In... tion will positively not be cr... ed unless made ... late.

Edison Records for DECEMBER

Out Tomorrow

THE ... music-go... music—go ... while away the long evening, en... ... ists, keep the young people ... up an entertainment ... music for a dance. ... Edison Records, ... and ... Amberol.

American ... Standard

		10257	While Shepherds Watched ... Edison Concert Band
		10258	You Can't Stop Me From Loving You ... Manuel Romain
		10259	I'm Going to Do What I Please ... Ada Jones
		10260	Mendelssohn's Spring Song ... Victor Herbert and His Orchestra
		10261	In the Shadow of the Carolina Hills ...
		10262	Take Me Back to the Babe ...
		10263	Come Where the Lilies Bloom ...
			Lincoln Centennial ...
		10265	Whose Baby Are You? ...
		10266	Dreamland ...
			... Anthony
			... Josie Sadler
			...
			... Symphony Orchestra
			... Byron G. Harlan
			... Anthony and Harrison
			... Edward Meeker
			... Sousa's Band
			... Billy Murray
			... Collins and Harlan
			... Cal Stewart
		10276	... Two-Step ... National (London) Military Band

Edison Phonographs - - $12.50 to $125.00
Standard Records - - - - - 35c
Amberol ... (twice as long) 50c
Grand ... Records - - - 75c

... the Edison Phonograph ... or from us.

NATIONAL PHONOGRAPH COMP...

We desire good live dealers to sell Edison ... graphs in ... should write ... well represented. Dealers having estab... now

Ad. No. 16.—6 inches, double column

To be inserted on

November 29, 1909

Hear it yourself - the Edison Phonograph

... You cannot judge the Edison by hearing other kinds. The Edison is the sound-reproducing machine at its best. It is not a talking machine. It is a Phonograph reproducing every sound faithfully—the song exactly the way the singer sang it; the opera exactly the way the orchestra played it; the two-step exactly the way the band rendered it.

That is the Edison Phonograph as Mr. Edison makes it—the object of his constant, daily care.

When he says he wants to see an Edison Phonograph in every home, he means your home. Do you not want one there? Do you not need this amusement maker for your own sake, for your children and for your guests? Hear one today. Hear all the others too and compare. Only in this way can you know that what we say is true.

Edison Phonographs - - $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (twice as long) .50
Edison Grand Opera Records - - - .75

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY
75 Lakeside Avenue, Orange, N. J.

Our November Advertising—5,000,000 readers—one month—reaching time and people more than once.

Ad. No. 17.—6 inches, double column

To be inserted on

December 3, 1909

Bring your PHONOGRAPH up to date

Many people are not getting all of the entertainment they should out of their Edison Phonographs because they have not been equipped with the Amberol Reproducer.

Your dealer has an attachment which will make your Edison Phonograph play both the Edison Standard Records and the new Amberol four-minute Records, thus trebling the enjoyment and pleasure to be gotten out of it.

By means of this attachment the Phonograph will play both Standard and Amberol Records, giving a much greater range of music and a longer catalog selection from which to choose. Send on and get our booklet today because the new Records are as much superior to the old as your new Phonograph is to the old.

Edison Standard Records - - - 35c.
Edison Amberol Records (play twice as long) 50c.
Edison Grand Opera Records - - 75c. and $1.00
Edison Phonographs - - - $12.50 to $125.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

National Phonograph Co., 75 Lakeside Avenue, Orange, N. J.

Ad. No. 18.—6 inches, double column

To be inserted on

December 7, 1909

You enjoy music at EDISON Phonograph

You spend every year, for amusement not so good, more than the cost of an Edison Phonograph. The Edison Phonographs at all prices, will be found from $12.50 to $125.00.

No home is complete without music and enjoyment can be had without one. If you should ever hear one, you will not want to be without one. You will make every effort to get one.

Nothing gives so much pleasure with so little trouble, at so little expense, as an Edison Phonograph.

There are new Records of all kinds every month, both Standard and Amberol.

All Edison Phonographs play all kinds of Records, as well as Standard and Amberol Records, giving a wide field of music for you to choose from.

Edison Standard Records - - - 35c.
Edison Amberol Records (play twice as long) 50c.
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

National Phonograph Company, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 19.—6 inches, double column

To be inserted on

December 10, 1909

Victor Herbert wanted the EDISON Phonograph

because he believed it was the only sound-reproducing instrument that fulfilled all conditions, and because he believed that by means of an Edison Phonograph only could the widest distribution be given to good music.

Victor Herbert makes good music himself. He is now making it for reproduction in the Edison Phonograph and is himself supervising the work of his own orchestra in making the Records.

Victor Herbert's Records are but one of the many attractions which the Edison Phonograph offers you.

How about an Edison Phonograph Christmas?

Edison Phonographs can be had from $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (play twice as long) - .50
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

National Phonograph Company, 75 Lakeside Ave., Orange, N. J.

Ad. No. 20.—6 inches, double column

To be inserted on

December 14, 1909

Every day is Christmas when an Edison Phonograph

is the holiday maker. It is not Christmas but a time of entertainment, of peace and will?

What produces these things so much as a jolly with the addition of a few friends to the underlying vocal programs produced by an Edison Phonograph playing Amberol Records?

You can have just such a Christmas.

Hear the Edison Phonograph play some of those new Sousa Records, and you will learn for the first time what Edison has done for sound-reproducing machines.

Edison Phonographs - - - $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (play twice as long) - .50
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

National Phonograph Co., 75 Lakeside Ave., Orange, N. J.

Ad. No. 21.—6 inches, double column

To be inserted on

December 17, 1909

Thomas Edison Victor Herbert Every day Christmas

That's the combination that will bring joy into your home if there are any little ones there (and even if there are not). Edison has made the Amberol Records for Victor Herbert has made it which you simply can't Besides Victor Herbert hundreds of other good things, grave and gay, all waiting to produce the real Christmas feeling into your home.

Whatever you have for Christmas, be sure that somebody gives somebody an Edison Phonograph. Then there will be at least one present which will be received and rapturously welcomed.

Edison Phonographs - - - $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (play twice as long) - .50
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY
75 Lakeside Avenue, Orange, N. J.

Ad. No. 22.—6 inches, double column

To be inserted on

December 21, 1909

An Edison Phonograph makes a Family Christmas

The one thing that brings joy to all the household, big and little, old and young, is an Edison Phonograph with a selection of Edison Amberol Records.

The best Christmas present is something all can enjoy. All can and do enjoy the Edison Phonograph.

If every member of the family would take the money he or she expects to use to buy presents for the other members of the family, and put it together, there would be enough not only to buy an Edison Phonograph, but also a large supply of Records.

Edison Phonographs can be had from $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (play twice as long) - .50
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY
75 Lakeside Avenue, Orange, N. J.

Ad. No. 23.—10 inches, triple column

To be inserted on

December 24, 1909

Insertion positively [illegible] credited unless made on this date.

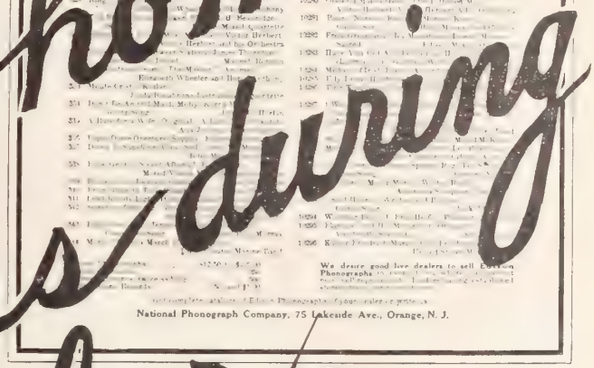
Edison Records for JANUARY Out To-Day

HERE is unusually good selection of Amberol and Standard Records for every owner of an Edison Phonograph. If you haven't an Edison Phonograph, the thing to do is to get one, so that you can play these new Records.

Some of the best talent in the country has been engaged in making these and other Records for you.

Hear them at your dealer's and will want to take most of them home.

Amberol Standard



We desire good live dealers to sell Edison Phonographs in territory where no dealer is now located. Write for our proposition.

National Phonograph Company, 75 Lakeside Ave., Orange, N. J.

Ad. No. 24—5 inches, single column

to be inserted on

December 28, 1909

Listen to the Band—Sousa's Band

play Sousa's most tuneful two-steps: Washington Post and High School Cadets. Both in the January list of Edison Amberol Records for the

Edison Phonograph

Get complete list of January Records from your dealer, or write to National Phonograph Company, 75 Lakeside Avenue, Orange, N. J.

Ad. No. 25.—6 inches, double column

To be inserted on

December 31, 1909

Hear the best Talent at its best through the Edison Phonograph

The world's best entertainers, the head-liners of the vaudeville shows, the stars of the operas, the good composers, band leaders and orchestra conductors are making Records for the Edison Phonograph. All of them are represented in our catalog.

Why do they consent to make Records for the Edison Phonograph? Because they believe that the Edison Phonograph will do them real justice, giving them the most artistic reproduction.

When you listen to an Edison Record played by an Edison Phonograph, you hear the original just as it was sung or played. Can you do this with any other instrument?

Edison Phonographs can be had from $12.50 to $125.00
Edison Standard Records - - - - .35
Edison Amberol Records (play twice as long) - .50
Edison Grand Opera Records - - 75c. and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records at Edison dealers everywhere or from us.

NATIONAL PHONOGRAPH COMPANY
75 Lakeside Avenue, Orange, N. J.

How we will reach eleven million homes nine times during December.

This is the biggest newspaper advertising campaign ever put out in the interest of a sound-reproducing instrument.

It goes right into the hands of your own customers and prospects.

It is backed up by our big magazine campaign which has been increased to double pages.

And these two big advertising campaigns will drive the holiday crowds into your store in bunches, that is, if you do your part. This advertising is stirring up the interest in Edison Phonographs and Records. Let this crowd know that your store is the place to buy them.

These newspaper ads are all dated. Watch these dates and get your local ads into the same issue.

We need your local endorsement. We're doing our part. You do yours. "Team work" on this campaign means bigger business for all of us.

Get ready to take care of this holiday crowd. Write your jobber to-day.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

AROUND THE ST. LOUIS TRADE.

Centennial Celebration Attracted Many Visitors to City—St. Louis Talking Machine Co. Make Cheery Report—Grafonolas in Favor—North Pole Window, Attracts—Amberola Displayed at Silverstone's—Other Items.

(Special to The Talking Machine World.)
St. Louis, Mo., Nov. 5, 1909.

The talking machine business is reported to be in very fair condition, with signs of improvement appearing each day. The recent centennial celebration here, which continued throughout the week, brought enormous crowds to the city, who from time to time crowded the talking machine stores, becoming more thoroughly appreciative of the great entertaining qualifications of these instruments.

O. A. Gressing, manager of the St. Louis Talking Machine Co., says that there is a snap and bounce to the fall business that did not show a year ago, and that all signs tend to show that previous records will be beaten. Their dealers are looking forward to an immense holiday trade and are beginning to place their advance orders for machines and records. The new Dr. Cook record, just placed on the market by the Victor Co., has met with a remarkable reception, and reorders are coming in from all the St. Louis Talking Machine Co.'s dealers. This is also true of the new and improved Victor needle and Victor Half-tone needle, which are unquestionably proving to the dealers that there is a large and growing market for these goods.

The St. Louis Talking Machine Co. are displaying in their window this week the Victor "Ready-Made" window display, which features the Dr. Cook record, and the continual collection of interested people before their window is the best proof of its attractiveness.

Mr. Gressing just returned from a ten days' trip to points in Indiana, Kentucky and Tennessee, and reports conditions and the outlook for a splendid business better than they have been in years.

L. A. Cummins, traveler for this house, had rather an odd experience in Quincy the other day. In response to an inquiry received at headquarters he tried to reach a man in an inland town by 'phone and was informed that his man was at that moment in Quincy. The only other clew he had was that the man was driving a Packard automobile, and armed with this information Mr. Cummins left the hotel to search for him. Just as he stepped from the hotel a large auto drew up to the curb. Mr. Cummins noticed that it was a Packard, and walking over to the machine he introduced himself to the surprised occupant, who proved to be the man he was looking for.

S. M. Field, of Little Rock, Ark., spent Friday, October 29, here on his way back from a short trip to New York. O. A. Reynolds, the only exclusive talking machine dealer in Illinois, outside of Chicago, was the guest of the St. Louis Talking Machine Co. for a day last week.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports trade moving along nicely and steadily improving. They recently received their first shipments of the Grafonola De Luxe instruments. They sold two of the $225 class the first day they were received. Mr. Walthall is expecting a fine business on these instruments.

Geo. W. Lyle, general manager, and W. C. Fuhri, district manager of Chicago, spent Oct. 14 in St. Louis on their way west to the Coast.

E. L. Bird, formerly with the St. Louis Talking Machine Co., is now with the retail selling force of the Columbia.

The North Pole window of the Columbia Phonograph Co. attracted as much or more attention than any show window in St. Louis during the Centennial week. It represented Dr. Cook at the North Pole, which was made of Indestructible records, with the following sign: "Dr. Cook broke all records, except Columbia Indestructible records, which cannot be broken." The fact that Dr. Cook lectured one evening during Centennial week and was in the Historical parade lent additional interest to the window.

Col. F. B. T. Hollenberg, of the Hollenberg Music Co., of Little Rock, Ark., and E. S. Payne, manager of the talking machine department of the Hollenberg Co., spent Centennial week in St. Louis.

F. G. Cook, now traveling for the St. Louis office, is making a record signing new Columbia dealers, having landed 15 in one month.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports business fair and improving. He recently received his first shipment of the Amberola hornless instrument of the National Co., and reports a good demand for them. J. K. Savage, formerly a local talking machine dealer here, is now with this company as traveling salesman and has just returned from a successful business trip through the Southeast.

D. K. Myers, the well-known Zonophone jobber, reports trade only fair, but is looking for an improvement.

The Knight Mercantile Co. report their business to be moving along fairly well, with signs of improvement.

H. J. Berlin, manager of the talking machine department of J. H. Buettner Co., reports their trade is moving along quite well. They have just completed several very handsome sound booths.

G. C. Hawkins, a talking machine dealer of Decatur, Ill., was a recent visitor here.

The Thiebes-Stierlin Music Co. report a fair trade in their talking machine department.

Mr. Collins, of the Universal Talking Machine Co., was a recent visitor here.

TRAFFORD CO.'S PUBLICITY.

The Trafford Co., 106 South Main street, Mason City, Ia., are great believers in publicity. One of their recent ads. in the local papers was most attractively designed and was largely devoted to featuring the Victor talking machine and Edison phonograph.

Salesmanship without courtesy belongs in a class with bricks without straw. Courtesy is the king-pin of salesmanship and without it there will be few large sales and no well-pleased customers.

WE JOB ROLLER & ICE SKATES
A GOOD SIDE LINE
Write for Prices

WE JOB SAFETY RAZORS & BLADES
Write for Full Information

"MAGNETIC NEEDLES"
Are THE Best—Three Kinds
MULTI-TONE—LOUD TONE—MELLOW TONE
Write for Free Samples and Prices

VICTOR

You Can Sell This VICTOR-O-OUTFIT
For $25.00 Retail

Victrola Protectors
Keep your Victrolas in good condition
PRICES
For Victrola XII $1.50
For Victrola XVI $2.00
SEND FOR SAMPLES AT ONCE

Dealer's Prices of
Our special cabinets
FOR
Victor-O $5.50
Victor I 5.50
Victor II 6.75
Victor III 7.75
Victor IV 7.75
ORDER A SAMPLE LINE TO-DAY

EDISON

Our Moderate Price Continuation Top Cabinets Have Made A Big Hit!
They Match The Victor Machines
They Match Your Customer's Pocketbook

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

WE JOB INGERSOLL WATCHES
ANOTHER GOOD SIDE LINE FOR THE PHONOGRAPH DEALER

S. B. DAVEGA CO.
126 UNIVERSITY PLACE : NEW YORK

WE JOB Electrical NOVELTIES
AND COLLEGE FLAGS AND PENNANTS

SOLID WOOD (NOT VENEERED)

The Customer

that is able to pay $15.00 for a horn usually has the ability to judge a fine piece of workmanship and has a refined musical taste.

The MUSIC MASTER is made especially for this class of trade.

The MUSIC MASTER SOLID WOOD HORN is beyond comparison in workmanship, finish, and tone quality; it is more than a horn, it is a Sounding Board.

HAVE ONE SENT ON APPROVAL

Your choice of ***solid*** Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you were not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

BUSIEST SEASON FOR YEARS

Predicted by Talking Machine Dealers in Cincinnati—Victors in Masonic Lodges—Big Call for Victrolas for Clubs and Churches—New Amberola Displayed—Columbia Co. Store Remodeled—New Grafonola Styles Attract—Concertophone Co. Incorporated—Other Items.

(Special to The Talking Machine World.)

Cincinnati, Nov. 8, 1909.

The busiest season of the year for dealers in talking machines is just coming on and indications point to an immense business. Already the inquiries are increasing daily and some sales of high-priced goods have taken place within the last week with orders for delivery in time for the holiday season. The collections have been a sore point with the trade, particularly those in the installment branches. These people seem to divert their payments to other channels.

Manager Walter Timmerman, of the Milner Musical Co., last Friday found a new way of reaching the public for the noted Victor Victrolas. This instrument was used in the Master's work of Golden Gate Lodge, No. 345, at Covington, and made a hit. Dalmaine's "Spring Song" and "Incline thine ear to me" were used at the proper time in place of the conventional masonic songs. Micha Elman's record of Chopin's Nocturne E flat and "Rock of Ages," by a quartet, were also among the records played during the evening. As a result of this innovation Mr. Timmerman has one sale to his credit and inquiries from half a dozen other sources. He intends writing the home office to get the real music for the occasion and will endeavor to introduce Victor Victrolas in the Masonic lodges of this section. Ordinarily a quartet of male voices costs $25. The hornless music is believed to be more effective and will cost less in the end.

The month of October was extremely satisfactory to the Rudolph Wurlitzer Co., as far as the retail trade in Victor goods is concerned. A number of Auxetophones were placed in restaurants and hotels and the immediate future for this style instrument gives promise of a number of sales. There was an exceptional demand for Victrolas for clubs and churches for entertainment purposes, and these entertainments have resulted in good publicity for the Victrola and Auxetophone.

The prospects for holiday trade are excellent, and already Victrolas have been sold and are being held for holiday delivery. The Wurlitzer Co. have been getting out some very attractive literature in connection with the Victrola, which has been giving results.

Mr. Hug, of the National Co., was a visitor, and brought with him a sample of the new Amberola, which was inspected by the local dealers who placed orders for future delivery with Mr. Hug. Mr. Ornstein and Mr. Goldsmith, of the Victor Talking Machine Co., spent several days in Cincinnati, in the interest of the Victor Co., and report splendid trade conditions throughout the country. Max Landay, of New York, was another visitor to the trade in behalf of the Talking Machine Supply Co.

The demand for Victrolas in the small towns brought a number of dealers to Cincinnati to select special wood in Victrolas for their customers from the big stock that the Victor representative (The Rudolph Wurlitzer Co.) carry on exhibition on the main floor of their establishment.

Mr. Ahaus, of the Victor department of the Wurlitzer Co. has just recovered from typhoid fever, which kept him from work for several months. He is now on deck. His illness has in no way affected his ability as a Victor salesman. Mr. Sigman, of the same department, has had a very successful trip through Ohio and Indiana.

The Columbia Phonograph Co. have completed remodeling their store, and with other improvements have put in several spacious and handsome booths for display purposes, these being made necessary by their increased business, specially in the high grade graphophones and records, which now hold the attention of the purchasing public.

They have on exhibition three unusually attractive new types of instruments, known as the Grafonola De Luxe-A, Grafonola De Luxe-B (with Regina attachment) upright cabineted machines, and the Grafonola-Regent, which is an entirely concealed graphophone in the form of a handsome library table.

The Grafonolas are creating intense interest in musical circles and among the higher class of people, and many sales are reported.

While the principal trade interest centers in the high-class machines and records they report a satisfactory return of business from the laboring class of people, and every indication is for the best winter's graphophone business in the history of the firm.

The wholesale business is playing a large part in their fall campaign as their policy of exclusive selling rights and 10 per cent. free advertising, backed by their complete line of goods, is appealing to every up-to-date merchant.

The Ohio Concertophone Co., which have arranged with the Victor Mfg. Co., of Chicago, for sale rights in this state, was incorporated at Columbus last Friday with a capitalization of $100,000. Half of this stock will be of the preferred class and the remainder in common. The company will have its headquarters at J. G. Greene's piano store, 424 Race street. Those who will take an active interest in the corporation are Charles J. Christie, W. A. Jones, W. W. Woodward, Joseph Krolage, W. C. Rippey, George Knorr and Mr. Greene.

SMITH BUYS OUT FRIEDRICH.

Edgar N. Smith has purchased the half interest of Walter H. Friedrich in the business of the Walter H. Friedrich Co., Parkersburg, W. Va., and hereafter the firm will be known as the Smith Music Store. They carry a full line of talking machines and musical instruments.

REVIEW OF DECEMBER RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

A feature of the very elaborate list of records issued by the National Phonograph Co. for December is Bach's celebrated air on the G string, No. 307 (Amberol), which has been specially arranged by Victor Herbert for stringed instruments. As played by Mr. Herbert and his orchestra this makes one of the interesting Edison productions of the month. Another record by Victor Herbert and his orchestra is Mendelssohn's "Spring Song," No. 10,260 (Standard). This classical gem is given a very beautiful reading and makes a record of extreme interest. Other striking records are "Manhattan Beach" and "El Capitan," No. 319 (Amberol)—two famous marches on one record and played with great spirit and finish by Sousa's famous band. Another Sousa record worthy of special commendation is No. 10,272 (Standard). The United States Marine Band is also in evidence with a very excellent record, No. 10,264 (Standard), the "Lincoln Centennial March," which is played with that snap and brilliancy for which this organization is famous. The line of vocal productions listed must unquestionably attract the close attention of dealers and purchasers. It includes three new numbers by Harry Lauder (Nos. 12,065-12,070-12,080); three operatic (Amberol) records in Italian by Avezza and Daddi, and a selection from "La Boheme" (Standard) by Daddi and Reschiglian—all admirably recorded—making a goodly addition to the list of high-class productions issued by this company.

* * * *

The Columbia Phonograph Co. in their December list of records are prepared for the Christmas demand by listing two famous Yuletide numbers on double disc (No. A5,135, 12 inch), "Oh, Holy Night," by Thomas Chalmers, and chorus from the Church of the Ascension, New York (tenor solo, orchestra and harp accompaniment), and "Silent Night," sung by the Metropolitan Trio. Three celebrated and ever-popular classical and operatic numbers are listed in the ten-inch Symphony double-disc column this month (A763, A764, A765). They are sung in Italian by Giuseppe Pimazzoni, a baritone of distinction, and merit close consideration, as they constitute three records of unusual musical value. Other excellent records are two 12-inch Symphony Ao,136, A5,317), sung by David Bispham, who is heard in Il Balen from "Trovatore" and a selection from Sullivan's "Ivanhoe" on one record, and Don Juan Serenade and Gypsy John, sung by Kirk Townes. Both are baritone singers, known the world over. The general list of records contains many vocal numbers—sacred and popular—contributed by well-known singers, while the instrumental numbers include records by the Royal Regimental Band, the Banda de Polica, and others. The list this month, taken as a whole, is an excellent one and well worthy the consideration of jobbers, dealers and purchasers.

* * * *

Fifteen new Red Seal records are listed in the December list of the Victor Talking Machine Co., and they are contributed by Geraldine Farrar, soprano; Mme. Schumann-Heink, contralto; Jeanne Gerville-Reache, contralto; Antonio Scotti, baritone. Three of them are duets, two by Farrar-Scotti, and one by Farrar-Jacoby. As may be seen from the full list elsewhere these records are a most valuable contribution to the Red Seal list and must arouse the interest of those musically inclined, who have come to value these records as a most important contribution in an educational and musical way.

Other Victor records in the regular list for December which merit especial commendation are the ballet music from "Faust" (58,018), by the famous French Symphony Orchestra, and Joyce's "Songe de Automne" (52,022), which is played by the Bohemian Orchestra of London and notable for the fine quality of tone produced by the strings. There are also two records by the Vienna Quartet—"Danse Caprice," Grieg (31,756), and "Chant Sans Parole," by Tschaikovsky (5,750). This organization, which has been received in New York with such favor, has given these numbers a beautiful reading. Two excellent records by Pryor's Band are the "Hungarian Rhapsody," No. 9, Liszt (31,752), and "The Enterprisers Military March," Lampe (5,748). This Rhapsody No. 9 of Liszt's is one of the most brilliant of the fourteen which he has written, and the admirable performance of the band merits high praise. The duet for trombone and cornet from Act. IV. of "Aida," played by Arthur Pryor and Emil Keneke (31,754), is also notable for its great beauty of tone and fine expression.

In addition to the foregoing there are many other good prospective sellers included in the single-faced list, which are worthy of consideration, while the 12 double-faced records include many of the popular favorites of the day, both instrumental and vocal, which are played and sung by well-known artists. The list, broadly considered, is one of the most interesting sent out by the Victor Co. in some time.

* * * *

In the December list of Zon-o-phone ten-inch double-sided records many of the popular favorites of the day are to be found, while among the numbers of a semi-classical nature which will invite the consideration of musical purchasers are Moszkowski's "Serenade" (5,559), which is backed with Lincke's "Festival March." A flute and clarinet duet and a flute and viola duet (5,563) are also records of very commendable compositions which should become popular. Two other instrumentals which are excellent are the "Second Hungarian Fantasia," and that now famous march, "A Triumphant Banner" (5,560). In the vocal list are two numbers which should appeal to Christmas purchasers—Gounod's "Nazareth" and Adams' "Christmas Song," sung by Thomas Chalmers (5,564). There are also a number of trio and minstrel selections which should greatly please those inclined to compositions of that ilk—and they are legion.

RECENTLY INCORPORATED.

The American Cinephone Co., of New York, have been incorporated at Albany, to deal in musical and talking machine, moving picture apparatus, etc. Capital, $250,000. The incorporators: Isadore Finkler, Leon Kauffman, Stuart M. Kohn, all of 2 Rector street.

* * * *

The Frank S. Bump Co., of Binghamton, N. Y., have incorporated with the secretary of the State at Albany, to deal in talking machines, automobiles, bicycles, sporting goods, etc., with a capital of $10,000. The incorporators are, Frank S. Bump, Maud L. Bump and Austin S. Bump.

DEATH OF MRS. WM. H. LOCKE.

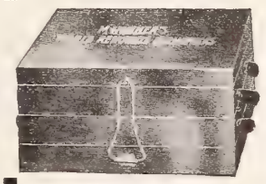
Many in the talking machine trade will regret to hear of the death of Mrs. Wm. H. Locke, wife of Wm. H. Locke, manufacturer of the one-time famous Searchlight horn, and later of a collapsible amplifying horn that is now equally well known to the trade. The sad event occurred recently.

W. D. ANDREWS' NEW STORE.

W. D. Andrews, the well-known talking machine dealer of Buffalo, N. Y., has opened a new store at 632 and 634 Main street, that city, in charge of Ray E. Crandall. The store is handsomely fitted out and a large line of Edison and Victor machines and records are carried in stock.

It doesn't always take a far-seeing man to see his own finish.

The C-D-C Device Will Sell the Harmonicas for You, Mr. Dealer



No. 400, Closed

Place this Cabinet and Harmonica Assortment on your display counter and watch the instantaneous results.

The C-D-C DEVICE consists of a three tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the Cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time, and showing the instruments to a great advantage. When closed, the complete Cabinet occupies a minimum of space (10¾ in. wide, 9¾ in. long, 5¾ ins. high), being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The Cabinet costs you nothing, and besides you are the gainer by over 50 PER CENT. cash profit on your investment. The C-D-C DEVICE contains 38 pieces of the very best selling

Hohner Harmonicas

assorted in 16 different styles, all keys, and can be retailed at the following prices:

Assorted Harmonicas

16 pieces to retail at	25c.	$4.00
12 " " " "	35c.	4.20
10 " " " "	50c.	5.00
	Total retail value,	$13.20

YOUR INVESTMENT

$8.75 { Per Cabinet and Harmonica Assortment.

YOUR GAIN

Over 50% Cash Profit and a Superb Display Cabinet.

Write for illustrated Folder in Colors.

No. 400, Opened.

M. HOHNER 475 BROADWAY NEW YORK CITY

Canadian Office, 76 York St., Toronto

Mexican Office, 4a Calle de Tacuba No. 33, Mexico City

Harmonicas, Accordeons, Blow Accordeons

IMPORTANT VICTOR MOVES.

List of Fifty Double-Faced Records of Standard Stable Records—Will Test Selling Value of Double Versus Single-Faced Records—New Exchange Proposition.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 4, 1909.

An important move by the Victor Talking Machine Co., Camden, N. J., concerning their new list of double-faced records and cut-out exchanges is embodied in the appended letter sent the trade last week by General Manager Geissler:

"To the trade: We beg to call the attention of the trade to two very important moves on the part of the company, in the matter of records, which will have a very great influence upon the Victor record trade, in both advancing the sales thereof and by means of our new exchange system on 'cut-out' Victor records, in giving assurance to the trade of the stable value of Victor record stock.

"Proposition No. 1: First—Let us call your attention to a list of newly double-faced records—fifty (50) in all—forty-five ten-inch and five twelve-inch, on which list of records we will be ready to begin shipments to our far-western distributers on November 1, proceeding with shipments easterly therefrom in the endeavor to make simultaneous deliveries. The opening day at wholesale will be Monday, November 15; the opening retail sales day will be Tuesday, November 16.

"In doubling up this list of standard stable records this company is making the first intelligent experiment that has ever been made in America, or, in fact, in the world, to find out the relative selling value of the double-faced against the single-faced record, for we shall at the same time continue to catalog all of these records separately as single-faced records. There is no doubt but that this list of standard sellers will have an enormous sale in double-faced form, and especially so in the beginning, but we, nor no one else, can tell exactly the influence that the double-facing of these records will have upon the sale of the same single-faced. Our statistics at the end of six (6) months' time will give us satisfactory data upon which to base our actions relative to the withdrawal of certain of these records from our catalog.

"Proposition No. 2: After January 1, 1910, the date upon which the records on the list of October 1, 1909, actually become 'cut-outs,' we intend to permit, according to the provisions of an exchange proposition to be put out in detail at that time, the trade to return any 'cut-out' records appearing on the above two lists, at their full value, for exchange through their distributers, at any time that suits their convenience during the six months' period between January 1, 1910, and June 30, 1910. Please remember that these records are not 'cut-outs' so long as they appear in our current catalog. These notices of future withdrawals are sent out months in advance to enable the trade to sell these off to the public and get their costs and profits out of them before they are eliminated from our catalog. We hope that the trade will use extra efforts to dispose of these records that become 'cut-outs' and not put them aside (as we understand some do) to be returned to the factory."

POSITION THROUGH VICTOR RECORDS.

Engaged by Director Dippel on the strength of gramophone records of his voice in several operas, Farsell, a Swedish baritone, arrived on November 4 to take his place with the Metropolitan Opera Co. The gramophone records were sent here from Paris by Farsell at the request of Herr Dippel. After hearing them, he was so charmed that he cabled an offer to the Scandinavian.

GRAFONOLAS FOR TRAINS.

The demand for Grafonolas is declared by the officials of the Columbia Phonograph Co., General, to be astonishing, so much so that a congestion is feared. The Grafonola Regent or library table machine seems particularly popular with steamships, clubs, etc. A western trunk line is negotiating to equip their de luxe trains with the Regent, and the deal, which is for a large quantity, may be closed in the near future.

HERE'S A CLEVER YOUNGSTER.

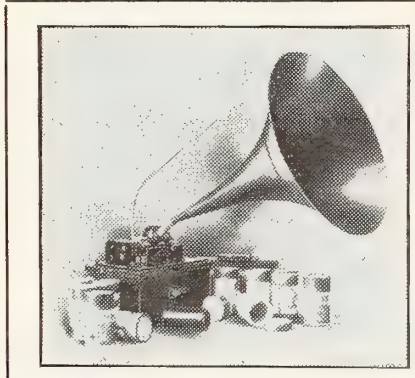
Max Landay Enthuses Over Fred W. Graves' Clever Son Who Is a Credit to the West.

When Max Landay, of Landay Bros., New York, was in Portland, Ore., on his recent selling trip for the Talking Machine Supply Co., he was the guest of Fred W. Graves, of the Graves Music Co. Writing of the pleasant incident, Max says: "I was entertained by Mr. Graves and his beautiful wife at their magnificent home and greatly pleased with their son, Fred W., Jr., a clever youngster, a year and nine months old. He is certainly the brightest boy I have ever met, as he can play the Victor talking machine to perfection. He is the coming talking machine man of the coast, and in that capacity will be heard from."

SOUTH AMERICAN TRADE GOOD

Says Walter Stevens, the National Co.'s Export Manager—More Active Even Than in the United States—Amberola in Demand.

In speaking of foreign business Walter Stevens, manager of the National Phonograph Co.'s export department, said: "Trade in South America is very good; in fact, in all the Spanish-American countries. For a while it was rather slow in Mexico, but now sales are increasing. On the whole foreign business is more active than it is in the United States. There seems to have been a reaction here; or, in other words, business is not up to expectations in the regular lines. The Amberola, however, has proven a great success, and the only thing I fear is lack of stock.



Lin-o-tone Horns

The horn that is made of Linenoid, **in one piece,** without seam or joint. This accounts for the delicate tone and expression that everyone admires in a Lin-o-tone and that makes it so popular with that class of phonograph users who are particular and want the best possible results they can get from their machines.

THESE JOBBERS CAN SUPPLY YOU

ALBANY, N. Y.
Finch & Hahn.
ALLENTOWN, PA.
G. C. Aschbach.
BANGOR, ME.
S. L. Crosby Co.
BOSTON, MASS.
Iver Johnson Sporting Goods Co.
BUFFALO, N. Y.
W. D. Andrews.
BURLINGTON, VT.
American Phonograph Co.
CHICAGO, ILL.
Babson Bros.
Rudolph Wurlitzer Co.
COLUMBUS, OHIO.
Perry B. Whitsit Co.
DALLAS, TEXAS.
Southern Talking Machine Co.
DES MOINES, IOWA.
Harger & Blish.
Hopkins Bros. Co.
DUBUQUE, IOWA.
Harger & Blish.
FORT WORTH, TEXAS.
Cummings, Shepherd & Co.
GLOVERSVILLE, N. Y.
American Phonograph Co.
HOBOKEN, N. J.
Eclipse Phonograph Co.
INDIANAPOLIS, IND.
Kipp-Link Phonograph Co.
KANSAS CITY, MO.
J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
MEMPHIS, TENN.
F. M. Atwood.
O. K. Houck Piano Co.
MINNEAPOLIS, MINN.
Minnesota Phonograph Co.
MILWAUKEE, WIS.
Lawrence McGreal.
MOBILE, ALA.
W. H. Reynalds.
NEW HAVEN, CONN.
Pardee-Ellenberger Co.
NEW YORK, N. Y.
Blackman Talking Machine Co.
Jacot Music Box Co.
OMAHA, NEBR.
Nebraska Cycle Co.
PHILADELPHIA, PA.
Louis Buehn & Bro.
PITTSBURG, PA.
Standard Talking Machine Co.
PROVIDENCE, R. I.
J. A. Foster Co.
RICHMOND, VA.
C. B. Haynes.
ROCHESTER, N. Y.
Mackie Piano O. & M. Co.
SCHENECTADY, N. Y.
Finch & Hahn.
ST. LOUIS, MO.
Koerber-Brenner Co.
Silverstone Talking Machine Co.
ST. PAUL, MINN.
W. J. Dyer & Bro.
Koehler & Hinrichs.
SYRACUSE, N. Y.
W. D. Andrews.
TROY, N. Y.
Finch & Hahn.
OKLAHOMA CITY, OKLA.
Smith's Phonograph Co.

Finished in three colors: IVORY BLACK, DEVIL RED, ULTRAMARINE BLUE
All gold striped

For Fireside Length, 21 inches; Bell, 17 inches. Retail price $3.00

For Standard, Home or Triumph Length, 26 inches; Bell, 21 inches. Retail Price . . . $5.00

Actual Sales

VERSUS

Possible Sales

Have you ever thought Mr. Dealer that you are only selling talking machines to the people who are satisfied or are willing to make themselves satisfied with the talking machine as they know it?

Are you not aware that there is a vast number of people, right in your town, who would prove customers, and **the best class of customers,** if you could overcome their objections to the talking machine as it now appeals to them?

If you could get at the reasons for their prejudice would you not find them voiced about as follows:

"The tone is too loud for my home."

"I could enjoy it were it not for the scratch and noise."

"The records won't last," etc., etc.

"B. & H." FIBRE NEEDLES absolutely eliminate all these objections. With their use the talking machine appeals to the lover of soft, beautiful, artistically produced music.

They do away entirely with the scratch and noise of the steel needle.

The tone is just right for home use.

They preserve the records PERMANENTLY.

We have many letters in our files from dealers stating that because of the Fibre Needle **they have sold machines to people they have hitherto been unable to interest.** You can do the same.

Now is the harvest time of the year. Take advantage of the full sales possibilities, and reach for the class of trade now denied you, by handling **Fibre Needles.**

Write at once for samples, prices and full details.

"B. & H." Fibre Mfg. Co. 33 W. Kinzie St., **Chicago, Ill.**

The Talking Machine Business Coming Into Its Own Again

Says the President of the National Phonograph Co., Who Writes a Stimulating Article About Present and Prospective Conditions—Success Can be Won by United, Concerted Action, and by Enthusiasm and Optimism on the Part of Manufacturers, Jobbers and Dealers.

By FRANK L. DYER

Out of the hustle and bustle of preparation to meet the demands of the holiday trade, we can profitably spare a moment or two for reflection upon the developments of the year that is fast drawing to a close.

Thanksgiving, the harbinger of "The Season," is already knocking at our doors. This year more so than at any time since the inception of the talking machine industry, we have all—manufacturer, jobber, dealer—cause for universal and heartfelt rejoicing. We have passed through the most grueling period in the history of our existence. Out of a siege of industrial adversity that shook the financial world to its very foundations we have emerged triumphant, with not only unimpaired but renewed vigor.

The stability of the talking machine industry has been established before the world. The reason for its survival is the necessity to mankind of good music and entertainment, and the universal recognition of the fact that for versatility and quality of entertainment the phonograph to-day has no superior. The rapidity with which the industry is recovering its equilibrium can be attributed to but one reason —optimism. Optimism is the influence that sustained us throughout the entire period of depression. Had we not all shared that spirit we would not to-day be in a position to indulge in cheerful retrospect upon the past.

The manufacturers set the example; jobbers and dealers with but very few exceptions followed it. At the time when the future looked least encouraging the manufacturers strove hardest to lend a cheerful aspect to the situation, and by their unprecedented example in spending huge sums for the improvemnt and advertisement of their products infused a spirit of corresponding faith and activity into the other branches of the business. The lesson of that example must not be lost.

And so, with the certain knowledge of our permanence among the industrial institutions of the world, we welcome the advent of Thanksgiving this year as never before; not unmindful of the fact, however, that with that knowledge comes a corresponding responsibility upon all our branches. Our business is on a high plane at present; we must maintain it at all hazards. We are members of one great family, we manufacturers, jobbers and dealers; our respective branches form a commercial trinity whose perpetuity depends upon our loyal allegiance to one another. We must work in intelligent harmony if we are to go on to further success.

The manufacturer must continue to improve the standard of his product. He must seek new ideas and experiment in many channels in order to attain still further perfection in his line. That's his duty to the trade and to the public. He must create publicity for his goods by general advertising. The jobber and dealer must supplement the work of the manufacturer in their respective domains by intelligent concerted effort. They must give him the benefit of their confidence and impressions. That's co-operation, the phonographic synonym of success.

The arrival of the holidays at a time when business is improving by leaps and bounds is most fortunate for the talking machine dealer. It places him in a position to entrench and fortify his business more thoroughly and impregnably than ever before. It is the opportunity of all opportunities. The holiday trade this season will be big. Everything indicates it. The improvement in all lines of business is going to reflect itself in the proverbial generosity of the American public during the holiday period. It is not necessary to descant upon the peculiar attractiveness of a phonograph as a holiday suggestion; it speaks for itself—louder and more convincingly during the holidays than at any other time of the year. It remains only to urge the dealer to go after the holiday trade more aggressively, persistently *and above all, earlier than ever before.*

We have endeavored to emphasize the absolute necessity for early preparation in our talks with dealers. It is not necessary or at all advisable to overstock, but many dealers make the mistake on the other side, and live to repent it afterwards. There is no danger in a liberal provision; the phonograph has a consistent selling value all the year round. An aphorism that I culled from a house publication recently impresses me as being an excellent motto for dealers to follow at this particular time. It goes like this:

> "Cowardice, too frequently mistaken for conservatism, is the cause of more business failures than bravery, too often considered mere recklessness."

There is a world of logic in those words, and every talking machine dealer should ponder on them.

FRANK L. DYER.

The necessity of placing holiday orders early so as to give the manufacturer an opportunity to approximate his requirements is another subject that we have dwelt upon at length. It is better to be on the safe side by ordering early than to run the risk of bitter disappointment in an eleventh hour "rush" order. There are many subjects that should engross the attention of the wide-awake dealer at this time, but they have been so thoroughly and often covered that it seems superfluous to repeat them now. Revision of mailing lists, concerts, advertising, window displays, etc., are all familiar subjects whose importance cannot be overlooked or delayed. Window-displays are the lodestone of the holiday trade and the dealer whose originality provides a unique window will have cause to congratulate himself afterward.

Only five or six weeks more and we will be speaking of the holiday trade in the past tense. In the brief interval that still remains, every dealer should be "up and doing" in order to be able to employ that form of speech to his own satisfaction.

That the talking machine business is beginning to come into its own again, there isn't the slightest doubt. We of the National Phonograph Co. can cheerfully subscribe to the truth of that statement. Our machine and record sales are climbing fast. While it of course follows that a very large percentage of this is due to the impetus of the holiday prospect, a comparison with our sales during the corresponding period of last season convinces us of a satisfactory general improvement. We are further impressed by the significant fact that eastern localities, which of necessity bore the brunt of the financial depression, are now contributing generously to the grand total of orders.

The demand for our popular-priced machines increases daily, and we are preparing for a big business in those types during this season. Amberol attachments are moving very satisfactorily at the present time and will become a more important factor in our sales column when dealers in the eastern States resume their former aggressiveness. We are beginning to relieve the Cygnet horn situation, which has been a serious proposition with us because of the volume of orders, and the inability of horn manufacturers to supply our requirements.

The new Amberola has surprised us by the enthusiasm it has inspired among the trade and public. It is a beautiful machine in every essential and we are immensely proud of it and enthusiastic for its future. Its ready reception proves conclusively that the phonograph has escaped the classification of talking machines in the eyes of the public.

Altogether, the prospect of a splendidly successful season is growing brighter every day. Every natural cause is on the side of continued prosperity. Manufacturers, jobbers, dealers—let's all co-operate, and by united, concerted action, by enthusiasm and optimism in our individual work, make this season so memorable for its success that next year's Thanksgiving will be offered up not for survival but for affluence.

CHANGE IN THREE-IN-ONE PRICES.

The Three in One Oil Co., manufacturers of the famous Three in One Oil, have just sent out notifications to the trade all over the United States that on January 1, 1910, a new schedule of prices goes into effect.

The new prices at which dealers will buy from jobbers are a little higher than in the past. This change is necessary because of the increased cost of all commodities during the past few years. Freight rates are much higher. The cost of raw materials, labor, labels, bottles, cartons—in fact, everything that goes into making a complete package of Three in One—has increased. To preserve their manufacturing costs at a safety point and protect themselves, the Three in One Oil Co. have found it absolutely necessary to increase the cost both to jobbers and to retailers. This was done only after due consideration, and when it was demonstrated that there was no other way. If all retailers will simply adhere to the established and advertised retail selling prices the change in price will be a benefit to them rather than otherwise. There is never any excuse for cutting prices anyway.

The Three in One Oil Co. also announce that beginning with January 1, 1910, they will put a new size package on the market, eight ounces, which will retail for 50 cents. This contains eight times as much oil as their 10-cent package, and three and one-half times as much oil as their 25-cent package. There has been an insistent and growing demand for a considerable time for a larger size package for use in factories, offices and large households. Therefore, in putting up a new "factory or household size" at 50 cents indications are that large sales of this size will result.

In changing the prices and putting out this new package the Three in One Oil Co. amply protect the jobber and the retailer in the way of profits, as they always have done in the past.

M. Hirsch & Son, music house, Holyoke, Mass., have become exclusive Columbia dealers, the negotiations having been closed by B. Feinberg, the special representative of the Columbia Phonograph Co.'s wholesale department. A fine initial order was placed for goods.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Tightness of Money Due to Advancement of Bank Rate to 5 Per Cent. Checks Business Activity—Day of Cheap Machines About Over—Copyright Situation Now at a Standstill—Decreased Profits Evident in Gramophone Co. Report—Beka Records for November—Protest Against Proposed Australian Patents Bill—To Typewrite Telephone Messages—New Gramophone Records—Columbia Co. Report Big Sales—Zonophone Co.'s Popular List—Rena Co.'s Choice List of New Records—H. Lange's Successor's Creditors Meet—Premier Co.'s New Five-Minute Disc a Success—Other News of the Month.

(Special to The Talking Machine World.)

London, E. C., Nov. 5, 1909.

General trade activity has received somewhat of a check by reason of the rapid advancement of the bank rate to 5 per cent. and consequent tightness of money this last few weeks, but even so, it has not materially affected talking machine sales, although from some quarters complaints have reached me to the contrary. On the whole, however, I think we have no particular cause to be anything but optimistic, for the season is opening up remarkably well, considering the many outside influences at work. Nevertheless, it is useless to attempt to disguise the fact that much uneasiness obtains in the whole trade. Litigation, covering several important points, looms large upon the otherwise cloudless horizon, and the idea prevails, unfortunately in too many directions, that trade will—is in consequence bound to suffer.

Without expressing any opinion on the merits of the questions at issue or departing from our always strictly impartial attitude in such matters, I think there is little cause to do other than help business to progress much as usual. Anyhow, scaremongers are to be shunned. Let each man judge the position for himself, and act accordingly. As I reported last month, traders here are gradually coming to recognize that the days of the cheap machine are over, gone, maybe, forever. There was little profit in selling it, and still less satisfaction to the purchaser. Successful trading is dependent upon successful goods. If there were no cheap, always-wanting-repair machine on the market, we should lose one of the chief causes of failure in business, especially among dealers. There is more satisfaction in selling one good machine than a dozen rubbishy ones, and more profit, too. Bad instrument, bad customer; good instrument, good customer. Is it not so, Mr. Dealer? A certain manufacturer of this city told me the other day that he was making two reliable models at three and five guineas retail, but the latter's sales in comparison with the former were three to one. That is evidence of a great change for the better. It is a sign which means steadier business and brighter prospects for all engaged in the talking machine industry.

Their Debtors' List.

According to the Gramophone Co.'s report, no less a sum than £196,042 is itemized against debtors!

The Copyright Situation.

Copyright matters are now at a standstill. The Board of Trade Committee have interrogated dozens of witnesses selected from the ranks of the talking machine and piano player roll makers, and we are all now anxiously awaiting for some information as to the committee's findings. Their report, however, will not be made public probably for some months yet, in view of the delay necessarily involved by such a chaotic situation in political circles as at present prevails. At the commencement of the controversy we opened our columns to the opinions of manufacturers, who, without exception, whole-heartedly opposed the unjust demands which the publishers seek to levy under the guise of a specious pretext. We are quite prepared to look at the question through the other man's spectacles, and admitting the sentimentality of his claim, we contend that it should rest at that and no more. For this reason, any instrumental selection or song placed upon a disc or cylinder record which sells by thousands at once popularizes that particular piece far in advance of anything attained by the publishers' methods. The record takes the credit, while the composer benefits by selling greater quantities of his music than he would do without the aid of record publicity. That, to our mind, is a fair exchange, and should be satisfactory to both sides. Several publishers, not to mention the large number of composers, who are in full agreement with this attitude, deplore any suggestion of hampering an industry which so materially helps the sale of sheet music.

Such is the position of this matter at the present time, and we trust it will be for many years unaltered.

Gramophone Co.'s Annual Report.

The annual report of the Gramophone Co., Ltd., presented to the meeting on November 2, states that the result of trading is a credit balance of £58,804, which with the amount of £644,626 brought forward from the last balance sheet makes a total of £703,430. After deducting income tax, directors' fees, bonus of 10 per cent. paid on ordinary shares for year ended June 30, 1908, interim quarterly dividends, £1,267 decrease in value of investments, a credit balance of £566,313 remains. It is not proposed to pay a bonus on the ordinary shares for the year ending June 30, 1909, and this balance will accordingly be carried forward to next year. The meeting will be asked to authorize the payment of interim dividends on the ordinary and preference shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments for the year ending June 30, 1910. Depreciation, at adequate rates, has been written off the warehouse, factory buildings, machinery and plant, furniture, etc. As last year the matrix account stands at £30,000. The reduction in net assets is accounted for by the payment to shareholders of the bonus in respect of the year ended June 30, 1908, and by the difference between dividends authorized and paid during the past year and the actual profits earned in the same period. The decrease in profits is attributed to depressed trade conditions generally and competition in foreign branches, and particularly to reduction in gross profit in Russian territory. On their appointment to the joint management, filling the vacancy caused by the retirement of T. Birnbaum, Alfred Clark and S. W. Dixon will be proposed for election as directors. The retiring directors, Romer Williams and Walter H. Long, offer themselves for re-election.

Beka Publicity

A window bill bearing the words "Beka for Real Music" has just been issued to the trade. This and other literature will upon request be forwarded to any dealer desirous of making his shop attractive. The November list of 10-inch double-sided Beka records is a particularly good one, and contains twenty selections, from which I would mention the following: "Uhlan's Call" (march), "Convivial March," "Tresoro Trio" (waltz), and "The Merry Widow Waltz," all played by the Beka London Orchestra, ably conducted by Julian Jones; "In the Evening by the Moonlight, Dear Louise," and "Sweet Adeline," by James Hudson, who also gives us that popular song, "I Like Your Old French Bonnet"; Bert Alvey is responsible for three comics—"Has Anybody Here Seen Kelly?" "With the Little Wigger-Wagger in My Hand," and "Exercise"; a very nice flute solo by H. Fransella is "Valse" (Godard), and "In Cellar Cool" (with variations); H. Taylor (clarionet) makes a splendid record.

Offense Under the Companies Act.

Giving judgment in the case of David Rees (director of the defunct British Sonogram Co.), charged with an offense under the Companies act, the magistrate stated that taking into consideration Mr. Rees' previous honorable character, and that others were perhaps to blame more than he, a nominal sentence of eight days only would be imposed, which entitled Mr. Rees to be discharged forthwith.

Sensational Success

OF THE NEW

Ebonoid Five-Minute Disc Records

(TEN-INCH DOUBLE-SIDED PHONO CUT)

Orders cannot be filled fast enough. This season's great triumph.
No better Disc Records were ever made.

Profitable to you, Mr. Dealer

Clarion Cylinders (2½-minute)

Ebonoid Cylinders (5-minute)

Clarion Discs (2½-minute, double-sided)

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

American Band in London.

The American National Guard Band of fifty performers won a magnificent ovation on the conclusion of their first performance at the Aldwych Theater, this city. We have as yet seen no issue of records by this fine instrumental organization, and are wondering which company will secure their services first.

Depends on Whose Corn Is Pinched.

On the grounds that it would not pay to build works there, a deputation representing the London and other chambers of commerce has waited upon Captain R. M. Collins, London representative of the Australian Commonwealth, to oppose the Australian Patents Bill, which makes compulsory the working of patents in that country at the risk of their revocation.

Death of Mrs. J. L. Young.

The talking machine trade will learn with deep regret of the death of Mrs. J. Lewis Young, who passed over on the night of October 24, after a very long illness, borne with exceptional fortitude. To Mr. Young we extend our heartfelt sympathy in his great loss.

The Current Twin List.

In the current "Twin" list will be found a selection of titles suitable to Christmastide. Other fine records also figure in this impression.

List of Foreign Traders.

The Commercial Intelligence Branch of the Board of Trade has a special list of firms or traders to whom, as a help in foreign competition, information of a confidential nature likely to be of interest is forwarded direct. A recent report states that the firms on the register at June 30 numbered 1,321.

New Company Registered.

Phonogrand, Ltd., is the name of a new company registered here. Its capital is £10,000 in £1 shares.

New Telephone Device.

A device has been invented by Mgr. Ceretani which enables messages sent over a telephone line to be typed electrically by a typewriter. The invention can be attached to any ordinary telephone so that a written or verbal message can be sent or received at will.

Caruso in Kilts.

Signor Caruso has caused considerable interest by the announcement that he has purchased a national Scottish costume, including a kilt, for use when performing in "Lucia di Lammermoor" in New York this season.

Band Off to South Africa.

The Besses o' the Barn Band, which has made some splendid records for English companies, sailed October 21 for a year's tour in South Africa, Australia and New Zealand, and perhaps the Far East. They will give approximately 500 performances.

Gramophone Co.'s Strong List.

In place of the band records which have been so familiar a feature of recent Gramophone lists, this month's impressions contain a not unwelcome selection of fine orchestral pieces by musical combinations of high repute. The issues comprise "Morning" ("Peer Gynt"), and also Griegs' "Anitra's Dance" and "In the Hall of the Mountain Kings" ("Peer Gynt"), both by the New Symphony Orchestra; Gems from "The Arcadians," by the Bohemian Orchestra (with chorus); ballet music, "Faust"—No. 1, "Valse des Nubiennes"; No. 2, "Adagio"; Nos. 3 and 4, "Danse Antique," and "Variations de Cleopatra," all three records being excellently presented by the Paris Symphony Orchestra, while the Metropolitan Orchestra is responsible for "Hobomoko" (Reeves), and "Glow-worm Idyll" (Lincke); "I Hear You Calling Me," by Evan Williams; "Only for You," John Harrison; "Four Jolly Sailormen," finely sung by R. Kennerly Rumford; "Honor and Arms," Robert Radford; "The Lark Now Leaves," Miss Agnes Nicholls; "Bel Raggio" (from Rossini's "Semiramide"), beautifully expressed by Miss Amy Castles; "Printemps qui Commence" (Saint-Saëns), dramatically rendered in a magnificent manner by Mme. Kirkby Lunn; "Hullo In In," Miss Margaret Cooper; "Maying," duet by Miss Perceval Allen and John Harrison; "The Army and Navy," duet by John Harrison and Robert Radford; "Good Night, Thou Glorious Sun," quartet; "Concertino" (with orchestra), a well-executed clarionet solo by Charles Draper; "Moonlight Sonata" (Beethoven), Parts I and II (separate records), by Mark Hambourg at the piano; Handel's "Largo," by instrumental trio, harp, violin and 'cello; "Drowsy Dempsy," a good banjo record by Vess L. Ossman; and the story of a football match as told by our old friend Harry Lauder in "The Referee," completes a remarkably good list.

An American Visitor.

E. A. Hawthorne was one of the distinguished visitors to this city last week. He returned to Americe on the 23d.

Big Columbia Sales.

The Columbia Co. report big sales of the "Prince" model graphophone, which sells at £2 12s. 6d. retail. It is described as a better machine than before at a lower price. This season's model is fitted with the same motor as was used formerly in the 6 guinea instrument. Truly remarkable value for the money, and the trade have not been slow to recognize it. Other cylinder machines, and disc also, are selling very freely, while in records there is quite a boom.

Talking Machine Wedded to Packet of Tea.

In the course of time the talking machine has been the subject of caricatures in some of the comic papers, and no doubt, like many other good things, it lends itself, or rather is appropriated to, the use of advertisers of divers wares. The latest association in this respect is Tea. T is good and so are T. M.'s; in fact, they make good associates. But to the point. Glancing through my newspaper the other day I came across what

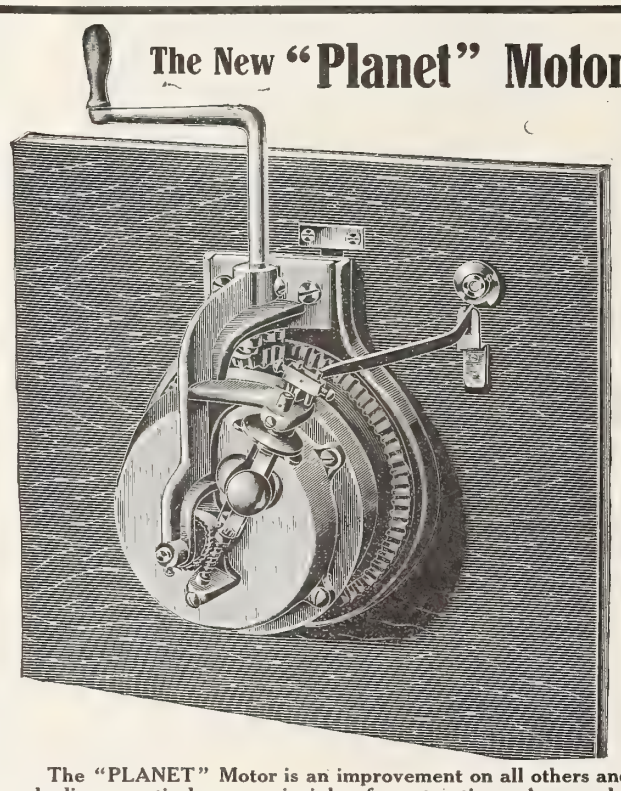
The New "RENA" MACHINES

"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8½ in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickeled Aluminum TAPERED TONE ARM. Improved Sound-Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted "RENA" Machines from £3 10s. upwards.

Rena Double Sided RECORD

The Records that are known by "Every Record a Picked One!"

10″ double sided 2/6

RENA

12″ double sided 4/-

The biggest sellers in England.

No records have ever achieved so instantaneous and huge a success, wherever they have been introduced, the sales have been phenomenal and steady. Rena Records are more musical, of better tone, superior volume, and infinitely more understandable than the records of the past. People say they wonder how they can be made for the money. The latest success is the Rena.

12″ double sided Record at 4/-. The Artistes presented on this magnificent series include: Miss Ruth Vincent, Mr. David Bispham, Miss Margaret Lewys, Mr. John Bardsley, etc. etc.

Such value, indeed, such wholly remarkable records are absolutely unprecedented in the history of the trade.

Catalogs of 10″ and 12″ Rena Records will be sent post free upon application.

"The Machine With the Guarantee."

Manufactured by

THE RENA MANUFACTURING CO., Ltd.

27 Worship Street, Finsbury Square, London, E. C., Eng.

Cables and Telegrams: TALKINGDOM, London. Telephone: 5642 London Wall

WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

FROM OUR LONDON HEADQUARTERS—(Continued).

at first I took to be a fine talking machine advertisement. Investigating further I found it was an advertisement for Maypole Tea. Underneath the heading, "Maypole T Speaks for Itself' was displayed an illustration of a machine, complete in all details, having for the case a packet of tea. True, the tone arm looked a bit rocky and the sound box appeared to be of rather doubtful construction, so much so as to raise grave doubts of its ability to give forth any speech whatever, but there it was. I'm a strong advocate of tea for talking machine traders, so think what you like of the designer of this illustration, but don't blame the tea. Another cup, please!

Some Popular Selections.

Zonophone records, especially the 12-inch issues, have been the object of much praise by the trade generally, and the November list, rich in all that is best from the world of music, apparently tops the lot. Here are a few selections: 12-inch, "Doctrinen Waltz" (Strauss), played by the Zonophone Concert Band; "The Tale of Paris," by Billy Williams, 10-inch; "Bonnie Leezie Lindsay," Harry Lauder; "'Tis the Day," Ernest Pike; Tosti's "Good-Bye," delightfully rendered by Mme. Deering; and "Roses of the South," by the Black Diamonds Band.

A Matter of Detail.

An interesting action came to light in the courts recently, where Justice Warrington had for hearing the case of the Gramophone Co. against the Magazine Holder Co., of Leeds. Plaintiffs alleged an infringement of a cabinet design, which defendants denied. After the usual arguments by counsel, his lordship said he found that there were sufficiently substantial differences between the defendants' cabinet and the registered design to prevent him holding that the defendants had applied to their article the plaintiffs' design or any obvious imitation thereof. There would be judgment for the defendants with costs.

Rena Co.'s Batch of Records.

The Rena Co. send me for review a batch of records from their current lists, to which that now well-known catchphrase "Every Record a Picked One" is particularly applicable. In point of quality, too, Rena records are exemplary, inasmuch as for purity of tone they are unexcelled. And it is no wonder therefore that although the 12-inch double-sided disc was issued as recently as October 5, their success has been instantaneous. I note with pleasure that in strong contrast to the all too common practice of issuing good records in flimsy paper coverings, the Rena 12-inch is put up in a thick but neat envelope made to stand ordinary wear and tear of usage.

Notwithstanding the issue of no less than 45 of the 12-inch double records last month, it has been found necessary to put up a special supplement for November, comprising six well-chosen records. And included in these is one of the most perfectly recorded selections I have ever heard, and truly "Barcarolle," from the "Tales of Hoffman" is indeed a wonderful record in all respects. The following are also recommended to dealers with every confidence that they will demand a big sale anywhere: 12-inch record, double, at 4s.—Overtures "1812" and "Rienzi," by the Royal Guards Band; "The Phantom Brigade" and "Virginia House Warming," by Hayden Orchestra; "Kathleen Mavourneen" and "Believe Me, If All Those Endearing Young Charms," by David Bispham; Schubert's "Serenade" and "At King's Lake," both by violin, harp and flute trio; "Lo, Hear the Gentle Lark" and "Sweet Bird," by Miss Ruth Vincent; "Thora" and "Roses," by John Bardsley. Ten-inch double at 2s. 6d.—"To My Mother, Serenade," and "The Herd Girl's Dream," violin, harp and flute trio; "Whispering Flowers" and "Spring Song" (Mendelssohn), by the Rena Orchestra; "Our Miss Gibbs," selections 1 and 2, by Empire Military Band; "Love's Treasure Waltz" and "Poppies," by the Empire Symphony Orchestra; two splendid organ solos of Mendelssohn's "Songs Without Words," in A and E; "Tell Me, Mary, How to Woo Thee," and "I Hear You Calling Me," by Thomas Jackson, completes a remarkably fine selection.

Meeting of Creditors.

H. Lange's Successors, Ltd. Notice was issued on October 23 calling a meeting of the creditors of this company to be held on November 5 at 58A Wells street, Oxford street, this city. Hicks, Arnold & Mozley, 35 King street, Covent Garden, W. C., solicitors for Frank Browning Wilson and Michael Kaiser, voluntary liquidators. I understand that a scheme of reorganization is to be proposed at this meeting.

Fleet & Rees (Joseph William Fleet and David John Rees), 84 Pentonville Road, London, phonographic record and accessories manufacturers, August 26. Debts by D. J. Rees.

No Longer Connected.

Karl Maurice is no longer connected with H. Lange's Successors.

Messrs. Lockwoods Have Removed.

Messrs. Lockwoods, the only exclusive Twin and Zonophone factors, have removed from Moorfields to 43 City Road—the old premises of the Zonophone Co.

Catalog for Colonial Trade.

A new illustrated catalg, replete with all the latest in talking machines and accessories, etc., has just been issued for the Colonial trade by Barnett Samuel & Sons, Ltd.

Records of "The Merry Peasant."

The first records yet issued of selections from "The Merry Peasant," which was produced at the Strand Theater on October 23, have just been issued by the Rena Co. in their November list of 10-inch records. They comprise the inevitable waltz, which seems to have become a standard feature of this class of musical comedy, and the peasant march from the play. It is interesting to note that "The Merry Peasant" has for his composer Leo Fall, who was responsible for the music of "The Dollar Princess," and further, its author is the writer of the book of "The Merry Widow."

Premier Mfg. Co. News.

The Premier Manufacturing Co.'s five-minute

ROYAL APPRECIATION

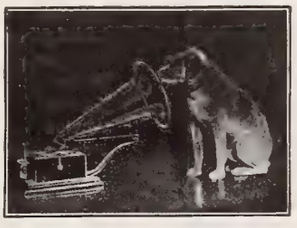
of the

GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
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139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

"Ebonoid" 10-inch disc, as was to be expected, is meeting with big sales, and indeed they deserve to. With this line traders have something which has never before been attempted on a disc record. It is double-sided and sells at 3s. retail. A generous percentage is allowed to dealers, and those in the colonies are losing money by not handling this line. Application should be made immediately, as agencies are now being fixed up. Address the company at The Point, Wandsworth, London, S. W.

Record by Dr. Cook.

Dr. Cook, of North Pole fame, has made a very interesting Gramophone record which will be on sale shortly.

Print Words of Songs.

In pursuance of their accustomed policy, the Rena Co. this month give the printed words of no less than four songs included in their November 10-inch supplement. Among these songs we note Wilkie Bard's "Top Note" and "Truly Rural."

North Pole March Appears.

We observe in the November list of 10-inch Rena records a selection entitled "The North Pole March." This is described as being of a particularly dashing character—which we can quite understand—and though it is hardly necessary, the manufacturers aver that the march has none of those characteristics of discord which mark the narrations of the alleged Pole discoverers, Cook and Peary.

Courant with Pathe Freres.

S. P. Turner, of Pathé Frères, this city, writes as follows:

"Dear Sir—We regret to note in your issue of October 15 that you have mentioned L. H. Courant is severing his connection with Pathé Frères. As Mr. Courant has only retired from the London business, and is still with the firm, will you please see that this is corrected prominently in your next issue. We enclose you herewith a small booklet of our "Majestic Grand Concert" Pathéphone. The demand for this machine and the new 20-inch records has been enormous, and we have large orders in hand which will be impossible to execute for some weeks to come."

Some Popular Edison Records.

Among the recent Amberol records issued by the National Phonograph Co. which have won a large measure of success are a special group for dancing purposes, made by the New York Military Band. These are very timely in view of the opening of the indoor or dancing season, and will be found most convenient for dealers desiring to feature such numbers. They are listed as follows: 260, "Ange D'Amour" (Waldteufel); 261, "Confidence" ("Blue Bell"), waltz (Waldteufel); 263, "Gypsy Baron" "Treasure" Waltz (Strauss); 264, "Good-night Waltz"; 268, "Petunia Quadrille," 1st and 2d figures; 269, ditto, 3d and 4th figures; 270, ditto, 5th figure and waltz; 271, "To the Front" (Karasek), two-step; 272, "Dixie Blossoms" (Wenrich); 273, "The Whitewash Man Medley," two-step; 274, "Dublin Daisies" (Wenrich), two-step; 275, "Lucky Moon" (Stevens), three-step; 276, "Animation Schottische" (Heed), and 277, "How'dy, Hiram" (Friedman), barn dance. Other late issues of the National Co. which are steadily gaining in popularity are the following: Ballet music from "Faust" (Gounod), 241, parts 1 and 2, by the Edison Concert Band; "Second Hungarian Rhapsody" (Liszt), part 2, by the Edison Concert Band, 206; selection, "Pagliacci" (Leoncavallo), 12085, by the National Military Band; "The Lost Chord" (Sullivan), 202, sung by Reed Miller (tenor), with orch. accom.; "Banjo Medley," 250, by V. L. Ossman, with orch. accom. (introduces "Wildflower," "The Whitewash Man" and "Yankiana Rag"; overture, "Merry Wives of Windsor" (Nicolai), 12076, by the National Military Band; "Bonnie Leezie Lindsay" (Lauder), 12080, sung by Harry Lauder, with orch. accom.; "The Midshipmite" (Adams), 12084, sung by Peter Dawson, with orch. accom.; "Hungarian Dance," G minor and A major (Brahms-Joachim), 203, violin solo, by Albert Spalding; "I Will Sing of My Redeemer" (McGranahan), 208, sung by the Edison Mixed Quartet, with organ accom.; selections from "Maritana" (Wallace), 220, by the Edison Concert Band; "Dream of the Tyrolienne" (Labitsky), 232, by the Edison Venetian Trio (originally issued as a "Standard" (No. 8349), and as a violin and flute duet, it is here presented as a trio for violin, flute and harp); "When the Sunset Turns the Ocean's Blue to Gold" (Petrie), 256, sung by Byron G. Harlan, with orch. accom.; "Staunch and True March" (Teike), 214; "Old Comrades March" (Teike), 226, by the United States Marine Band; "The Vacant Chair" (Root), 12081, sung by Ernest Pike and Peter Dawson, with orch. accom.; "The Two Grenadiers" (Schumann), 251, sung by Earl Cartwright, baritone, with orch. accom.

Standard—"Oriental Dance" (Herbert), 10217, by the Victor Herbert Orchestra; "Lola Waltz" (Friedman), 10228, by the United States Marine Band; "When the Moon with Glory Brightens," march (Arbuckle), 13887, by the National Military Band; "Santa Lucia," 10230, by the Whitney "Grand Republic," 10236, by the New York Military Band; "Santa Lucia," 10230, by the Whitney Bros. Quartet, unaccompanied; "Sweet Hour of Prayer" (Bradbury), by the Edison Mixed Quartet, unaccompanied, 10222; "Two Old Songs," 10232, bells solo, played by Albert Benzler, with orch. accom., "Suwanee River" and "Blue Bells of Scotland"; "My Dearie" (Farrells), 13895, sung by Peter Dawson, with orch. accom.; "Jackanapes Polka" (Lowthian), 13893, concertina solo, by Alex. Prince; "The Nightingale" (Seymour), 13891, duet, by Herbert Payne and Joe Belmont, with orch. accom.; "Gallopade" (Cammeyer), 13890, banjo solo, played by Olly Oakley, with orch. accom.; "Girls, Wives, and Kids," 13894, sung by Arthur Osmond, with orch. accom.; "Everybody Went Roundabout" (Pelham and Rule), 13888, sung by Florrie Forde.

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Phono. Sizes, Fifty Cents Postpaid
Usual Discount to the Trade

Write for full particulars and testimonials. Also see last issue for particulars of the Needle Tension for making all needles louder

DAWS CLARKE

5 Longford Place, Longsight, Manchester, England

NOTES ON GERMAN COPYRIGHT.

Developments in Copyright Law Still Interest Talking Machine Trade—Imperial Court of Law Invites Trade Representatives to Attend Conferences—To Pattern After American Law—Special Meeting of Talking Machine Trade Held and Resolution Adopted.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 3, 1909.

The development of the law dealing with copyright still occupies a prominent position in general interest. The situation at the time of writing is as follows: A year ago an international convention was held in Berlin which recognized in principle that music-rolls, discs and records should be liable to the payment of royalty. In view of the fact that these decisions are chiefly to be attributed to the recommendations put forward by the German Government, the latter is morally obliged to bring the German laws as quickly as possible in accord with the principles laid down at this convention. The Imperial Court of Law is therefore now engaged in working out a new German copyright law and has invited leading representatives of the automatic musical instrument industry to attend the deliberations. An agreement has been arrived at between the Government and the representatives of the trade that under no circumstances should a monopoly of any composition by a certain firm or firms be permissible. To bring about the desired results in this direction, the Government has recommended that the law should give the composer the right to decide in each case whether he will grant any firm permission to make use of his composition for the purpose of mechanical repetition, or whether he will forbid such reproduction altogether. However, should he once have accorded this permission to any firm, all other firms should have the right to also make use of the said composition "upon payment of a reasonable license." In actual practice this last clause will probably lead to impossible conditions, because such an elastic idea as "reasonable license" renders it possible for a composer to demand such a high fee that the first firm would really hold the monopoly; it would only be necessary for the composer to maintain that the records are so inferior in quality that he could regard only an exceptionally high amount as a reasonable recompense. The most convenient solution of this difficult question would doubtless be the fixing of a definite sum as license, as is done in America. However, in this country it is regarded by the majority as contrary to the constitution that a certain sum of money should be fixed by law for the transfer of such rights to a third party. At all events the measure proposed by the Government has met with the keenest opposition on the part of the trade.

The fear that the Government's proposition might be accepted was so great that a special meeting of the talking machine trade was held in Berlin and was very well attended. The protest of those present at this meeting was recorded in the following resolution:

"The Congress of the Talking Machine Trade, attended by manufacturers, wholesale and retail dealers, and others engaged in this branch, wishes to express to the Government its firm expectation that in the law now in preparation dealing with the extension of copyright to mechanical instruments and their accessories, the interests of the industry and trade will be sufficiently cared for. The congress declares that all decisions are ruinous and consequently untenable, which leave the trade and industry at the mercy of the owners of copyright and their legal successors, or which force the trade into innumerable legal actions, also such decisions which render any form of monopoly possible. For this reason the congress most urgently petitions the Government to bring about conditions by means of the new law, which are firm, clear, above the arbitrary actions of individuals, and conducive to the development of the industry and trade."

It was also decided to establish an office in Berlin, to which suggestions or wishes may be addressed and which will then bring such suggestions and wishes to the notice of the Government in suitable form.

In order to prevent the delivery of goods to unauthorized dealers, the congress passed the following resolution:

"The congress declares that an effective fight against the practice of cutting prices can only be maintained if the following conditions of sale are strictly adhered to by all manufacturers and wholesale dealers.

"1. Delivery is only to be made against signature of an undertaking to adhere to the selling prices.

"2. First orders are only to be executed at dealers' prices, providing sufficiently large orders are placed, unless the party placing such order is known to be a dealer, or can prove his bona fides as such.

"3. The so-called 'giving away business' and mail order business with spurious advertising must be combated in every way possible."

Finally this resolution was passed:

"The congress of the talking-machine trade most strongly condemns the illegal copying of discs and records, considering the same a severe violation of the good customs and comparable only to theft. It regrets that under the present legal conditions the parties guilty of such copying cannot be brought to book, and expresses its firm expectation that the Imperial Government, in accordance with the definite promises it has made, will without loss of time recommend to the bodies formulating the laws heavy penalties for offenses of this nature.

"The position is the same as in the case of illegal drawing of electric current, for which a penalty was fixed by special law, after it was realized that such action was tantamount to theft, but was beyond the reach of the laws already in force."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 9, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

OCTOBER 14.

Berlin, 40 pkgs., $1,080; Buenos Ayres, 226 pkgs., $7,315; Callao, 9 pkgs. $1,000; Corinto, 6 pkgs., $398; Demerara, 9 pkgs., $376; Havana, 7 pkgs., $437; Havre, 114 pkgs., $1,191; Iquitos, 2 pkgs., $134; Leicester, 30 pkgs., $195; Limon, 8 pkgs., $503; Liverpool, 10 pkgs., $315; London, 6 pkgs., $319; 170 pkgs., $4,200; Melbourne, 466 pkgs., $7,659; Port au Prince, 7 pkgs., $166; Puerto, 2 pkgs., $166; Rio de Janeiro, 29 pkgs., $1,001; Savanilla, 13 pkgs., $445; Trinidad, 4 pkgs., $159; Vera Cruz, 61 pkgs., $1,053.

OCTOBER 21.

Berlize, 10 pkgs., $687; Berlin, 2 pkgs., $100; Colon, 7 pkgs. $251; Guayaquil, 5 pkgs., $200; Hamburg, 26 pkgs., $241; Havana, 31 pkgs., $420; 35 pkgs., $542; Klein, 16 pkgs., $2,500; London, 18 pkgs., $1,918; 248 pkgs., $5,639; Manila, 29 pkgs., $1,901; Santos, 9 pkgs., $552; Tampico, 3 pkgs., $1,785; Vera Cruz, 316 pkgs., $6,511; Yokohama, 14 pkgs., $928.

OCTOBER 28.

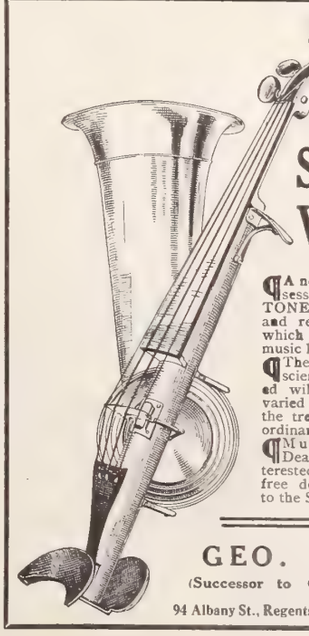
Belfast, 15 pkgs., $113; Berlin, 24 pkgs., $639; Brussels, 32 pkgs., $185; Colon, 12 pkgs., $146; Demerara, 6 pkgs., $324; Havana, 5 pkgs., $415; Havre, 6 pkgs., $270; La Guaira, 7 pkgs., $363; London, 235 pkgs., $5,955; 3 pkgs., $711; Milan, 2 pkgs., $200; Para, 8 pkgs., $545; Puerto Barrios, 9 pkgs., $487; Rio de Janeiro, 3 pkgs., $444; Savanilla, 9 pkgs., $396; Sydney, 20 pkgs., $173; Tampico, 4 pkgs., $174; 258 pkgs., $6,631; Valparaiso, 8 pkgs., $490; Vera Cruz, 284 pkgs., $3,-124.

NOVEMBER 3.

Algoa Bay, 45 pkgs., $2,251; Belfast, 1,070 pkgs., $13,106; Berlin, 42 pkgs., $701; Buenos Ayres, 59 pkgs., $2,493; 13 pkgs., $537; 198 pkgs., $10,745; Calcutta, 26 pkgs., $1,135; Callao, 1 pkg., $127; Cardiff, 25 pkgs., $162; Genoa, 5 pkgs., $500; Hamburg, 2 pkgs., $110; 8 pkgs., $220; Havana, 9 pkgs., $258; 16 pkgs., $385; Havre, 5 pkgs., $191; Jamaica, 2 pkgs., $147; Liverpool, 32 pkgs., $208; London, 701 pkgs., $8,147; 4 pkgs., $600; 2 pkgs., $122; Matanzas, 5 pkgs., $179; Rio de Janeiro, 5 pkgs., $228; Rotterdam, 4 pkgs., $1,600; Stockholm, 15 pkgs., $731; Tampico, 43 pkgs., $1,901; Valparaiso, 11 pkgs., $450; 16 pkgs., $969; Vera Cruz, 148 pkgs., $3,723; 157 pkgs., $4,-135.

NOVEMBER 10.

Belize, 6 pkgs., $86; Berlin, 23 pkgs., $515; Callao, 2 pkgs., $50; Havana, 46 pkgs., $1,765; 10 pkgs., $397; Hong Kong, 33 pkgs., $1,580; Liverpool, 53 pkgs., $490; London, 23 pkgs., $2,-800; 964 pkgs., $17,505; Manila, 28 pkgs., $2,597; Newcastle, 24 pkgs., $156; Para, 7 pkgs., $455; Pernambuco, 7 pkgs., $646; Rio de Janeiro, 50 pkgs., $2,246; Singapore, 7 pkgs., $183; Southampton, 1 pkg., $2,555; Sydney, 451 pkgs., $12,-316; Tampico, 3 pkgs., $1,017; Vera Cruz, 321 pkgs., $11,472.



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THE SOUTHERN CALIFORNIA TRADE.

Active Preparations for Holiday Business—B. Kennedy Buys Out Fiske & Co.—J. B. Brown Music Co. Now in Handsome New Quarters—Sherman, Clay & Co. Receiving Big Shipments—Dr. Cook Records Sell Well—Southern California Music Co. Remodel Department—Some Recent Visitors—Holmes Music Co. Improvements—Chinese Dealer in Larger Store—Good Report from Santa Barbara.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 1, 1909.

Trade circles in southern California have seen a number of changes in the past thirty days. Many preparations for the holidays are noticeable, and prospects for a big business increase daily. In Los Angeles a notable change has just been announced by Fiske & Co., who have sold their entire business to B. Kennedy, who will continue to operate the store, with no apparent change, at least for the present. The name of Fiske & Co. has been closely connected with the Edison business for a number of years, that firm having been the city's pioneer house. Wm. Fiske is one of the best-known Edison men on the coast, and it is regretted much that he is leaving the trade.

The J. B. Brown Music Co. have moved two doors north of their old location on Broadway, and by this time are entertaining their old customers in their handsome new salesrooms. Much more space has been added to the talking machine department, and a large show window is to be devoted entirely to this section of their establishment. They have made their first appearance with a splendid Victor window which has attracted much attention.

Sherman Clay & Co. are receiving their holiday shipments in carloads. Their warerooms are filled with more Victor goods than they have had heretofore at any time. Manager Charles Ruggles has returned from a trip to San Francisco, where he attended the Portola festivities which took place in that city last month. The new Victor and Victrola cabinets have been received in samples and the regular shipments of the same are expected daily.

The Dr. Cook record has been a chief topic among Victor dealers, and a big demand for the same has been witnessed as a result of some clever advertising on the part of the dealers. Several of the leading dealers are using Victor ready-made displays in their show windows, and are to be complimented on the artistic effects they have derived from them.

The Southern California Music Co. have been the scene of much activity, having remodeled the wholesale Edison department so as to afford better facilities in handling their trade. The entire basement of their building is now devoted to Edison goods and large shipments for the same are arriving.

The announcement of the new "Amberols" is of great interest, and the trade is anxiously waiting its arrival.

John H. Gill, representative of the National Phonograph Co., has visited this section as well as Arizona and New Mexico. He has good reports from all parts and is much pleased with future prospects. Many good results have come from a trip among dealers by W. J. Reynard, who has been with the company for several years. Since his return Mr. Reynard has undergone an operation which has kept him out of the trade for a short time. The Edison business phonograph has made a strong gain in the commercial department. Edwin B. Bostwick has visited this section and finds Los Angeles has a high station in sales records for the past month. A window display, consisting of an operating office using the business phonograph, was a great attraction in one of the Broadway windows last month and resulted in several goodly sales of commercial outfits.

The Fitzgerald Music Co. have had the local management for Sousa and his band and have taken advantage of the many opportunities presented to advertise the Victor in connection with the band. Much attention has been drawn to their talking machine department by this means and also an exclusive Sousa show window.

The Geo. J. Birkel Music Co. have made a special of the Dr. Cook records, having featured the same in their newspaper advertisements. The Victor record by Frederick Gunster has also been an important item with them lately, owing to the fact that Mr. Gunster is a Los Angelean and a former customer of the Birkel Co.'s Victor department.

The Holmes Music Co. have added several features to their department, such as a ventilation system and a cash-carrier system. They have also advertised the Victor records of Ellen Beach Yaw with good results.

Geo. W. Lyle, of the Columbia Phonograph Co., has been a visitor in this city, together with W. L. Gray, coast manager for the same concern. Their views of trade possibilities are pleasant and the business of the company's local branch, under the management of Wm. F. Stidham, is in fair shape.

Max Landay, general manager of the Talking Machine Supply Co., New York, visited this city as well as others along the route of his trip. He has been meeting some very prosperous dealers along his route, particularly on the Pacific coast, where he has done a splendid business.

Sing Chung, the talking machine dealer of the local Chinatown, has just placed a large order for Columbia double discs, of which he carries a complete catalog. He has lately moved to his present store at 344 Apablaya street, where he has devoted double space to his talking machine business. Chung's store is a very interesting point to visitors in Chinatown, most of whom are not aware of the fact that the Chinese are talker enthusiasts. On the street approaching his store one is first greeted by the sound of an Oriental air played with all the reality imaginable, which, until you learn it is coming through a horn, is taken for the real thing. His store is systematically arranged and conducted on up-to-date plans.

From San Diego comes news of good trade for the past month and better prospects for the fall than ever before. The Wiley B. Allen Co. are in receipt of a large shipment of Victor goods, including several Victrolas.

The Southern California Music Co. have enlarged their talking machine department to double its former size, giving it in all eight large salesrooms and 75 feet of record racks. Edward Borgum, who was in charge of the department and who superintended operations during alterations, has resigned his position to take the management of Eiler's talking machine department. On his way north he will stop at Los Angeles and San Francisco to see his trade mates in those cities.

Santa Barbara is livening up some in the last days of the month of October. The Brown Music Co. have made a handsome Victor display with a Victor ready-made outfit which was received some time ago. Burson & Buelna have been unfortunate lately, having had an accident at their factory which damaged several costly discs. New ones are being made, and they expect to send shipments of their new brake to the trade before long.

Julian Johnson, music and drama critic of the Los Angeles Times, has gained much admiration among the dealers of southern California as a result of his criticisms given through the columns of his paper in regard to new issues of talking machine records. Talking machine owners watch them with as great interest as though they were of some performer before the local audiences.

Another noticeable good bit of advertising in favor of the talking machine is that which results in the use of a Victor Auxetophone by the Balfour-La Bonte-MacDonald Trio in a series of recitals given in important cities of the southwestern States from Texas to California. The successful use of the Auxetophone by these musicians has served as an excellent demonstration of the higher class musical entertainment possible through the Victor.

The Southern California Music Co. are using a large new auto truck for delivery of goods from the wholesale department.

DEATH OF D. C. McEWEN.

One of the Earliest Men to Become Connected with the Development of the Talking Machine in This Country.

Daniel Church McEwen, whose death occurred at his home in Brooklyn, N. Y., on November 1 of pneumonia, at the ripe age of 66 years, was one of the earliest men to become interested in the development of the talking machine in this country, in connection with the graphophone of the Columbia Phonograph Co. He was a lifetime friend of the late Andrew Devine, senior vice-president of the American Graphophone Co. at the time of his death on May 4 of this year.

Mr. Devine, it will be recalled, acquired the Bell and Tainter patent, the basic invention of the present talking machine, and shortly afterward Mr. McEwan became interested, in association with Frederick J. Warburton, E. V. Murphy, dean of the United States Senate stenographic corps; Edward D. Easton, president of the Columbia Phonograph Co., General; Roland F. Cromelin, deceased, brother of Paul H. Cromelin, vice-president of the Columbia Co., and others. Mr. McEwen was a director of the American Graphophone Co. for many years, taking an active interest in its affairs until his retirement about two years ago. He was one of the heaviest stockholders in the company at the time of his death.

At one time he was private secretary to the Hon. William H. Seward, when Secretary of State during the administration of President Lincoln, being an expert stenographer. Afterward Mr. McEwen was in the editorial department of the New York Tribune two years, while

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PUPPEL MACHINES INSURE BEST RESULTS

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Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

John Russell Young was the managing editor. His intention had been to become a lawyer and he studied law at the Columbia law school and was later admitted to the bar. But in 1869 he was appointed official stenographer of the New York Supreme Court, second judicial district, and in the interests of efficiency to the courts and the economy of the State, he had full charge of the Supreme Court official reporting in nine counties, employing his own assistants. This position he held for thirty-five years, when he retired from active business, and has since devoted himself to family and social life. He was a member of the Montauk and Crescent Athletic Clubs, the Thousand Island Yacht Club and the Thousand Island Golf Club.

GOOD BUSINESS IN BALTIMORE.

October Proves Banner Month and November Opens Up with a Rush—New Columbia Co. Manager Active—Sanders & Stayman's Good Report—Other Dealers Pleased with Situation Thus Far This Fall.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 9, 1909.

October was the banner month for the talking machine dealers in this city and November has started in with a rush. In fact, during the past week, according to statements made by dealers, there has been more business done wholesale and retail than has been experienced here at any one period for many months past. This is not regarded by the dealers as the advance of the Christmas trade, for they express the opinion that December will break all records. Among those who are having a great sale of the various lines of talking machine goods are the department stores of the city who have set aside separate departments for this line of business.

One of the busiest men of the past week has been Morris Silverstein, the new and genial manager of the local office of the Columbia Phonograph Co. He is thoroughly convinced by his short experience here that Baltimore is an excellent field for his line of business for he has been kept on the go ever since he arrived Monday a week ago. Mr. Silverstein was transferred from the Louisville office of the firm, where he had been in the capacity of manager for several years, to succeed M. E. Lyle, who has been transferred to the executive office of the company in New York. Among the things that Mr. Silverstein brought with him from Louisville is a newspaper clipping from one of the dailies of that town which contained a glowing account of the farewell dinner given to him at the Hotel Seelbach by his many friends of that city.

Manager Silverstein has made a number of changes about the local establishment which causes one to imagine that he is entering an entirely new store. It is being freshly papered and the windows have been arranged entirely different than before so that the displays are shown to a better advantage. The local store has had a great demand for literature and many inquiries about the new De Luxe and Regent Grafonolas, which indicate, according to Mr. Silverstein that these latest productions of the Columbia Co. are going to prove good sellers and have a good run in this city.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, reports that business for October has been far above the average and that there is every indication of a record-breaking Christmas trade. The high-priced Victors and Columbias, both of which are handled by Sanders & Stayman, have been in the greatest demand and several good sales have been made. The request for the "Red Seal" records have also been heavy.

E. F. Droop & Sons Co., headquarters for Victor and Edison machines, have also had a good business with these two lines, while the records have been in the usual healthy demand. Similar encouraging reports concerning the Victors are made by Cohan & Hughes, H. R. Eisenbrandt Sons and Isaac Benesch & Sons.

MAKING A GOOD RECORD.

Manager Semels, of the Talking Machine Department of Ludwig Baumann & Co., Building Up an Excellent Business with Victors and Edisons.

S. Semels, well known for the past ten years in the talking machine and musical instrument trade, has been appointed manager of the talking machine department of Ludwig Baumann & Co., 8th avenue and 35th street, New York, where a full line of Victor talking machines and Edison

S. SEMELS.

phonographs, records and supplies as well as musical instruments, are carried. Mr. Semels reports that he has more than trebled the business of 1908; in fact the volume of trade transacted is far ahead of any period on record in this department. He predicts that the business for the holidays will be of large proportions and excel that transacted in any previous year. Mr. Semels is a gentleman who believes that the best results are secured by hard work.

DINNEEN TO OPEN STORE.

William Dinneen will shortly open a new store in Geneva, Neb., for the sale of pianos, organs, small goods, sheet music, sewing machines, etc., under the title of the Dinneen Music Co. W. P. McCall will handle a complete line of talking machines in the same store.

The Oesstereich department store, Milwaukee, Wis., have installed a talking machine department, handling the Columbia Co. line.

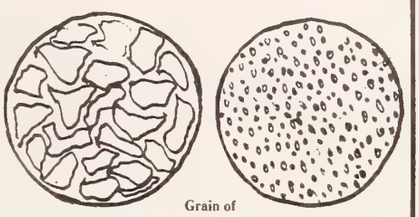
MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

Don't Buy Needles Wasting Records



Grain of

Bad Needles **Condor Needles**

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only ***Condor Needles*** are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

THE MULTINOLA IN NEW YORK.

An Automatic Continuous Multiple Phonograph the Invention of Dr. Geo. S. Iddings, of Cleveland, Wins a High Degree of Favor in the Metropolis—A Marvel of Construction and Effectiveness—Tone Results Most Satisfactory—A Remarkable Instrument.

An "automatic continuous multiple phonograph," of which two views are herewith presented, has been exhibited for the past few weeks at the Hoffman House, New York, by Dr. George S. Iddings, the inventor, of Cleveland, O. It has been shown a large number of people—musicians, record experts, newspaper men and the general public—and the demonstrations conducted by the doctor have resulted in the highest praise for its marvelous reproduction of sound, particularly its fine quality—mellowness and softness of tone, yet loud and brilliant, and with the entire elimination of "blast" and mechanical harshness.

In point of construction it is a beautiful piece of work, being encased in a cabinet 4½ feet high by 2 feet broad. The cuts depict the machine with the glass doors, giving one a clear idea of the record carrier, operated by an endless chain, and the details of the controlling mechanism on top. The other illustration presents a closed and covered cabinet with Dr. Iddings alongside his invention. The utility of slot machines has heretofore been confined to public places, amusement halls, etc., but the entertainment furnished compares poorly with the ordinary talking machine. On the other hand, the Iddings "automatic continuous multiple phonograph" has splendid reproductive powers, and therefore is adapted for the home as well as for the purposes mentioned.

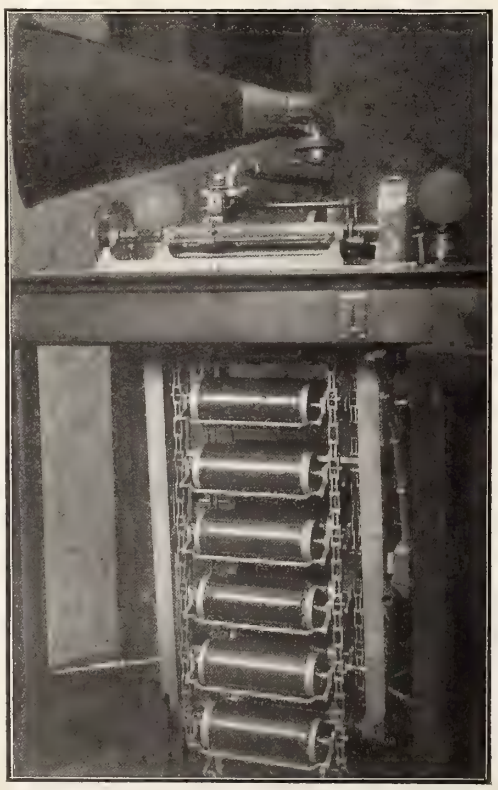
Aside from the number of mechanical improvements introduced in the construction of his machine by the doctor, the essential or capital improvement is in the "speaker." The mechanism of the reproducer differs to a certain extent from those familiar to the trade in the "limiting" and the "float," which are covered by special patents already allowed, it is said, in the face of a severe interference fight in the Patent Office. A "shutter" on the reproducer cap eliminates the "blast" and softens the tone, and which may be regulated at will. The diaphragm of the sound box is of corrguated metal, and a ball or button sapphire point, as may be desired, is used. As experts know, a volume could be written as to which gave the best satisfaction, the ball or button point, and the choice is therefore left to the choice or preference of the individual, for there is room for a vast yet honest difference of opinion regarding the two. The amplifying horn is attached to a straightaway tone arm, with only a couple of turned elbows, that materially aid in the clear conveyance of the sound, and which is also claimed to be modified and improved.

The mechanical parts of the machine differ materially from those employed on the ordinary slot machine. A drop mandrel, on two endless revolving chains, is controlled by a series of cams and springs. Two governors on the machine bed plate drop the mandrel and wind the springs, which are placed in the rear of the record carrier. The record carrier, as may be noticed in the cut, working on twin endless chains, conveys the record, presenting each in turn as its predecessors finish playing. By means of a dial, on top, and seen to the right in front of the small electric bulb, regulated by a small crank on the side, any particular record may be selected by number and played; or it may be repeated indefinitely by touching a button. When running regularly, as each record is completed it drops from under the reproducer, descending and taking its place in the carrier, another coming up and presenting itself automatically, with only an interval of about 20 seconds. The records are easily removed or inserted without stopping the machine or interfering the slightest with its operation in any way. The present machine is built to accommodate sixteen records, but by lengthening the carrier a much larger number can be provided for.

SHOWING MULTINOLA CABINET READY FOR OPERATION. THE INVENTOR, DR. IDDINGS, IS SHOWN SIDE OF CABINET.

An electric current from an ordinary light will operate the Iddings "automatic continuous multiple record phonograph," or by means of springs, the mechanism being started by the regular slot appliance and a coin. Doctor Iddings is emphatic that he can read his patent title clear, as he says forty-one claims on his invention have been allowed by the Patent Office.

Of course, the ridiculous statement of the daily newspaper writers that this machine "will revolutionize the talking machine business" is sheer nonsense. That is the way they describe everything the least out of the common run of things. It is certain, however, an improvement is presented for the consideration of those whom it may concern that is worth attention, inspection and consideration. A private demonstration for the benefit and enlightenment of representatives of the New York daily newspapers and talking machine men is scheduled to be given by Dr. Iddings at the Hoffman House November 16. with the usual social courtesies and accompaniments.



PHOTOGRAPH OF MULTINOLA SHOWING ARRANGEMENT OF RECORDS.

VICTOR CO.'S GREAT TRADE.

October Business Showed an Increase of 100 Per Cent. as Compared with the Same Month Last Year, While November Is Making a Still Better Record—Difficulty in Filling Orders Owing to Delay in Completing New Cabinet Factory.

Business with the Victor Talking Machine Co., Camden, N. J., has now not only reached the very best records of past years, but is rapidly far exceeding them. It is clear now that Louis F. Geissler, general manager of the Victor Talking Machine Co., must take rank as a true prophet for the predictions he made in 1907, when the hard times struck us—that we had entered into a panic of about two years' duration; that the summer of the second year therein would show a healthy return to prosperity to the extent probably of 33⅓ or 50 per cent.; that the second fall would show us back to a prosperous condition again—have been more than fulfilled.

September of this year was the largest September in point of sales in the Western Hemisphere that this company has ever had, and we understand that had not Europe been slightly behind it would have been the largest September in the business history of this company the world over.

October business with the Victor Co. is 100 per cent. ahead of the same month of last year, and while not up to date the best October with this company it is certainly a record to be proud of.

On inquiry we find that so far in November the Victor orders are coming in with such rapidity and in such volume that they are actually far beyond the capacity of the plant. In this connection General Manager Geissler said to The World:

"There will be a dearth of Victor goods during December, January and February. Unfortunately for us, our new cabinet factory is almost three months behind in delivery of the date that it was promised to us. The contractors are paying us $100 per day for this deficiency. Had this cabinet factory been completed on June 29, as promised us, it would have, in all probability, meant the sale and delivery of several million dollars' worth more Victors.

ADVERTISING THAT CATCHES THE EYE.

It is generally believed that good advertising should be attractive, at least to the extent of drawing the reader's attention to same. On page 37 of this issue an advertisement of the Blackman Talking Machine Co., headed "How do you order dinner?" is perhaps a good illustration.

To some in the trade who are inclined to look on the humorous side of life they would immediately reply that this question could best be answered after knowing who is to pay for the dinner. It would probably be better, however, to read more than the headline of the above advertisement.

WHY THE CONDOR NEEDLES SELL.

Jos. Zimmermann, of Aachen, Germany, has long made a specialty of all kinds of needles, particularly those for talking machines, and the Condor needles which he manufactures have won a splendid reputation in talking machine circles throughout the world for their fine quality. It is maintained by Mr. Zimmermann that a needle must not only be satisfactory exteriorly, but it must be of uniform quality throughout, otherwise when the friction causes the polishing to be taken off its interior grain digs into the record and breaks the fine walls, thus damaging the disc irreparably. Dealers in the United States should make it a point to investigate the Condor needles as well as the special claims made for them.

All the property of the United Phonograph Co., Wilmington, Del., has been disposed of at private sale by the assignee.

NEW RECORDS BY CARUSO.

The Great Operatic Tenor Makes a Further Contribution to the Valuable List Now Put Out by the Victor Talking Machine Co.—Other Valuable Records Recently Made by Leading Operatic Artists.

Sig. Enrico Caruso, the great operatic tenor, has been a visitor at the Victor laboratory in Camden, N. J., during the past week, and, as a result, has made for the Victor Co. some of the most magnificent records that they have ever had of his voice. To have secured him before the advent of the operatic season, when his voice is fresh and rested, insures the Victor hearers the very best that there is in him. The selections that he has made for the Victor Co. this year are very desirable and are bound to have an enormous sale.

Sig. Caruso expressed himself as keenly delighted with the results obtained from the Victor Co.'s laboratory workers in the recording of his voice, and complimented all those present on the tremendous advance made in the quality of the records generally and the perfection of results attained all round.

The Victor Co. have recently had a number of important records made by Miss Farrar, Mme. Homer, Sig. Scotti, Mme. Schumann-Heink and Mme. Sembrich, which will be listed at an early date. They will be eagerly awaited by the trade and will mark a new era of activity in the sales for the distributer and dealer.

The piano, organ, phonograph and musical merchandise store of the O. F. Kauffman estate, 48 North Eighth street, Reading, Pa., has been taken over by E. A. Gicker and Elmer L. Henne, enterprising young men who were in the employ of the former owners for years. Besides an extensive line of pianos and small goods, a complete stock of Edison phonographs and records are carried.

IMPORTANT AUSTRIAN DECISION.

The Supreme Court of Austria Again Passes on Copyright Question and Decides in Favor of Disc Manufacturers.

The Supreme Court of Austria has given the following decision regarding "Gramophones and the Copyright Law," which settles the repeated suits regarding the infringement upon copyright by gramophones. A talking machine manufacturer was sued because he manufactured discs with parts of music and songs from light operas, for which the complainant had acquired the copyright from the composer and author of the libretto, as well as the exclusive right of reproduction and commercial distribution. While the Court of First Instance found for the complainant, the Court of Appeals and the Supreme Court dismissed the complaint. Among the grounds given was: That the freedom to reproduce copyrighted music mechanically enacted in the copyright law applies to gramophones, which is declared to be a mechanical reproduction of the music recorded. The disc of the gramophone is not the actual instrument of reproduction, as it is not readable, and technically has no separate existence; but with the gramophone it forms a unity. The latter is, without doubt, an instrument for mechanical reproduction of musical works, and this reproduction creates a desire to attend a real performance; it makes the composition popular, therefore is useful to the composer and to the author of the words, and as far as the latter is concerned, the gramophone does not make books containing the libretto any more unnecessary than the real performance.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, was seen by The World regarding the foregoing decision he said:

"This last decision of the Austrian Supreme Court involving the copyright question in its relation to mechanical reproduction settles the question definitely in Austria unless a new law is passed. You will recall that Austria is not a member of the Berne Union. Under the present Austrian law freedom to reproduce copyrighted music on mechanical devices is expressly permitted. Notwithstanding this, numerous suits have arisen involving the alleged rights and composers, and heretofore the final decisions have always been in favor of the makers of mechanical devices. In this last suit the Supreme Court was called on to consider whether the talking machine was a mechanical device within the meaning of the law and whether the use of the words constituted infringement. The decision is a sweeping victory for the manufacturers."

LEEDS & CATLIN CO. AFFAIRS.

Wm. Allen, referee in bankruptcy, before whom the bankruptcy proceedings of the Leeds & Catlin Co., New York, are now pending, stated to The World recently that the affairs of the defunct firm were in a very unsatisfactory condition, and the present outlook was that the creditors would realize very little. The transference of the company's property from Middletown, Conn., to the jurisdiction of the District Court of the United States, New York, was still pending, but that ultimately it would be accomplished.

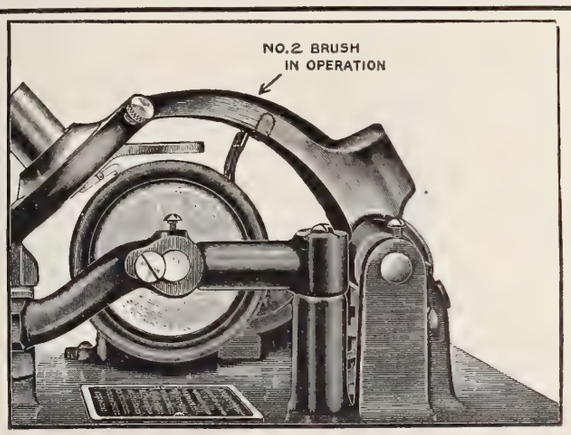
A prominent and popular artist, whose name is known throughout the country as a maker of fast selling records, in chatting with The World recently said: "There are some new things in the way of sound reproduction that will soon be coming along which will revolutionize present methods. I have assisted in making some records that will be a revelation when placed on sale in commercial quantities. As yet the work is confined to the laboratory, but the time is short when the trade will have the finished goods to judge for themselves."

SAVE THE LIFE OF YOUR RECORDS

BY USING **THE PLACE AUTOMATIC RECORD BRUSH**

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph **No. 2** Standard and Home **No. 3** Gem and Fireside

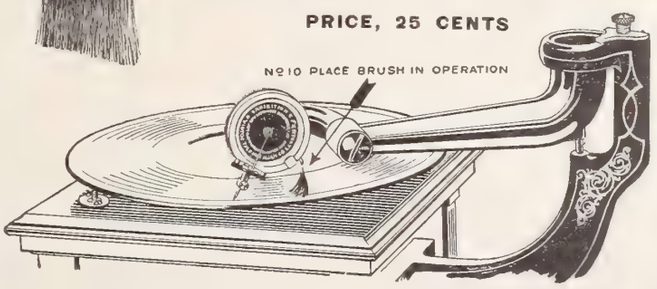
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the **Record Grooves** and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY **BLACKMAN TALKING MACHINE CO.**

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

CONDITIONS AS VIEWED BY A JOBBER.

J. N. Blackman Relates, in Interesting Manner, His Experiences While Calling on Dealers in Territory Adjacent to New York—Why Some Dealers Suffer from "Poor Business"—Lack of Ginger the Chief Cause Together with Carelessness in Keeping Stock—Remarks Worth Digesting.

At the request of a World representative, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, and vice-president of the National Association of Talking Machine Jobbers, explained conditions as he found them recently, when calling on a number of talking machine dealers, as follows:

"In preparing for the fall and winter campaign I decided it would be well for me to personally call on a number of dealers in different territories to determine, if possible, existing conditions and how they might be improved among our dealers. Generally speaking, I found that dealers conceded a steady though slow improvement in business, but they lacked enthusiasm, as is usually the case during dull times.

"It is remarkable how we can make use of the spare time we appear to have during dull times if we would only look into every feature of our business, and by placing ourselves in the position of a customer, endeavor to find out where improvements could be introduced.

"Poor business is usually excused by bad business conditions, but it is surprising to what extent we can either contribute toward these conditions or remove them by improved methods and better representation.

"I called on a dealer in a good-sized town where he practically had the field to himself at the present time on both the Edison and Victor line, for his only competitor carried very little stock and only handled one of the above lines. That this dealer had been successful in the past cannot be denied, but he was carried along by the momentum of prosperity, whereas recent business conditions had caused him to neglect his talking machine business, which was simply one of his departments. He had a good stock of records and a fair stock of machines, but through lack of a proper system of racking his records, I found them lying around on counters, on the floor in boxes, and a general state showing a lack of order. He explained this condition by stating he had no more room to give to the talking machine business and did not feel encouraged to keep putting in more stock without proper racking facilities.

"The talking machine department was located in a portion of the store where furniture, carpets and general household goods were carried, and I asked the dealer to place himself in the position of a prospective phonograph customer or record buyer. I asked him whether the customer for the house furnishing goods would not be in the way and interfere with one for phonograph goods; in fact, questioned him as to whether the customer would not be impressed unfavorably with his lack of facilities for accommodating talking machine customers.

"We had one of those 'heart to heart' talks, wherein I convinced the dealer that he should provide better accommodations for talking machine customers, if he hoped to increase his business and hold what trade he had. The result was that between us we figured where we could actually accomplish the desired results with less space than he was using at the present time, by consolidating his records and yet retaining the good features of the tray and label system which he used. We figured out a corner of the store where he agreed to build a display booth, into which customers could be ushered and feel at home. This dealer, I feel, now realizes that there is ample opportunity in his town for a much larger business, and that his prosperity will be regulated very largely by his own methods.

"Another dealer met me with the usual complaint that business had been very poor, and whereas the customers used to come in often and buy records, they now seldom appeared. This seemed strange to me at first, as I quickly observed his stock of Edison records totaled not less than 1,000 and his Victor stock in number was quite imposing. As he did not seem to volunteer any reason for the change of patronage I began to investigate and found while this man had no opposition in town and had considerable invested in Edison goods, he had not yet put a combination attachment in stock, an Amberol record, or even any of the new monthly records for several months.

"Is it any wonder that his customers were going elsewhere when he did not apparently show his confidence in new goods by having them to display to prospective buyers? In the past he used to mail a list of monthly supplements to a list of customers each month, but he had discontinued that some time ago, relying on the fact that customers should know new records were issued each month, and if they wanted any should come in. He did not seem to realize the importance of letting the customer know what the new records were, and more important, that by failing to bring customers into the store for new records he was very largely removing his chances of selling regular stock records.

"I must give this dealer credit, however, for agreeing that he really could not expect much patronage under the conditions as they existed with him, so he finally stated that perhaps he would sell out. I promptly stated this was the proper thing to do, unless he proposed to advertise among his townspeople the fact that he was in the business and would keep them posted, and be prepared to display up-to-date goods.

"The peculiar part of his selling out is that in this case, like in others, my offer to try and find a customer, if he would not be a little more up-to-date, made him question whether he did want to sell out after all, and he finally decided that the business was really better than might be expected, and that the real trouble was his lack of facilities, which we then arranged to improve.

"I approached another dealer who did not know me personally and appeared in his store as a prospective customer. My request for a catalog, after some delay, brought the response that he did not seem to have any on hand. An inquiry for the latest record list was the same. He finally produced a supplement list of Victor records three or four months old, and I asked to hear a certain record. I watched his face to see if he received this request kindly, and noticed he gave evidence of nervousness. Mr. Dealer, however, reached over to a shelf, after my telling him this particular record was a band piece, and proceeded to shuffle the records somewhat in the manner that cards are dealt. After consuming about ten minutes of time he was not sure, but he did not appear to have that record in stock; however, if I wanted to order one he could get it for me in a day or two.

"To avoid a repetition I asked for a record which I had noticed was in the pile, which, however, he was not aware of until he had repeated the shuffling act. Mr. Dealer then produced a dust rag and proceeded to make the record look like new. Having noticed this, I told him I was in the habit of buying new records, whereas his seemed to be second-hand and looked shop-worn.

"The record was not played for me, as I then told him my time was limited and that I would have to come in again. He did not urge me to stay and hear some records he had in stock and thought I might like, but his manner was entirely indifferent and impressed me that it really made little difference whether I bought anything or not.

"How many cases of this kind could we find among both Edison and Victor dealers, and how easy it is to reason how such a dealer will never make a success of the business.

"In this same town there was a dealer who carried a good stock of Victor goods and could immediately respond to any inquiry. His stock

Wurlitzer

53 YEARS LEADERS IN MUSIC

THE HOLIDAY SEASON finds us with every facility for taking care of your orders on Victor Talking Machines, Edison Phonographs, Regina Music Boxes and talking machine supplies of every description.

Now, when every minute counts, is a good time to get acquainted with the Wurlitzer Hurry-Up Service that gets your order out on time—every time.

Send us your RUSH ORDERS!

The Rudolph Wurlitzer Co.

VICTOR, EDISON AND REGINA JOBBERS

Cincinnati **Chicago**

☞ *Two points of supply; order from the nearer.*

was kept in envelopes, and if they had been in stock for some time you could not determine it, as in the former case, by the appearance. He carried his records by number, and if he did not have one in stock that I ordered he was ready to offer some similar selection, which at his invitation I would probably hear and perhaps buy. This up-to-date dealer sends the record supplements each month, whereas the other dealer did not. He kept in stock a good supply of the latest catalogs, and when he was favored by having a prospective customer enter his store he showed him he wanted his business by giving him every attention.

"Now, both these dealers sold Victor records; the first man's stock was dusty and he did not seem to care whether you wanted to buy. The other man was up-to-date; he wanted your business; showed it by his manner, and, by the way, also had a neat booth in which to play the records.

"The records in both stores are sold at the same price, but in one store you get what you want. Can it be that anybody would question why the up-to-date dealer in this town was doing the business and the other man was always finding fault.

"Edison phonographs and Victor talking machines, records and supplies are sold at the same price by the small dealer as well as by the large one, by the dealer who encourages patronage as well as the one who does not. Competition is purely a matter of service and in letting people know where you are and what you have to offer them. How important it is, therefore, for every dealer to use the most up-to-date methods, to encourage patronage, for he must admit that at the same price he would patronize the dealer who offered the best accommodations.

"The factories depend on their jobbers and dealers to handle the business. Jobbers are supposed to carry a satisfactory stock to enable them to make prompt shipments, as well as be equipped in all departments to help the dealer thoroughly understand all branches of the business. The dealer is expected to be properly equipped by stock and methods to make a sale to the prospective customer.

"Territories are being reasonably restricted, in accordance with the representation put forth, by Edison and Victor dealers, and the fact that some dealers may be giving up the line should be welcomed by those in their territory, who realize the possibilities.

"I know of many cases where towns are represented by one live, up-to-date dealer, who has a complete stock and satisfactory accommodations, and the results are better for all concerned. Anybody in such a town has no difficulty in obtaining the latest records, whereas under former conditions there may have been three or four dealers, none of them having a satisfactory stock or proper facilities to encourage continued patronage.

"Some of the dealers who complain about their neighbors going to a larger city to buy would do well to investibate their facilities, as compared with the man who is drawing the business away from them, and place themselves in the position of the prospective buyer and see whether they, under the same conditions, would not do likewise.

"My experience, as above, has been given, not for the purpose of criticizing, but simply to point out to many dealers who may not be doing a satisfactory business on Edison or Victor goods some of the conditions that exist with others and perhaps with them.

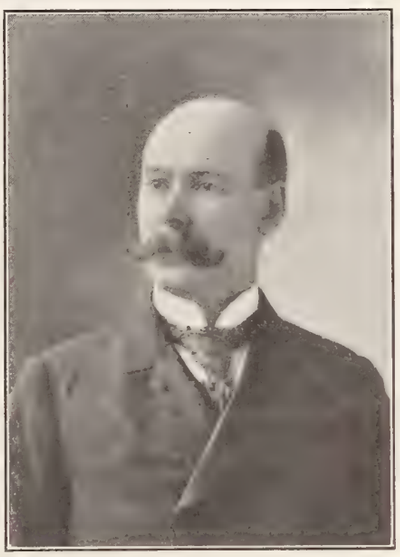
"We are always ready and willing as jobbers to explain to our dealers methods we know have proved successful. Any jobber can sell talking machines and records as cheap as his competitor, and all dealers can sell at the same price at retail, but this is not all—it is a matter of service and treatment thath builds a business or tears it down in this line.

"Think this over very seriously, Mr. Dealer, place yourself in the position of your customer, and it will not be hard for you to find out where your competitor is gaining on you. We can all improve and should learn something every day. When we have become perfect our usefulness on earth is ended, and it is time for us to depart."

J. P. BRADT NOW CANADIAN MANAGER

For Columbia Phonograph Co.—In Charge of Canadian Business with Offices in Toronto.

James P. Bradt, for many years connected with the Columbia Phonograph Co., General, is the new general manager of the company's entire Canadian business, with offices in Toronto. He succeeds A. F. Tero and assumed the position November 8. Wednesday of last week Marion Dorian, auditor of the company, went to Toronto with Mr. Bradt to make the change, and he is expected back in New York Monday. Mr. Bradt is not only highly popular with everyone in the



JAMES P. BRADT.

Columbia service, but is regarded as one of the ablest members of the managerial staff of the branch houses.

About six years ago Mr. Bradt was in charge of the Columbia office in Baltimore, Md. Then he was sent to Berlin, Germany, succeeding Paul H. Cromelin, now vice-president of the company, as manager, later occupying the same office in London, Eng., to which John A. B. Cromelin was the successor in the spring, and who is now the general manager of the entire European business. About a month ago Mr. Bradt returned from Europe. From his varied experience, sturdy strength of character and general all-round fitness, especially that acquired as head of the London office, great things are expected of Mr. Bradt in Canada, and there is not the slightest doubt but that he will make good and measure up to his previous high standard.

REVISION OF RECORD PRICES.

National Phonograph Co. Increase Wholesale Record Prices Owing to Heavier Expenses and Copyright Royalties—Allowance for Breakage Partly Equalizes Prices.

The sales department of the National Phonograph Co., Orange, N. J., under date of November 1, announces a revision in the price of Edison records and a proposition making a special allowance to cover any possible breakage of records in transit. Both become effective on January 1, 1910. The circular in part is as follows:

"Due to causes hereinafter stated we find it necessary to slightly advance the prices of Edison records of all types to the dealer, but in no case is the advance sufficient to justify a change in retail prices, which remain as heretofore. The principal reason for the increase in price is the fact that the recent copyright law, which went into effect July 1, 1909, for the first time extends the protection of copyright to phonograph records, so that in the future we shall be required to pay large sums as royalties to authors and composers.

"We anticipate that these royalties will amount to about two cents on each copyright record, and although the proportion of copyright records used has been small so far, it undoubtedly will be necessary for us to use large numbers of copyrights in the future. Furthermore, we shall be required to pay these royalties even if many of the copyrighted records are later returned under our exchange proposition, so that from this source alone there will be a probable additional heavy loss." Another reason for the advance is the additional expense for "talent" as well as for special artists. A third reason for the increase is that of the higher cost of raw materials and factory operations. The prices, that go into effect January 1, are: Edison Standard records, 21 cents; Amberol, 30 cents; grand opera (two-minute), 47 cents. The list price remains unchanged.

"Notwithstanding this fact, however, we propose to make a radically new proposition and will assume a part of the increase by making a very liberal allowance for breakage in each case, whereby the net prices will be only very slightly higher than at present. By making this allowance the annoyance of adjusting claims for breakage between ourselves and dealers, and between jobbers and their dealers, will be entirely removed. The allowance for breakage we propose to make to dealers is 3⅛ per cent., this allowance to be also made by jobbers in transactions with their dealers."

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and secretary of the National Association of Talking Machine Jobbers, was in New York last week, having come East chiefly for the purpose of visiting the Edison and Victor factories and placing orders for early delivery. Mr. Roush took advantage of the opportunity to call on several prominent members of the association in New York and Philadelphia. He had an excellent report to make regarding business.

HORNS FOR SALE.

For Sale or Exchange—Allen Horns and Phono Arms. Will exchange for disc or cylinder records in any quantity at a low price. Address Allen, care Talking Machine World, 1 Madison Avenue, New York.

BUSINESS FOR SALE.

A good musical and jewelry store in a town of about 7,000; no competition; also have an optical department doing good business; just the repair bench pays for all the expenses; have a complete stock of Edison goods; also a good stock of Victors and other musical goods. The store was started with a capital of $100, and two years later it invoiced $10,000. As I have other stores, I find that it is too much work for me and would like to dispose of one of them. Have reduced it down to $8,000. Do not answer unless you mean business; no job lot. I am willing to give full particulars. Address Jeweler, 1728 I street, Granite City, Ill.

CAN YOU USE ME?

A live wire with over ten years experience as manager in the Talking Machine business. Well acquainted throughout Great Britain and would like to locate there. Can you use an experienced man of high class ability, one who is resourceful and can build business. Address "LIVE WIRE," care of Talking Machine World, 1 Madison Avenue, New York.

Salesman Wanted At Once!

An experienced floor salesman, one who is familiar with high-class trade; good position to the right man; salary no object; all correspondence confidential.

Apply by letter only.

LANDAY BROS.,
400 Fifth Avenue, New York.

New York, Nov. 11, 1909

TO THE TRADE

Gentlemen:—Our attention has just been called to a circular letter issued by the Victor Company under date of November 8th in which they refer to our line of Grafonolas.

Item No. 1—Legal Protection

The whole letter is so wide of the facts that it can hardly be considered seriously, except one addled paragraph concerning "infringement of patents." We wish to assure every dealer in and user of Columbia Grafonolas, as well as our esteemed competitors, that the Grafonola is absolutely clear of any infringement, and that we shall hold our dealers and customers harmless from legal trouble or expense. We stand squarely behind our product, as always, and as our competitors have peculiarly good reason to know.

Item No. 2—Quality

The climax of our broad advertising of the Grafonola is a frank request to the reader to make comparisons—to see the Victor hornless machine and hear it, and do likewise with the Grafonola. The Grafonola superiority is unmistakable—and that's why our Grafonola announcements hurt so much. Likewise with our entire product of machines and records: out at the Alaska-Yukon-Pacific Exposition the Jury of Awards has been making some disinterested comparisons, and COLUMBIA DISC RECORDS AND MACHINES RECEIVED HIGHEST GRAND AWARD OVER ALL. (Victor disc machines and records were awarded second-prize gold medal.)

Item No. 3—Litigation

One paragraph of the Victor Company's letter contains vague threats relative to future litigation. In view of its own statement of the results of past litigation, the whole thing reads like an unsolicited contribution to Puck, recalling the famous telegrams of the Russian Generals to the Czar during the recent quarrel with Japan, which usually proudly claimed "ANOTHER MASTERLY RETREAT."

Columbia Phonograph Company, Gen'l

Tribune Building, New York

N. B.—Do you know the history of the Talking Machine and the records of to-day? If you happen to be interested in getting the whole story and the exact truth of those basic patents, we shall be very glad to send you a pamphlet which is historically accurate and wholly unbiased.

TRADE NEWS FROM BOSTON.

The Hornless Era Has Arrived—Single vs. Double Faced Records Discussed—Murphy with Eastern Talking Machine Co.—Enjoyable Reunion—Ditson's Big Victrola Business—Columbia Grafonolas in Demand.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 15, 1909.

"Everything is to be hornless in a short time" was the prediction along Talking Machine Row this week by one of the astute salesmen, and talks with other men familiar with the trade show that there is a falling off in the call for the old style of "with-a-horn" machines, while the demand for the hornless variety is very much on the upward jump. The great variety of styles in which these can now be bought is a factor in their favor, and the price does not seem to cause any delay in sales. In fact, the cost of the really good instruments is in their favor, for people are willing now to believe that the talking machine is worth considering, because it costs enough to attract their attention.

There is quite a little feeling manifested by the jobbers of this section of the country over the evident intention of the record-makers to eliminate as much of the single-faced record business as possible and concentrate on the double-faced records. But the increase in the sale of the double-faced records and a falling off in the sales of the single-faced may operate to make them change their minds. They object to the necessity of being obliged to carry a double stock.

The Eastern Talking Machine Co. did a very good stroke of business this week when it secured the branch office of the Boston Grand Opera House for its store at 177 Tremont street. Thomas J. Murphy, a very popular and very efficient ticket-seller, formerly connected with one of the local theaters, has been established in this office, and the business that it attracts has already proven to be a very good thing for the talking machine departments of the store.

The employes of the Eastern Talking Machine Co. had a very enjoyable dinner at the Lombardy Inn on October 28, and a feature of the meeting was a lecture by T. D. Duncan, of the Business Phonograph Co. The Eastern Talking Machine Co. is having fine new electric signs placed on the front of its building, and is featuring the grand opera records in its windows. General Manager Taft was recently presented with the head of a fine bull moose shot by a friend in the Maine woods. It will be given the place of honor on the wall of the store. Mr. Taft spent several days this week in New York.

A. W. Winkelman, manager of the talking machine department of the Oliver Ditson Co., was in New York during the past week, spending much time at the Ditson Co.'s store there and then going over to the Victor factory. Business in his department is reported as big, especially on the Victrola 12 and 16.

The local trade was greatly pleased this week to receive a visit from "Doc" O'Neil, who is just back from China. He says he is going back to the land of the poppy soon.

The Grafonola library table style just brought out by the Columbia Phonograph Co. is having everything its own way at the new warerooms of the company here. The salesmen make it a point to call the attention of everybody to it, whether the person buys a package of needles or a big instrument. The result is a rapid spreading of its fame.

At the Osgood Co. this month an especially big business on Victor records is reported and a corresponding big increase in the sale of Victor machines.

SCHUBERT'S EXTENSIBLE RECORD.

G. H. Schubert, 818 Madison street, Chicago, Ill., is having quite a demand for his extensible record rack, which is referred to in his advertisement elsewhere. He is sending out some interesting literature which can be had for the asking.

FREDERICK'S IMPORTANT MOVE.

Will Place a Line of Talking Machines in His Several Branches.

W. F. Frederick, the well-known Pennsylvania dealer, who has branches in many cities throughout Pennsylvania, has been investigating the talking machine business and proposes to take on talking machines in his great chain of stores.

Splendid exhibit rooms will be fitted up in the magnificent new Frederick building in Pittsburg, where the Victor and Edison lines will be fittingly displayed.

Mr. Frederick has made his arrangements with the Standard Talking Machine Co., of Pittsburg, and without doubt this new move will prove a successful one.

Trained talking machine men will be placed in charge, as it is not Mr. Frederick's intention to give any of his personal time to the development of this branch of the business.

It will be seen at a glance, however, that he is in a splendid position to build a talking machine trade of commanding proportions.

LYLE SUCCEEDS WILLSON

As Assistant to Geo. W. Lyle, General Manager of the Columbia Phonograph Co.

Merwin E. Lyle, a nephew of Geo. W. Lyle, general manager, and for the past two years manager of the Columbia Phonograph Co.'s office in Baltimore, Md., has been called into headquarters as an assistant to his uncle. Mr. Silverstein, previously in charge of the company's Louisville (Ky.) office, is now in charge at Baltimore, Md. Mr. Lyle has been in New York for a couple of weeks, making himself familiar with the duties formerly looked after by H. L. Willson, who vacates the position of the general manager's assistant to embark in another line of business in Philadelphia, Pa. Merwin E. Lyle formally assumes Mr. Willson's place on the 15th, when the latter's resignation takes place.

The future of Mr. Willson will be followed with considerable interest by his associates in the Columbia service, as his rise in the company has been rapid and on merit. About five years ago Mr. Willson became private secretary to President Easton. In twelve month's time he was sent to Chicago as a clerical assistant to John H. Dorian, then manager. When Mr. Dorian was drafted to New York and given charge of the chain of Columbia stores in the greater city, Mr. Willson succeeded him as the Chicago manager. Subsequently he was called to the executive office as assistant to General Manager Lyle, a post he filled with brilliancy, showing unusual executive ability for a young man with a decided inclination toward organization, and in a short time he would have been made assistant general manager of the company. Mr. Willson, however, has aspirations of his own elsewhere, and he embarks in business with a brother in Philadelphia with a concern interested in coal securities, developing a new field in the anthracite section of Pennsylvania, taking hold of the promotion end.

TO MAKE ARGENTINE RECORDS.

Messrs. Freiberg and Forbush Sailed Recently on This Mission.

William Freiberg, of the Columbia Phonograph Co.'s laboratory recording staff, accompanied by Gus Forbush as an assistant, sailed from New York October 20, via the Lambert & Holt line, for Buenos Ayres, Argentine, S. A., where they will arrive on November 20. They will make a line of Argentine records, vocal and instrumental. Mr. Freiberg will be in the most progressive South American republic about a month. The records are intended only for the export department list.

The company's export department recently issued their new catalog of "Discos Dobles Columbia Neuvas Selecciones Puerto Riquenas," about 60 or 120 numbers altogether.

VICTOR-COLUMBIA LITIGATION.

Victor Co. Brings Suit Against the American Graphophone Co. for Infringement of Patent—Columbia Co. State They Will Defend Suits and Protect Dealers—Letters Issued to the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 9, 1909.

The Victor Talking Machine Co., Camden, N. J., yesterday mailed an "Important Letter to the Trade on the Subject of Victrola Infringement." It is an interesting document, as it recites and summarizes the history of the company from 1895, when the "United States Gramophone Co. started, in a small way, to manufacture gramophones," to the company of to-day, which "now control the original Berliner basic patents, and have the gramophone developed to its present condition."

Then they say, "We chose to invade the field of no one, but have created an entirely new line of talking machines and records with new and distinctive features." This leads up to the invention of the Victrola, the history, purpose and success of which is given with considerable detail, concluding with the following announcement of a suit brought against the American Graphophone Co.:

"Our suit against the American Graphophone Co., on the said reissue patent was filed on October 5, 1909, in the United States Circuit Court for the Southern District of New York. * * * Also to make the situation clear to the trade that all negotiations between the Victor Co. and the American Graphophone Co. towards the matter of licensing the latter company to manufacture the 'Victrola' type are at an end."

* * * *

When this matter was brought to the attention of C. A. L. Massie, of the legal department of the American Graphophone Co. (Columbia Phonograph Co.) in New York, he said: "Oh, yes, we made our appearance on the first Monday of November, and will file our answer the first Monday in December. There is nothing to it. We expect to win out."

The Columbia Phonograph Co. have quickly met the issue by publishing a reply, which, although its principal message is protection to dealers, also contains some extraordinarily interesting history. The letter closes with the statement that "We will defend 'successfully and at our own expense' any patent suit brought by the Victor Co. against our Grafonolas."

To assist Victor dealers in bringing the Dr. Cook North Pole record to the attention of people of their community, the Victor Co. have designed a special Dr. Cook window display that is bound to attract considerable attention. This display is a fac-simile, in miniature, of the John R. Bradley, the boat on which Dr. Cook left on his North Pole expedition. The ship is dressed in the colors of all nations, and on one of the masts appears a picture of the hemispheres, above which hangs Dr. Cook's Victor record. On the sails of the ship are invitations to come in and hear Dr. Cook tell how he discovered the North Pole. This display is sent to dealers at a nominal cost, and certainly should be taken advantage of by every dealer who desires to be up-to-date in the matter of window display.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

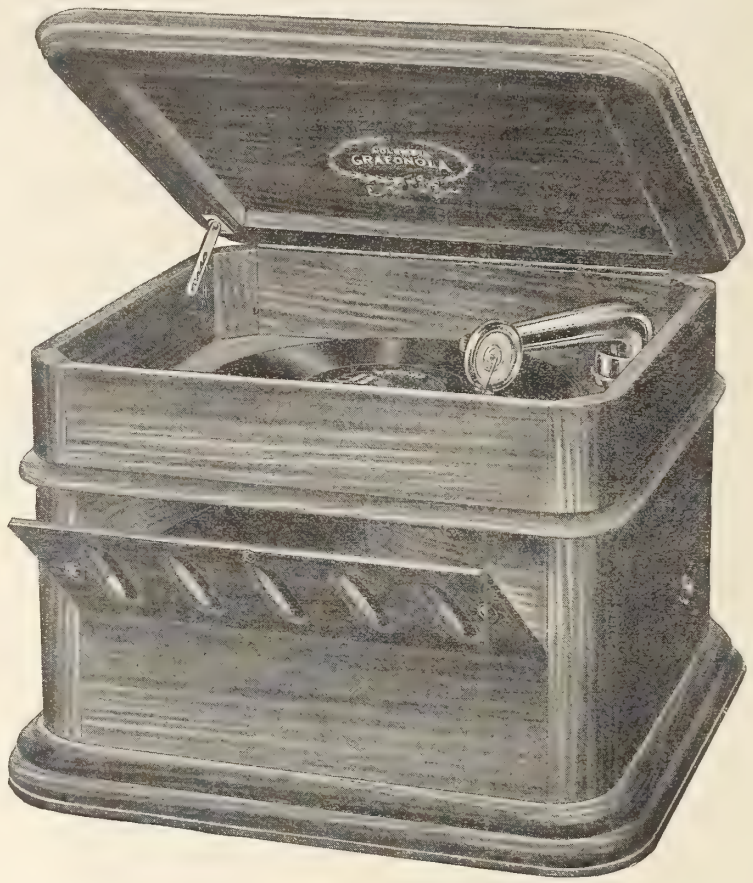
Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action. Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT

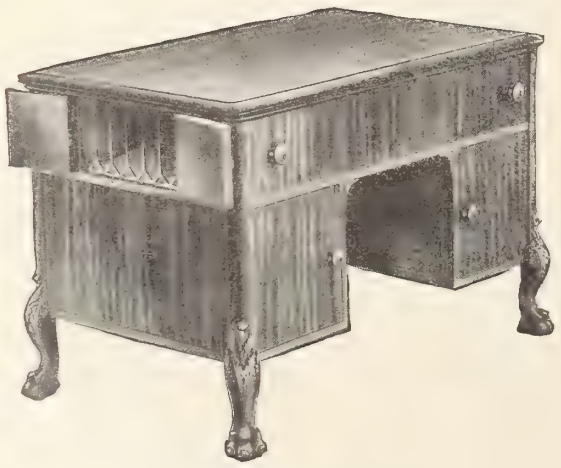
CHAMBERS AUTOMATIC STOP CO.

J. R. LYNCH, Mgr. Room 622, Tribune Bldg., New York

A Grafonola for



The Columbia Grafonola "Elite"—$100



The Grafonola "Regent"
Price, $200

The Grafonola
"De Luxe"—$200

a hundred dollars!

A Columbia Grafonola of entirely new shape, on the new principle of hornless reproduction; the FIRST hornless instrument ever offered at its price, the SMALLEST perfect cabinet machine yet introduced; the beginning of a new era in sound-reproducing instruments.

The Columbia Grafonola "Elite" introduces to the public the first of a new line of hornless instruments in which the acme of sound-reproducing capacity, flawless tonal qualities and unequaled neatness of design combine with economy of space and compactness of construction to a degree hitherto unknown in the art of sound-recording and reproduction.

First to be noted in the Grafonola "Elite" is the remarkable manner in which every atom of space is utilized for the production of a complete and perfect musical instrument in the smallest possible compass. When is considered the volume of tone the instrument gives forth, it must be universally acknowledged that the Grafonola "Elite" by far surpasses any product of the "talking machine" industry introduced up to this time.

Embodied in the Grafonola "Elite," and forming one of its chief features of attractiveness, is the new principle of leading the tone from the record through the reproducer and tone-arm downward into a semi-circular tone chamber, so designed as to be acoustically perfect. The tone, amplified and reinforced to a very high degree in this chamber, pours out through a series of elliptical openings in a door at the front of the instrument. Controlling the orifices of these openings is the sliding modulator panel—by which the volume of music may be reduced or augmented at will. If a maximum volume of tone is desired, the entire door—which hinges at the bottom—may be let down, thus allowing free escapement of all the tone produced.

The reproducer—the vital part of all sound-reproducing instruments—is of a new type and its reproducing capacity, sweetness, brilliance and power, are unique—faithful, natural and accurate.

In the section of the instrument immediately above the tone-chamber are the reproducing parts and the turn-table. The latter is full twelve inches in diameter, playing any make or size of disc record. Above these parts is the cover, which is usually let down when the instrument is playing. In the section below the tone-chamber is placed the motor—one of the most powerful of the four-spring type in existence. As in all other Columbia instruments the motor may be wound while running.

When closed, the Grafonola "Elite" is in shape almost a perfect square, with corners rounded throughout and the base slightly expanded for symmetrical effect. The total absence of horn and all mechanical suggestion lends to the instrument an attractiveness impossible to overlook. Only the finest selected genuine mahogany, hand-rubbed and brilliantly polished, is used in the wood part of its construction.

How would you like to have the exclusive selling rights for all the Grafonolas in your territory? Maybe they are open. Write and ask.

COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building New York City

TIMELY TALKS ON TIMELY TOPICS

As will be noted in the four-page advertisements of the National Phonograph Co., Orange, N. J., in this issue of The World, they have inaugurated one of the greatest campaigns of publicity and exploitation of their products known in the talking machine trade. Daily newspapers in all parts of the country are being used, samples of the advertisements being exhibited, with the size, date of insertion, etc. In the magazines double pages will be employed, in the choicest positions, many covers being under contract. By this extraordinary and stupendous expenditure of money the Edison phonograph and its manifold advantages of entertainment will reach "55,000,000 people and 16,000,000 homes nine times every month." This may well be termed the opening gun for the holiday trade, and such a magnificent undertaking on the part of the National Co. to popularize their goods and create a substantial market is solely in the interest of the dealer. It is therefore up to the dealer to second and aid this splendid work by following it up with local advertising. Every effort should be made by Edison dealers to reap the full benefit of this great and effective campaign in every way possible at their command. Trade is brought directly to their doors, and it remains for them to "close the deal."

Observers of passing events in the trade will note that the talking machine business is gradually but surely getting into better hands, so far as jobbers and dealers are concerned. Concerns which are vitally interested in the business from an investment point of view, and not as an expedient or an experiment, are coming to the front as the influential factors. Persons who have no capital to speak of and who depend on working their so-called "credit for all it is worth," and often more by sharp practice and chicanery, are really "undesirables." Therefore the sooner the distributers and jobbers, aided by the factories, if necessary, cut off the supplies of this class of dealer and place them on the "suspended list," the better it will be for those who give the lines true representation by carrying adequate stock and exert every effort to keep it moving. The trade has reached that stage of development where there is no longer room or toleration for "dead ones."

Perhaps something of this kind was in the mind of a particularly observant correspondent who has a wide acquaintance with the trade, its personnel and methods, when in Texas. Of his experience he writes, possibly in a slightly sarcastic vein, but evidently knowing what he was writing about, in part as follows: "The talking machine business in Texas is the poorest I have ever come across. It may be possible that the poor crops the State had in the past year may be mainly responsible for this condition. It was also apparent that a number of jobbers in the State are not alive to their opportunities, no traveling men being employed by but few of them; and it seems to me this condition should be carefully taken note of by the factories." There's the rub; the "milk in the cocoanut"—"not alive to their opportunities." One need look no further for an explanation why trade languishes elsewhere besides in Texas.

But the correspondent does not stop with criticizing the weakness of Texan methods and the only too apparent delinquencies of the Lone Star State trade. He "hands a few" to the South in general, which will doubtless be resented in quarters where the "shoe pinches," to wit: "The need of a few live jobbers in the South seems almost a necessity for the future welfare of the talking machine industry. The chief reasons for the quiet state of the business in the South may be attributed to the following: First, insufficiency of stock; second, window display could be somewhat improved; third, lack of suitable space for demonstration purposes; fourth, no advertising; fifth, poor salesmen." This is, indeed, hot shot and what may also be termed "straight goods." The question arises, is it deserved? It may be added that the foregoing strictures were written in no spirit of malice. On the contrary, the traveler was sorely disappointed in what he encountered, hence his remedial suggestions, given with the best intention and in a spirit of entire good nature.

Does anyone realize, beyond those cognizant of the inside facts, what tremendous progress has been made in the talking machine trade within fifteen years? The topic, always one of absorbing interest, was under discussion for the'steenth time by a bunch of old-timers recently, when one of them casually remarked: "In 1894 the entire yearly product of the Edison factory could have been bought on a showing of $10,000!" Presumably, this was also true of the other great manufacturers of the present day. However, everybody caught their breath when this statement was made and then probably ruminated on the potentialities of wealth.

A leading manufacturer remarked the other day that he found the utmost difficulty in securing road salesmen. The question of price or salary did not figure so much as competency. To be sure, a small army of men could be had for the asking, as it were; but "green ones" were not desired. They did more harm than good. No objection is urged against training men who have natural selling ability; but no patience is exercised in dealing with "dead ones." It is the dearth of adaptable men which is complained of, especially so that their services are so badly needed just now when business is springing up again.

Quite a compliment—and a deserved one—was paid the Eastern Talking Machine Co., of Boston, Mass., by a traveling man who had made his first trip through New England for the wholesale end of a prominent machine and record manufacturer. On reporting to his chief the road man remarked, after turning in a very good statement: "By Jove! I found the Eastern Talking Machine Co. strong wherever I went. I had the hardest work creating jobbers for our line against the Eastern. The dealers had such confidence in Mr. Taft that I could not budge them to any other way of thinking. The Eastern take such good care of orders that I failed to meet a dealer in that entire territory who had an account with them who did not say they were 'aces.' They seemed to have the goods and their shipments are right up to the minute. While I was in competition, I must take my hat off to Mr. Taft."

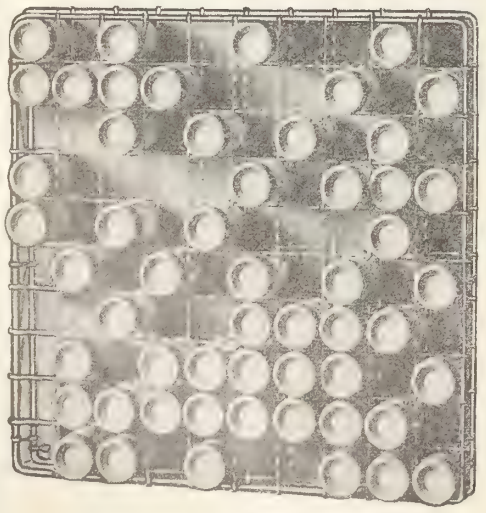
With the phenomenal prosperity attending the motion picture proposition and its immense popularity with the public, the so-called "knowing ones" in the trade pretend to trace a certain lack of interest in talking machines. Perhaps there may be something in this assertion from a superficial point of view as regards low-price machines and records; but the great demand in evidence for the high-grade goods offsets this alleged diversion of trade. Those most particularly concerned in manufacturing and marketing talking machines have recognized that improvement in the tone quality of records, variety, extent and superiority of repertoire, not to mention perfection in the machine itself, are now the backbone of the business. To be sure, low-price lines will always have a market, but the most satisfactory and profitable goods now before the trade are of the highest grade. The masses are all right, but it is the people with money, who can afford to indulge in the luxuries or near-luxuries of life, to whom the trade may appeal successfully with goods that measure up to the highest standards.

Another avenue is opened to the enterprising dealer who will make a specialty of lullaby records for "tired mothers." A newspaper writer recites the story of how the substitution of the talking machine for a wearied mother's none too musical voice, in lulling the baby to sleep, turned the trick. Of course, it was the wisdom of the father who suggested the innovation, and the music of the lullaby from the record of a high-class artist had the essential soothing effect of transporting the little one to the Land of Nod. This is a point for the dealer, and perhaps a special list of sleep-producing lullabys, warranted to produce the desired slumbrous effect, may be looked for. It is also a tip to Ada Jones, but with Len Spencer—well, Len might talk one to sleep if he had a fair chance; but his voice is too robust for the lullaby business.

Less knowledge than judgment will always have the advantage upon the injudicious knowing man.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

The 100 Space Racks like cut **in half doz. lots, $15**
The 150 Space Racks crated " " " **$20**

Send to your jobber or us for complete Catalog of racks for store use.

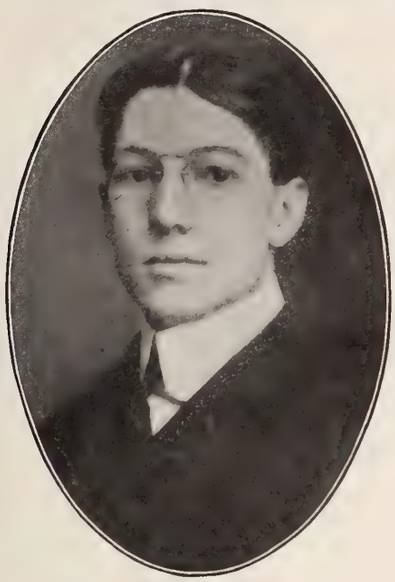
SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

FAREWELL DINNER TO H. L. WILLSON.

The Entire Staff of the Columbia Phonograph Co. Entertain H. L. Willson at a Testimonial Dinner at the Waldorf-Astoria—His Loyalty Praised—Presented with a Magnificent Diamond.

H. L. Willson, assistant to Geo. W. Lyle, general manager of the Columbia Phonograph Co., was tendered a dinner at the Waldorf-Astoria, in New York, on the evening of November 9, by the officers of the company, the occasion being his forthcoming entry into the financial department of large coal mining properties in Pennsylvania and West Virginia, in which he has long been interested. Mr. Willson's record with the Co-



H. L. WILLSON.

lumbia Phonograph Co. is one that both he and his employers have been proud of, and only the pressure of investments that call for a great amount of detailed attention could have persuaded him to separate himself from the affairs of the Columbia Co., or could have induced that organization to consent.

During the evening President Easton, in behalf of the Columbia Phonograph Co., presented Mr. Willson with a magnificent diamond which, in his presentation speech, he described as being absolutely flawless, and typical of Mr. Willson's loyal service. Those present at the dinner were the following officers and members of the executive staff: Edward D. Easton, George W. Lyle, Thos. R. White, Sr., Frederick J. Warburton, Walter P. Phillips, T. H. Macdonald, Paul H. Cromelin, George P. Metzger, V. H. Emerson, H. A. Yerkes, H. Sheble, Irby W. Reid, C. W. Woddrop, Edmond F. Sause, W. D. F. Baker, Mervin E. Lyle, John C. Button, Frank Dorian.

Edward N. Burns, vice-president of the American Graphophone Co., and general manager of the Columbia Phonograph Co.'s export department, returned from Europe November 10 on the Princess Irene, the North German liner. He was accompanied by his family and has been away since July 24. The Carlsbad Springs claimed the greater part of his time. Mr. Burns comes back in splendid condition, the result of his rest, and is prepared to take hold of the foreign end with more energy and vigor than ever. Edmond F. Sause, his capable and affable assistant, willingly relinquishes the onerous duties of the position to his chief, though he has kept everything right up to the mark.

SALESMEN WANTED.

Outside salesman to call on New York City and local trade representing jobber. Also one for retail department. Good chance for right man. Give experience, reference, salary wanted, etc. Address "Energetic," care The Talking Machine World, 1 Madison avenue, New York City.

CONCERTS AS A MEANS OF ATTRACTING CUSTOMERS.

Dealers Could Adopt No Better Plan During the Fall and Winter Than Giving Recitals in Their Warerooms or Studios—Never Fails to Attract Customers and Is Always Profitable—How L. J. Gerson Is Winning Out Along These Lines.

The value of concerts as a means of attracting the best class of customers to the store is now widely recognized not only in the music trade, where eminent concerns like the Aeolian Co., John Wanamaker, and many others announce programs of exceeding merit during the musical season, but it is just as valuable, if not more so, in the talking machine trade. The great advantage possessed by the talking machine man, and that, too, in the line of economy, is that he has noted orchestras and all the great artists of the world at his disposal, without any extra expense.

All that is necessary is to prepare his special rooms or store; send out invitations to a selected number of people, and then arrange his program. He will find that all invited will come, and he will thus stimulate new interest in whatever line he handles, whether it be talking machines, phonographs, or graphophones.

These concerts continued weekly, and invitations sent to new people all of the time, must result in dealers reaching the very best class of people, and reaching them in a manner impossible by any other means.

These concerts may be termed "publicity" of the very best kind, and should prove a paying educational campaign. Should the dealer choose, he might make some remarks at the opening of the concert on the exact functions of the talking machine its tremendous advance and perfection, or on the fact that all the great artists of the world can now be heard by means of this machine—in fact, to the clever talker there is a splendid opportunity for an interesting discourse.

There is no town so small that it will not yield satisfactory results from concerts of this kind. It only needs a little enterprise to win out.

There is one thing clear, that the talking machine dealer who intends to remain in this industry, and to make it a success, must be up and doing. This is no time for laggards or for those who view the business indifferently. People of that ilk naturally see nothing in the talking machine business and are continually kicking about its lack of opportunities. Nevertheless, the opportunities are there, but the people must prepare themselves to take advantage of them. There is no use in sitting down and complaining. Trade will never come to a dealer who does not seek it—and seek it along original lines. The old commonplace, tried-and-found-wanting plan will not always obtain in selling talking machines. It needs the infusion of new ideas in the way of publicity to bring about results. And to our way of thinking one of the most effective means to this end is the giving of concerts.

Think of the splendid opportunities there are of framing up a program for a concert at which a dealer has all the operatic artists of the world at his disposal, as well as leading conductors and bands. How easily he can stimulate the interest of the people of his city or town by carefully written readers in the local papers, apart from the regular advertisements, in which the fact is emphasized that Mme. So-and-So, who is now receiving so many thousand dollars for each performance at the Metropolitan Opera House, New York, can be heard right here in this town by merely attending a concert at the talking machine parlors of Mr. So-and-So.

Can anyone conceive of a better means of educating the public to a proper appreciation of the splendid product being put out to-day by the talking machine manufacturers, and of listing up a goodly roster of future customers among interested people?

The splendid campaign of publicity inaugurated by Louis J. Gerson, manager of the Wanamaker talking machine department in Philadelphia, Pa., during the operatic season, whereby special lectures and Victor recitals bearing upon the operas are given in the auditorium, is proving one of the features of the season. We understand that this plan of campaign is to be also undertaken at Wanamaker's in New York. It will be helpful to the entire industry and is a move well worthy consideration. This line of work is open to all. And it will pay.

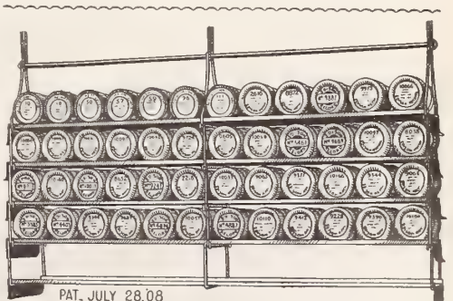
COLUMBIA WITH KOHLER & CHASE.

General Manager Lyle Closes a Big Deal on the Pacific Coast—Other Columbia Moves of Great Interest—Big Pacific Coast Concerns Represent the Columbia.

George W. Lyle, general manager of the Columbia Phonograph Co., was seen by The World on November 10, soon after he had attacked his first batch of mail upon his return from a five weeks' circuit of the country. Mr. Lyle was naturally more than busy, but he did take time to say some extremely interesting things. He visited many cities of importance in the United States during the trip. He found general business good and improving all along, and a decided improvement in the talking machine business. The improvement, according to his impression, has not been as rapid as many people at one time expected it to be, but there was an unmistakably steady and healthy increase in volume and interest.

Mr. Lyle stated that a little later he will have some interesting news for the trade, concerning important deals closed during his trip, but could only take time at the moment to report briefly that in addition to the Eilers Piano House, Spokane, Seattle and Tacoma, and the Southern California Music Co., in Los Angeles, Cal., one of the largest deals made in the talking machine business for some time was closed in the office of Kohler & Chase, of San Francisco. Kohler & Chase—a large music house known to everybody on the Coast—have just completed their new $200,000 establishment in the heart of the retail shopping center of the city, fitting up most elaborate rooms for display and sale of talking machines. They have installed a complete line of Columbia machines and records, giving a representation not excelled by that of any music house in the United States handling such goods. This arrangement also covers their Oakland store.

The talking machine department of the Simpson-Crawford Co., New York, one of the Henry Siegel chain of dry goods stores, have taken on the complete Columbia line, the contract being signed Saturday last, the initial order for machines, records, Grafonolas, etc., running into the thousands. The goods are to be delivered in ten days, and a special section will be set aside by W. C. Vogel, manager of the department, to properly display and exploit the line.



PAT. JULY 28,08

Mr. Dealer:

Are you handling Schubert Extensible Racks for keeping Cylinder Records in the home? Better send for dealer's discounts and Special Free Trial Plan. You can sell this rack for less than 3 cents a record.

G. H. Schubert, 818 Madison St., Chicago

First Announcement of Columbia

4-MINUTE Indestructible Records

"The ONLY 4-minute records that are right"

PRICE 50c.

They fit any make of phonograph or graphophone (with 200 thread attachment). They play the complete selection—averaging fully 4½ minutes—clearest, most brilliant tone you ever heard—and they NEVER BREAK and NEVER WEAR OUT!

At last a cylinder record which will play from four to five minutes, and which is at the same time *practical* and *unbreakable*, is an accomplished fact.

The one supreme obstacle in the way of producing a cylinder record of two hundred threads to the inch, instead of one hundred (the equipment of the ordinary two-minute record) and producing at the same time a record which would be commercially practicable and stand the test of wear, has so far lain in the extreme delicacy of the wax-like material ordinarily used, and the apparent impossibility of recording this astonishing number of threads without breaking down the walls, of almost inconceivable fineness, which separate the tone furrows from each other. This difficulty has been solved for all time by the production of the Columbia Indestructible 4-Minute Record.

What this means to cylinder record users is almost impossible to appreciate at a casual glance. The two-minute Columbia Indestructible Record at 35 cents, with its matchless tonal qualities and unbreakable texture, has been universally conceded to be the greatest boon to cylinder record users ever introduced. But the 4-Minute Indestructible Record at 50 cents will, it is safe to say, more than double the entertainment, economy, and profit of the two-minute record. The thinning of the tone walls, far from impairing the record in any manner whatsoever, has actually resulted in a finer, purer, clearer and more thoroughly musical tone—all this in addition to the principal gain, namely, the doubled length of the performance.

The First 20 Numbers

3001—American Patrol (Meacham).....Played by Lacalle's Band
3002—Selections from "Carmen" (Bizet).....Played by Lacalle's Band
3003—Medley of 1909 Hits (Arranged by Lacalle),
Played by Lacalle's Band
3004—Tres Jolie—Waltz (Waldteufel).....Played by Lacalle's Band
3005—Selections from "Havana" (Stuart).....Played by Lacalle's Band
3006—Dancing on the Housetop—Schottische (Christie),
Played by Lacalle's Band
3007—Selection from "Cavalleria Rusticana" (Mascagni),
Played by Lacalle's Orchestra
3008—Moraima—Spanish Caprice (Espinosa),
Played by Lacalle's Orchestra
3009—Salut d'Amour (Love's Greeting) (Elgar),
Violin Solo by W. Dorfman
3010—The Star of Bethlehem (Adams),
Tenor Solo by Henry Burr, Orchestra accompaniment
3011—Down Where the Big Bananas Grow (Barrom). Tenor and Baritone duet by Byron G. Harlan and Arthur Collins. Orchestra accompaniment.
3012—Carolina Minstrels No. 1.
3013—If I Had a Thousand Lives to Live (Solman). Tenor and baritone duet by Henry Burr and Frank C. Stanley. Orchestra accompaniment.
3014—Where the Sunset Turns the Ocean's Blue to Gold (Petrie),
Tenor solo by Byron G. Harlan. Orchestra accompaniment
3015—Medley of Plantation Songs...Quartette. Orchestra accompaniment
3016—Red Head (Franklin and Green),
Soprano solo by Ada Jones. Orchestra accompaniment
3017—When the Bell in the Lighthouse Rings, Ding, Dong (Solman),
Bass solo by Frank C. Stanley. Orchestra accompaniment
3018—Jesus, Lover of My Soul (Holbrook).....Sung by Choir
3019—What Makes the World Go Round? From "A Broken Idol." (Williams and Van Alstyne). Soprano and baritone duet by Elise Stevenson and Frank C. Stanley. Orchestra accompaniment
3020—The Arkansas Traveler.....Original Sketch by Len Spencer

Combination 4-Minute and 2-Minute Attachment for Columbia Cylinder Graphophones

Any phonograph equipped with a 200-thread attachment for 4-minute records will play Columbia Indestructible 4-minute records. The attachment for Columbia Cylinder Graphophones is a marvel of simplicity and efficiency—all you have to do is to shift a lever in order to play either 4-minute or the regular 2-minute Indestructible Records. **The same reproducer point plays both records.** $5 is to be added to the selling price of all new Columbia Cylinder Graphophones so equipped. Dealers will be able to equip Columbia Cylinder Graphophones with the 200-thread attachment for $7.50.

Columbia Phonograph Company, Gen'l

Tribune Building, New York

SUFFER FOR LACK OF FORESIGHT.

Jobbers and Distributers Although Cautioned by Victor Co. Cannot Get Orders Filled Now as They Would Wish—Failed to Order Early and Delays Are Now Inevitable—Situation Commented on by Mr. Geissler.

For many months past The World has been urging on distributers and jobbers the necessity of taking seriously to heart the requests of leading manufacturers to place orders for goods as early in the year as possible. Too many, unfortunately, have been so conservative in their tendencies that they have ignored these requests, although made repeatedly. For instance, on August 4, Louis F. Geissler, general manager of the Victor Talking Machine Co., sent out a letter, written forcefully and illuminatively, in which he emphasized the improving conditions of the industry and stated that in view of their being somewhat handicapped by extensions and building operations, which later will give them four times the capacity of their present plant, it would be wise for jobbers and distributers to order early in August the Victor goods required in October and November.

VIEW OF ASSEMBLING ROOM—NEW VICTOR CABINET FACTORY.

It is a well-known fact that the Victor Co. are not in the habit of issuing false alarms, and every remark made in this letter was made seriously, and should have been acted upon. It is true a great many distributers took the matter seriously and did anticipate their wants, but nevertheless others did not and orders are now rushing in to the Victor Co. in tremendous volume, just as usually occurs at this season of the year.

In the course of a chat with General Manager Geissler, he commented on the situation in this wise:

"One distributer has on order with us probably six or seven carloads of goods—four carloads just ordered within the last few days. He will probably only get two, or, perhaps, three, carloads between now and Christmas. I have no doubt he could have sold the seven had he ordered them in August or September, and thereby given us the opportunity of filling the order.

"Big speculators take big chances on the future. This company started $600,000 worth of extensions, which are just now nearing completion, right in the heart of the panic, knowing full well that their entire capacity would be needed by the time they were completed.

"In July and August, when we wanted our distributers to place orders, we began making up in our factories four times as many machines as surface indications at that date showed us would be needed, believing in the restoration of the trade, and now we are swamped.

"In spite of all we do in person and by correspondence to make our distributers realize that this business is one that must be studied seriously, an intelligent forecast must be made months in advance and that they should carry the stocks and not expect the factories to do so, it seems almost impossible for us to accomplish this with many of them."

These are timely words and distributers and dealers must make an effort to size up the market situation months ahead and prepare for every emergency. Meanwhile the Victor Co. are making all possible efforts to supply demands. The picture shown herewith is the assembling room temporarily arranged in the new cabinet factory. In addition to this they are still operating their old cabinet factory with double forces, working night and day.

BUY FLINT & BRICKETT CO.

The Pardee-Ellenberger Co. Purchase Springfield Dealers' Phonograph Stock—Steadily Expanding Their Business.

The Pardee-Ellenberger Co., of New Haven, Conn., have just purchased the entire phonograph stock of the Flint & Brickett Co., Springfield, Mass., and have taken over that portion of their business. This makes the Pardee-Ellenberger Co. the only Edison jobbers in that portion of New England.

The business of this company has been steadily expanding, due to the employment of up-to-date methods in every department. They are "live wires" in the talking machine field, and have built up a splendid jobbing trade. They make it a point to carry a large stock, to fill all orders quickly, and in every way to aid the dealers and advance their interests.

In the supply field the Pardee-Ellenberger Co. are having quite a demand for the Lin-O-Tone horns, which are especially adapted for Standard and Home machines. The Pardell folding boxes for holding cylinder records are also big sellers with this concern. They are most convenient for delivering records to customers and unquestionably help to sell more records—a point worth considering.

FOR FIRESIDE PHONOGRAPH.

The Place Automatic Brushes Can Now be Used on These Machines.

The Blackman Talking Machine Co., 97 Chambers street, New York, desire to announce to the trade that the No. 3 brush, formerly listed as fitting the Gem, should also be supplied on orders for brushes to fit the Edison Fireside phonograph. Suitable changes in the advertising matter will be made as soon as possible. It may be well for dealers and jobbers to refer to the advertisement of these brushes on page 27.

BIG FEES FOR MME. MELBA.

In Miss Agnes Murphy's biography of Mme. Melba some remarkable facts appear regarding the great sums of money paid her for her professional appearance. At her third concert in Sydney she received the net sum of $11,150. For appearing at a concert given by William Astor in London, Mme. Melba received 1,000 guineas ($6,250). Another item worth quoting relates to talking machine records made in New York. Here, on March 24, 1907, we read, "she was busy making records for a gramophone or talking machine company, who for the selections, which she easily completed within a week, paid her a cash bonus of 10,000 guineas ($52,500), with more to follow in the way of royalties."

Now for a great holiday trade.

HOW DO YOU ORDER DINNER?

You don't order part of your meal in one Restaurant, because they serve that portion to suit you, and the balance in another.

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE

You select a Restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

BLACKMAN DON'T RUN A RESTAURANT

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

HOW DO YOU ORDER EDISON AND VICTOR GOODS

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

BE ECONOMICAL—ORDER FROM BLACKMAN

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN'S part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN"

97 CHAMBERS STREET NEW YORK

EVERYTHING FOR EDISON OR VICTOR

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Marked Activity in Talking Machine Field During Opening Months of Fall—Tendency Toward Purchasing Better Class of Goods—New Edison Amberola Displayed by C. E. Goodwin Throughout the West—Business Good with Talking Machine Co.—Sample Room at Lyon & Healy's—Orchestrelle Piano Casket Company Opening—Changes Among Managers and Salesmen in the Middle West—Record by Famous Evangelist—C. L. Wiswell Visits Factories—Salter Cabinets in Demand—The Wurlitzer Changes Completed

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 6, 1909.

The marked activity noted during September has been maintained and further ground gained during October. While there is no tendency to speculate or overbuy, orders placed by the majority of dealers show decided confidence in the future. Dealers are preparing for an excellent trade, and conditions in the West all seem to assure a realization of their expectation. Locally, retail trade has been good. There is no question that the tendency is to the better class of goods all along the line. Especially encouraging are the reports of improving trade in the outlying districts of the city.

C. E. Goodwin Displays the Edison Amberola.

C. E. Goodwin, manager of traveling salesmen of the National Phonograph Co., was in Chicago for a few days the middle of last month, his first visit since he went East to cast his fortunes with the Edison people. He made his headquarters at the La Salle Hotel, and brought with him the first of the new Edison Amberolas to be seen here. All the local jobbers and several from other points inspected the new machine and were highly delighted with it. Everyone says that the promises made by the National Co. as to the tonal quality of the new machine are more than justified. Mr. Goodwin went from here to St. Paul and Minneapolis, and from thence went to Omaha, Kansas City, Des Moines and other points and as far west as Denver. The trip was an eminently successful one and the western jobbers were reported as having responded with most liberal orders. In fact, the output of the factory on the new $200 machine is said to be sold up for several months in advance. Local dealers and jobbers are eagerly awaiting the arrival of the new machines here, and quite a number of retail advance sales are already reported. Mr. Goodwin passed through Chicago on his return East this week.

C. E. Wilson's Coast Trip.

C. E. Wilson, general manager of the National Phonograph Co., passed through Chicago this week on his way to the Coast. He was accompanied by Mrs. Wilson.

Arthur D. Geissler's Cheery Report.

Arthur D. Geissler, general manager of the Talking Machine Co., is highly pleased with the volume of business during October and so far this month. "Current orders indicate that prosperity has returned to the talking machine trade in full measure," said Mr. Geissler. "October made a big gain as compared with last year, and we look for a very busy period between now and the holidays. The prospects are for a shortage on goods. My advices are that the Victor factory is working up to its limit and the orders from the jobbers keep pace with the output, and such a thing as accumulation of stock is impossible."

Lyon & Healy's New Sample Rooms.

Lyon & Healy have railed off an ample space in the wholesale talking machine department for a machine sample room. Samples of every Victor and Edison type, together with a fine display of cabinets, are shown for the benefit of visiting dealers. H. B. Hopkins, Manager Wiswell's chief assistant in the wholesale end, has his desk in the new sample room.

Joy in Solemn Environment.

Tom Clancy, manager of the automatic department of the Rudolph Wurlitzer Co., has always been known as a pretty live proposition, and it was perhaps perfectly natural that the National Casket Co. enlisted his aid when they opened their new warerooms, 385 Wabash avenue, the other day. There was a luncheon and doings, day and evening, and a Wurlitzer orchestrelle piano sent over by Clancy furnished spritely music the while. In spite of the imposing display of coffins there was not a "dead one" among the participants or the tunes played.

Herriman Again in Chicago.

A. D. Herriman, one of the valued members of the Columbia's western forces is "back home" again. He is now retail floor manager at the Chicago headquarters, 210 Wabash avenue. Mr. Herriman left the Chicago office four years ago and took charge of the Columbia branch at Davenport, Ia. From there he was promoted to the management of the Milwaukee store and very successfully conducted their business there until the latter part of last month, when the Milwaukee business was sold to A. J. Kundy, who has conducted an exclusive Columbia store in the northern part of that city for the year past. Mr. Kundy takes the former Milwaukee Columbia branch at 412 Grand avenue, buying the entire stock, fixtures, etc., and has the jobbing agency for Milwaukee county.

Guttenberger Takes Charge in Louisville.

E. W. Guttenberger, formerly retail floor manager for the Columbia Chicago store, has been made manager of the Louisville, Ky., branch, succeeding Morris Silverstein, who in turn takes charge of the Baltimore office, vice Merwin Lyle, who has gone to New York as secretary to General Manager George W. Lyle.

Gypsy Smith Makes Record.

Gypsy Smith, the famous evangelist, who last Sunday concluded a long series of revival services in this city, is reported as having made a phonograph record of the song, "I Shall Meet Him Face to Face," and which will be used in evangelistic services at St. James M. E. Church.

Skilton on Road for National Co.

Mr. Skilton, formerly manager of a talking machine business in Providence, R. I., is now traveling for the Edison people in Michigan and called on the local jobbers a few days ago.

Some Recent Visitors.

Walter Staats, chief accountant for the Victor Talking Machine Co., spent a day or two in Chicago this week. Among the visiting talking machine dealers the past month were John E. Moyer, Dixon, Ill.; Joseph J. Daynes and Edward E. Jenkins, of Daynes-Beebe Music Co., Salt Lake City, Utah.; Col. F. B. T. Hollenberg, Hollenberg Music Co., Little Rock, Ark.; M. M. Marin, Grand Rapids, Mich.; J. E. McCourt, Ludington, Mich.; Mr. Wookey, of the Wookey Music Co., Peoria, Ill.; Lawrence McGreal, Milwaukee, Wis.; C. A. Adams, Peoria, Ill.

Wiswell's Eastern Trip.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, made a flying trip to the Victor and Edison factories the middle of last month. He found the former working overtime, especially in the Victrola department. The Edison plant was also rushed to the utmost and the officers were more than surprised at the demand for the machines equipped with the new Cygnet horn. Speaking of business, Mr. Wiswell stated that October on the whole made a gratifying showing. Business the first two weeks was exceptionally good. The third week of the month, both in retail and wholesale, was somewhat quiet, but the wind-up was strong. There was a good increase over September and a very big gain as compared with last year.

Phenomenal Victrola Business.

Speaking of Lyon & Healy, the phenomenal Victrola business being done at retail is a matter of general talk in the trade. It is said to be an actual fact that five Victrolas were sold within an hour recently. Of course, this was the result of fortuitous circumstances, but it simply illustrates in dramatic form the manner in which the fine old house attracts high-grade trade. They do not do it by resting on their oars, however, but by constant advertising campaigns conducted through various channels. One of the niftiest pieces of talking machine literature ever distributed by them is a booklet devoted to the Victrola, and the covers represent the machine described in the mahogany finish. The various parts are "cut-out." The doors concealing the catalog files are faithfully represented, and those to the concealed horn open, revealing the latter, which is illustrated on an inside page of the booklet. Of course, the text is forceful and peculiarly adapted to the temper of the devotees of grand opera music.

Dealers Ordering Salter Cabinets.

The Salter Mfg. Co., makers of talking machine cabinets, music cabinets, art furniture specialties, etc., report that their business is running ahead of 1907 and that their large factory is running overtime, and a large percentage of this activity is due to their fine line of horizontal, felt-lined disc cabinet, an innovation which is wonderfully popular. Their new style cylinder cabinet has also met with great favor.

Wurlitzer's Handsome Quarters.

The Rudolph Wurlitzer Co. are practically over the period during which they have been at the mercy of the carpenters and decorators. The main floor, which is devoted principally to the talking machine and small goods departments, has been widened by the addition of the space formerly occupied by the stairway. The windows have been enlarged and deepened, and a balcony above the show windows proper gives opportunity for display plainly visible from the trains of the elevated railway. The interior has been refinished in verdi oak, and beautiful new all-glass show cases and massive wall fixtures for small goods have been installed. To the left of the entrance a large space is enclosed as a reception room, and here, in addition to a few pianos, Victrolas in various finishes will be shown. This will considerably increase the space devoted to talking machines. The rear half of the floor is practically unchanged, and indeed the numerous and beautiful Edison and Victor booths and the excellent stock arrangement can scarcely be improved upon. The balcony formerly occupied by the offices is now devoted to player music. The new piano department occupies about two-thirds of the second floor, while the remainder is devoted to the automatic department, one beautiful room being given up to the Orchestrelle pianos and another to the large band organs, orchestrions, etc. The general offices occupy the front of the third floor, the balance is devoted entirely to the wholesale talking machine stock, which has double the space utilized in the former quarters, and greatly improved systems of stock arrangement. The small goods department is on the fourth floor.

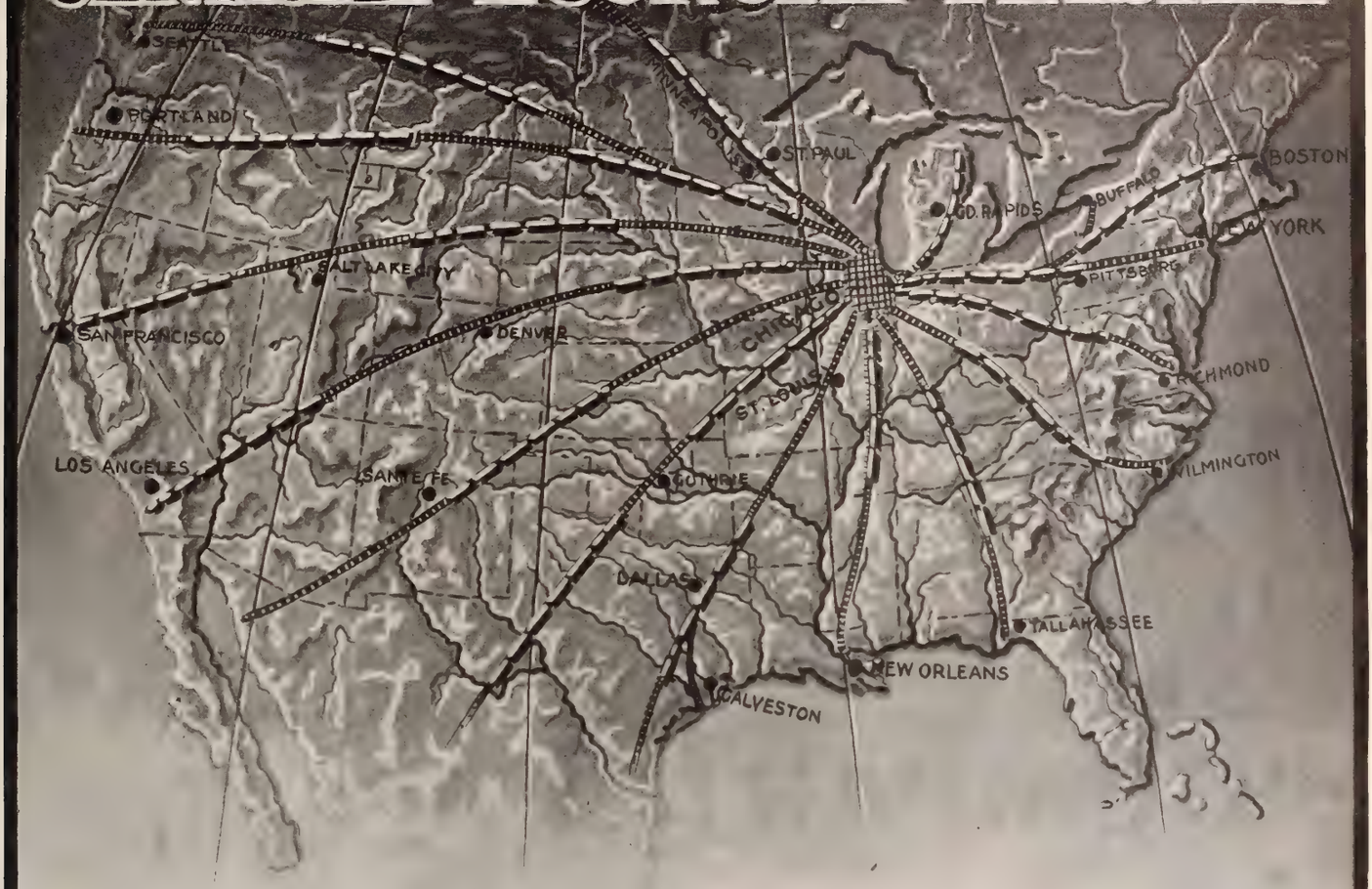
Rudolph Wurlitzer, Jr., has spent much of his time at the Chicago office during the past month, aiding Manager Uhl in supervising the completion of the new arrangements. The wholesale talking machine department of the Chicago house made an extremely fine showing during October on account of the consummation of several large new accounts.

Fuhri Visiting in the South.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., and western Wholesale Manager E. C. Plume went to New Orleans this week to meet General Manager Geo. W. Lyle, who is on his return from his trip to the Coast. On Mr. Plume's arrival in New Orleans he was greeted with the sad news of the death of his uncle,

CHICAGO

The CENTRAL "ECONOMY" MARKET



Don't lose $70.00 profit on a *Victrola* sale.

Don't lose 40% or 40-10% profit on a Machine or a Red Seal Record sale, by not having, or not being able to get the goods.

Pay a little more freight or express than usual if necessary, ***but get the goods.***

Let distance and freight be no object when retail profits, prestige and service are at stake. ***Get the goods.***

The business arms of The Talking Machine Company stretch over the country from Maine to California and from Minnesota to Texas. They are the largest Talking Machine Jobbers in the world, and remember ***they wholesale exclusively.***

The Talking Machine Company
72 Wabash Avenue, Chicago, Illinois

S. W. Plume, a retired capitalist, who has been a prominent figure in the Crescent City for 25 years. The telegram announcing his death arrived in Chicago after his nephew's departure.

Bissell-Cowan's Artistic Quarters.

While the new talking machine department of the Bissell-Cowan Piano Co. has really only been opened for two weeks, President Arthur Bissell expresses himself as highly pleased with the outlook. Manager E. R. Sues has taken hold of the department in a manner that betrays his experience and ability. He has a capable assistant in O. C. Searles, formerly of Chicago and more recently in the talking machine business for himself in Oklahoma. The handsome mezzanine floor devoted to the department has been attractively fitted up and resembles more a clubroom than a formal business establishment. There are two booths, and both here and in the reception rooms Victrolas are used only for demonstrating purposes. Every type of Victor machine is carried, and Victrolas in all finishes. The Auxetophone concerts in Music Hall, adjoining the Bissell-Cowan warerooms, have been inaugurated and promise to be very successful. They are held on Tuesdays and Thursdays from 12.15 to 1 p. m., and admission is obtained only by application at the warerooms, where cards are issued exchangeable at the box office of Music Hall. Those who desire are urged to register permanently, and are mailed seats for each concert. The attendance so far has been from 150 to 300 at each recital. Music Hall has always been associated with the appearance of the very finest artists, and a particularly fine class of people are being attracted to these recitals.

Harry Salomon, manager of the talking machine, toy, sporting goods departments, etc., of Rothschild's, has returned from an eastern purchasing trip.

Inaugurating New System.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is inaugurating a new system by which samples of every record in the catalog are carried in the demonstrating rooms. Above the cases will be cards emphasizing the fact that customers are not given used records; that every record bought is absolutely brand-new, and that the records in the case are used for demonstrating purposes only. Samples of the new four-minute Indestructible record have been received here and have been greeted with approval by those who have heard them. A necessary attachment for the machines will soon be ready, and a single reproducer will be used for both classes of records. The Columbia branch are having a fine demand for both the De Luxe and Regent Grafonolas, the concealed horn machines. One of the Regents (the library table style) occupies a central position in the show window.

Kreiling & Co.'s Best Month.

Kreiling & Co., manufacturers of the all-metal, ball-bearing horn connection for cylinder machines, report that October was one of the best months they have ever had. Orders from jobbers in all parts of the country show that dealers everywhere are awake to the merits of the excellent little device and are pushing it energetically.

A Fine Sporting Trip.

Arthur D. Geissler, general manager of the Talking Machine Co., and Roy Keith, sales manager, spent a few days week before last on a hunting and fishing expedition up in the vicinity of Manitowisch, Wis., near the Canadian line. They had engaged a guide but he turned up missing. Nevertheless, they made a good showing, bagged a number of duck and partridge, and Mr. Geissler landed a twenty-six-pound muskalonge.

Fibre Needles Grow in Favor.

The B. & H. Fibre Mfg. Co. have every reason to be gratified with the manner in which their efforts are being recognized by the trade. Orders for B. & H. fiber needles received during October were several times in excess of those of last year, a fact which speaks eloquently of the progress made by the wood needle. The company have any number of letters from dealers saying that the fiber needle has practically revolutionized their trade, that it has been the means of selling machines to people they could not have reached otherwise.

Starck's Department Winning Trade.

The new talking machine department of the P. A. Starck Piano Co. is having a nice trade. P. T. Starck, secretary of the company, expresses himself as decidedly pleased with the results so far. The department has a new manager in the person of H. D. Bentley, a young man of long experience in the music trade and who is thoroughly familiar with the Victor line. Two handsome demonstrating booths are being erected.

Samuel Goldsmith, who has charge of the Victor salesmen in the Middle West, spent a few days in Chicago this week.

Demand for Sectional Cabinets.

The Compartment Filing Cabinet Co., of this city, who have met with decided success on their sectional cabinets, have just brought out a new cabinet, the Compartola, which is illustrated in their advertisement appearing in this issue. It is made in two styles, one for disc and the other for cylinder cabinets. The compartment feature is the same as that in the sectional cabinet, the compartments in the disc cabinets having division walls inside separating the records, making them desirable for the double-faced proposition. The compartments in the similar cabinet are designed to receive the cartons, thus protecting the records, from which they can be conveniently slipped. The Compartolas are made in golden quarter-sawed oak or African mahogany. They have handsome art glass doors and resemble a fine bookcase. They are finished all around and can therefore be placed anywhere in the room. They make an exceedingly attractive cabinet, and the moderate price should commend them to the trade.

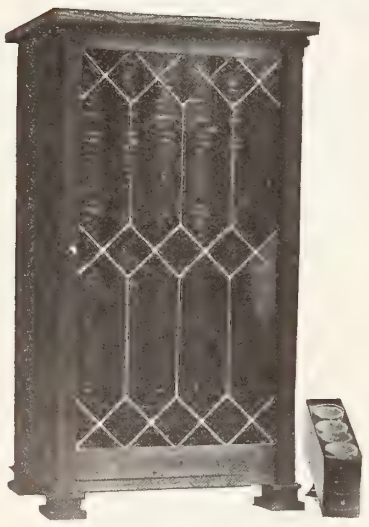
Improvements Under Way.

The fine quarters of the Talking Machine Co. are undergoing extensive improvements. The office is being newly decorated, and Manager Geissler's sanctorum has been enlarged and fitted with elegant mahogany desks, center table, chairs, setees, etc.

"COMPARTOLA"

(TRADE MARK)

RECORD CABINET

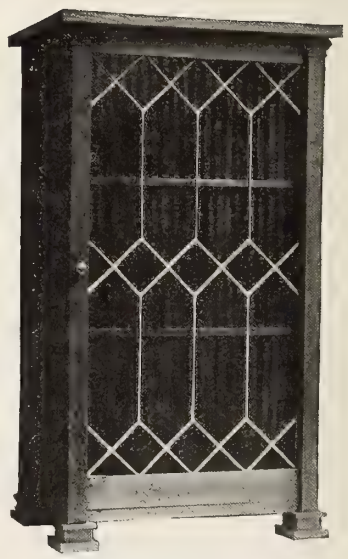


THE CYLINDER "COMPARTOLA"
36 Compartments; capacity 144 Cylinder Records. Height; 37" Top 22" x 17"
LIST PRICE, $26.00

A new addition to our SECTIONAL Record Cabinet line. Equipped with our patent COMPARTMENTS and numerically indexed system.

The best and most convenient method for preserving records.

Made in Golden Quarter-sawed Oak or African Mahogany. Handsome Art Glass Doors and resembles a beautiful bookcase. Finished all around and can be placed anywhere in Room.



THE DISC "COMPARTOLA"
Capacity 66 Discs 12"; 132 Discs 10". Height 37" Top 22" x 17". LIST PRICE, $26.00.

COMPARTOLA XII same as above—capacity 234 Discs for Victrola XII. Top 25" x 17'
LIST PRICE, $30.00

Only a Limited Stock for Holiday Orders

Compartment Filing Cabinet Co.

Office and Factory, 316-318 West 29th Street : CHICAGO, ILLINOIS

THESE MEN KNOW

that they are saving money, time and worry by placing their orders for Victor and Edison Talking Machines, Records and supplies with Lyon & Healy, where their wants always have best and prompt attention.

LET THEM TELL

how they are able to realize bigger profits and a more satisfactory business.

This Man from Northern Michigan SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen:

Want to tell you how well pleased we were with the promptness with which our last order was filled. We have never had cause to complain to you in this regard, but this order in particular was one requiring quick and careful filling; a sale of large proportion bearing on prompt delivery. Needless to say we closed the deal without trouble. Again accept our thanks.

Yours truly,
WILLIAMS & McLOGAN,
Per J. C. McLogan.

This Man from Old Illinois SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: When in your house several days since, I intended asking you to explain thoroughly your system of filling orders, for I have never had so much satisfaction in having my orders handled quickly and without error, as on those placed with you.

I realize that my ability to keep all promises made to purchasers relative to delivery is important to the growth of my business, and I am glad to be able to say, thanks to your efficient service, I have never been obliged to disappoint customers. Wishing you continued success, I am,

Yours very truly,
W. S. WEST.

This Man from Far Away Mississippi SAYS:

Messrs. LYON & HEALY, Chicago, Ill.

Gentlemen: Our bookkeeper reports quite a reduction in freight cost since we began placing our orders for both Victor and Edison goods with you, even with an increase in our sales. We account for this saving through being able to combine our Victor and Edison orders, and you may be sure we appreciate this feature in buying from you. We have also been able to close several large sales through our ability to deliver the goods in record time. Accept our thanks for your past prompt attention. Very truly yours,

WACHENHEIM & MENGER FURN. CO.,
Per W. O. Menger.

Profit by the experience of these and hundreds of other dealers and place YOUR orders hereafter with Lyon & Healy. Let us emphasize the fact that our stock is complete in every detail, both in Victor and Edison lines, and orders are shipped in full on day of receipt.

Write for our Special Offer to Dealers

Lyon & Healy

CHICAGO

Our liberal terms will interest you

Allow us to explain them

THE NEWS FROM PHILADELPHIA.

Talking Machine Houses in Quaker City do Record Breaking October Business and Have More Trade in Prospect—Many Musical Offerings, Including Grand Opera Arouse Much Profitable Interest—Edison Amberola Demand Looks Good—Herzog Cabinets Also Popular—Some Recent Visitors—L. L. Goodman Remodeling Store—Columbia Hornless Machines Hit Popular Fancy—Heppe Departments Now Rearranged—Strong Victor Trade—L. J. Gerson Introduces Innovation in Wanamaker Department—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 10, 1909.

If you are a pessimist and are looking rather at the seamy side of things, I would suggest that you pay a visit to the various large talking machine houses of Philadelphia, and if you don't change to the optimistic class before you get away, you are a rather curious human being. To find out just how the wind is blowing, don't climb to the sixth story of the Postoffice building and consult the weather bureau. Any of the talking machine men will tell you. And because they are called "talking machine men," don't for a minute believe that they are entitled to that name by way of sarcasm. They do the talking, it is true, but they have something to talk about that, and something that will talk back.

Every one of the Philadelphia talking machine men are in jubilant spirits these days. They are optimistic to a marked degree, and they have reason to be, for they have just closed the biggest October business in the history of the trade in Philadelphia, and from the prospects they already see before them, they expect to have also the biggest holiday business they have ever enjoyed.

There is every evidence that Philadelphia is music mad. The grand opera season in this city has begun, and on the opening night, November 9, our two big temples of music, the Academy of Music and the Philadelphia Opera House, entertained audiences limited to the capacity, with a disappointed crowd unable to get in that would have filled two equally large buildings. Six opera performances in one week, practically half as many as were sung here during an entire season only a few years ago, and the large army of opera goers are not only spending their money for the witnessing of the stage performance, but to carry these voices that they so much love into the home, to hear the divine music as they sit around the warm fireside on the cold fall and winter evenings, and to help entertain their friends.

It is this great wave of music that is sweeping over Philadelphia which has led the Victor Talking Machine Co., the Columbia Phonograph Co., Louis Buehn & Bro., the Penn Phonograph Co., the managers of Weymann & Son, and the managers of all the large department stores, as well as the smaller independent dealers to announce that they are having the greatest business they have ever enjoyed in these delightful instruments, and to foresee months of such prosperity ahead.

The head of the house of Louis Buehn & Bro., at 45 North Ninth street, says: "I have nothing to report but good business. Our October trade was most excellent and it was a better month than last year, in spite of the fact that last year we had certain salable novelties that ran our sales in October above what might ordinarily be expected.

"We are expecting very much from the new Edison Amberola. This machine is not on the market as yet, but the firm are sending out samples with their traveling men, and a few days ago we had a sample and we demonstrated it to a number of musicians and dealers, who were enthusiastic over its perfection, and we have received a number of orders for delivery as soon as they arrive. Our Victor business last month also shows a substantial gain.

"We have just gotten our catalog ready, which will be mailed to the trade within the next few days. We have enjoyed an exceptional sale of the Pegless cabinet. There are eleven different styles, ranging in price to suit all classes of customers. This cabinet is made by the Herzog Co., and we are the only people who are handling it here. We are expecting a carload shipment in a day or so, with which we hope to replenish our now depleted stock."

Among the out-of-town purchasers who called at the Buehn store the past week were: W. M. Koch, of Tamaqua, Pa., who made quite a purchase for the holiday trade, and Peter Prasch, of Paulsboro, N. J., who also left an order and reports business as very good in his section. The Buehn firm have three men on the road at present—Edmund D. Buehn, Robert Dungan, and Frank Reineck, who are traveling through the territory controlled by this firm, and have been sending in some good orders, although they did not leave until November 1.

L. L. Goodman, 327 Girard avenue, who handles talking machines extensively, is practically remodeling his entire store, and is introducing the tray system for his records. He will have one of the most up-to-date talking machine stores in Philadelphia.

The Penn Phonograph Co. also report that their business in October was very much better than last year, and they have already booked more than double the amount of holiday orders than they had at the same time a year ago. They have just received a big shipment of cabinets, and have been doing well with them. They have also received a heavy shipment of Victrolas, and are placing these instruments rapidly. "We are very optimistic regarding business," said the manager of the Penn Co., "for we have reason to be so from the flattering business that we have already done this fall and the bright prospects ahead." Charles Swartz, of York, Pa., and W. Yohn, of Yohn Bros., York, Pa., have been recent visitors to the Penn Co., during which time they purchased their holiday stock, and they report that prospects in their various sections for talking machines is very much better than it has ever before been. E. J. H. Smullem and Ralph Clarke are on the road for the firm, and have been doing very well. The Penn Phonograph Co. have had to take a warehouse at Eighth and Chestnut streets, which they expect to utilize as a carrying place for both machines and cabinets.

The Columbia Phonograph Co. are enjoying an unusual business on their hornless machines—the Grafonola Regent and Grafonola De Luxe. They have gotten back to their old home all of their old trade, and to that have been adding very much new trade, and consequently are doing the heaviest business at present in the history of the firm in Philadelphia. There is also a very large increase in the demand for the Indestructible records made by the Columbia Co., their merits being appreciated more and more every day by the trade. They are expecting a large shipment of their new four-minute Indestructible records within a few days. Their business in the grand opera records has been unusually heavy. They have been able recently to add to their line a number of new records of foreign singers yet to be heard in this country, and they really show some remarkable voices.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., of New York, was a recent visitor here; also M. Dorian, the auditor of the company. The firm have recently had some very beautiful window displays, and Manager Henderson seems to be a past master in this style of advertising.

John Wanamaker is this week starting an innovation in talking machine exploitation which will, no doubt, be appreciated by the public, and will be an excellent thing to demonstrate the great possibilities of that instrument. Louis Jay Gerson, who is in charge of the Philadelphia and New York departments, has secured the services of Joseph M. Rogers, of Philadelphia, who, now that the opera season has started, will lecture on the various operas to be given, and an expert from the talking machine department will produce records from the operas upon which he will talk. This will give the public who go to see and hear these operas a much better understanding of them, and it will also be of educational advantage to those who are not able to go to the opera.

Mr. Gerson reports that the October business of the Wanamaker talking machine department has run away ahead of last year. The sales have been almost double those of last year, and the department is at present making a drive on the Cygnet horns and the Amberola horns. Mr. Gerson has also had turned over to him the sheet music department at the New York Wanamaker store, and he is introducing good business methods into that department, and has already secured satisfactory results.

The Heppes have their improvements about finished, and all the various departments of their rearranged store are settling down in their new quarters. They have been highly complimented on the increased and commodious space that has been given to their talking machine department. They have begun a heavy advertising campaign in the suburban journals and magazines, and have been getting very good results. This is particularly so on the Victor talking machines. In these advertisements they offer to send a Victor on trial free. "You don't pay anything unless you keep it. Then pay us a small sum each month without interest. If you don't want it after trial, send it back at our expense." Such liberality is meeting with heavy mail at each period during the day, and they expect to have a tremendous business on this proposition from now on until after the holidays.

The Heppes have just received a complete line of the Victor Victrolas, in all the different styles of woods, and with these they will only be able partially to supply the names they now have on their books who desire these instruments, the Victor factory being unable to supply the great demand for the Victrolas. The talking machine salesmen of the Heppe house had their semi-monthly meeting on Friday evening last at the store, and D. D. O'Neill, the wholesale manager, lectured, and William Stiver read a paper on how to approach a customer. A very animated discussion followed.

He that has more knowledge than judgment, is made for another man's use rather than his own.

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber. we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers

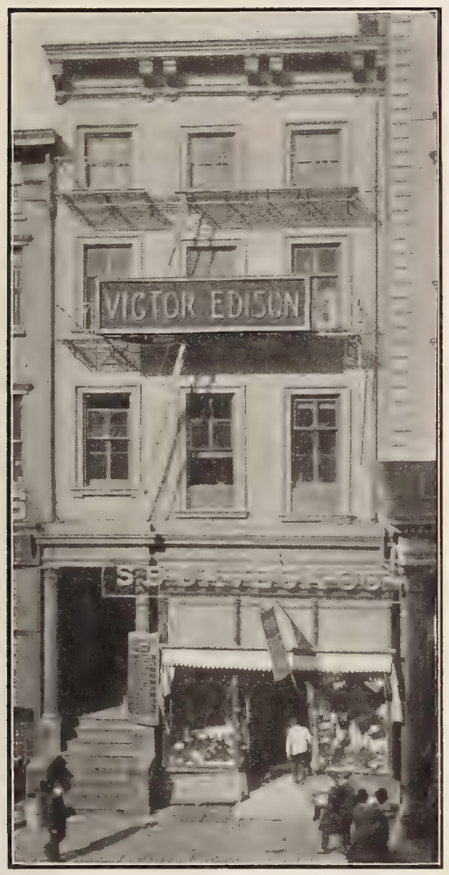
1504 NORTH 40th AVENUE

CHICAGO, U. S. A.

ENTERPRISING NEW YORK JOBBERS.

The S. B. Davega Co. Carry a Strong Line of Victor and Edison Machines, and of Supplies—Have Built a Fine Business.

As the oldest established jobbers in Greater New York, the S. B. Davega Co., 126 University place, New York, have long enjoyed the confidence of the trade. Their stock of Victor and Edison goods and miscellaneous lines of record cabinets, horns, general supplies, etc., is varied and complete, so that the dealer may have his order filled promptly and with despatch. They



THE S. B. DAVEGA HEADQUARTERS, NEW YORK.

specialize on several lines that it would be worth the while of the progressive dealer, the up-to-date kind, not to overlook. Among them may be mentioned their low-price cabinets for Victor O, I, II, III and IV, in oak and mahogany. As quick sellers their success has been little short of phenomenal. These cabinets have continuation tops and match the machines perfectly. The Davega Co.'s Magnetic needles are also commanding a ready sale. They come in three grades: double or multi-tone, loud tone, and mellow tone. Their fleece-lined rubber cover for Victrolas is an article originated by the S. B. Davega Co., and as a protector for this elegant Victor line are unequaled. The firm are now getting out a better quality cover, which will be ready for the holiday trade.

PERTINENT SUGGESTIONS FOR EMPLOYES.

To the man whose ambition is backed by cool determination, obstacles are only the stepping stones to success.

Read much and carefully; think deeply; and don't hesitate to make use of the ideas that other men have advanced.

The clerks who object to doing a thing because "I wasn't hired to do that," is a clerk who will not be very likely to be promoted to manager this year.

If you are going to be the independent sort that slams the goods down with a take-it-or-leave-it air, you might just as well begin looking for another job right now.

If the boss wants a certain line of goods pushed, push them even if it is a little more trouble. Your chief value to the house lies in your ability to help it make money.

If you want to become a trusted employe, one whom the boss will depend upon, you will have to do more than avoid evil; you will have to avoid the appearance of evil.

The fact that duty should come before pleasure doesn't mean that it is to take the place of pleasure. You need recreation as much as you need food. Take it regularly and in the open air.

The customer is the guest of the store. If you were properly brought up you know how a guest ought to be treated. Do you treat the people who come in as if you personally wanted them to come again?

BIG CALL FOR AMBEROLAS.

Initial Shop Order Already Taken—No Change in the Price of Records—Business Grows Better Every Day.

Orders for the new Amberola concealed horn cabinets have been received in such large numbers by the National Phonograph Co., Orange, N. J., that the entire initial shop order has been taken already.

Speaking of this, F. K. Dolbeer, general sales manager, said: "It is most surprising how the trade have taken hold of the Amberola. The demand has exceeded our most sanguine expectations and the sales will be tremendous. Business with us shows an improvement every day.

"There has been no change in the price of our records, excepting what may be decided upon in connection with the use of copyright music. It will be some time yet before that is definitely settled, and then, of course, the price will be higher. On our Standard and Amberol records now before the trade no change whatever in price is contemplated, excepting, as I said, in so far as they may be affected by royalty charges, and of that due announcement will be made."

MR. AND MRS. EDISON WERE GUESTS

Of Honor at the Opening of the New Theater on Last Monday Evening—Was One of the Great Events of the Year—Mr. Edison Fond of the Theater.

On Monday evening Thomas A. Edison and Mrs. Edison were guests of honor at the opening performance at the New Theater, New York, at which the leading people in social, scientific, musical and artistic circles were present. This magnificent temple of the drama has been made possible by the generous subscriptions of the cultured people who are interested in the development of the histrionic art along legitimate lines as opposed to the accepted term of commercialism. It is a subsidized institution for the production of the best in theatricals, and therefore the launching of the enterprise, something entirely new in this line, is a function of social importance second to no event in recent American artistic endeavor. Mr. Edison is very fond of the theater, especially of plays that tend to the amusing and entertaining kind, as a relief from his own absorbing and serious work, rather than of the problem order; and in music his taste inclines to the high-grade and classic description.

There can be no great success without the employment of human energy, the silent brain force that plans, initiates, drives and perseveres with indomitable strength until the project has been placed soundly upon its feet and in good running order.

Salesmanship is the fine art of making the other fellow feel as you do about the thing you have for sale.

XMAS VICTOR

5 WEEKS

XMAS EDISON

Standard

Talking Machine Company

Pittsburgh, Pa.

ONLY FIVE WEEKS MORE UNTIL XMAS

Get your stock in shape for the last few weeks holiday rush.

We have a large stock of Victor and Edison machines and records, cabinets and supplies ready to fill all orders.

Remember we ship all orders the day they are received.

Standard Talking Machine Co.

Pittsburgh, Pa.

EDISON XMAS

5 WEEKS

VICTOR XMAS

MILWAUKEE'S ENCOURAGING REPORT

Fall Season Opens Up in Splendid Form—Herriman Leaves to Take Charge of the Columbia Chicago Store—Gimbel Bros.' Handsome Department—Talking Machine Exchange Inaugurated—The Talker in Wisconsin Schools—Dealers Urged to Join Association—Columbia Machine in Tuberculosis Campaign—An Interesting Budget of News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 9, 1909.

The fall business seems to have taken Milwaukee jobbers and retailers by storm, judging from the increased activity displayed everywhere. The local retail trade, which has not been at its best, has developed in a wonderful way. Salesmen returning from about the State say that dealers outside of Milwaukee are reporting the best trade experienced in two years at least. Wisconsin is harvesting one of the "bumper" crops in its history this fall, and as a natural result money is more plentiful and general confidence is better. This accounts to a certain extent for the big increase in trade that talking machine dealers in the smaller towns are securing. In Milwaukee this wave of prosperity from the country district is also making itself felt. In addition, general manufacturing and industries of all kinds are fast returning to the normal stage, and people are finding themselves in possession of more money to invest in talking machines. Certain local dealers who make a specialty of working with the factory people say that they are more than pleased with the renewed prosperity that is making itself evident. The higher class of trade seems to be finding itself possessed of more affluence, as it is a peculiarity in the Milwaukee situation that demand for the higher priced machines is steadily on the increase. Dealers are predicting that business from now until Christmas will exceed anything experienced in the history of the local trade.

A natural sequence of the good retail trade is the fact that the wholesale business has taken on new life. Orders are coming in some cases at a greater rate than they can be handled, and jobbers are unable to meet demands for some of the newer models of machines. Dealers all over the State are rushing to stock up in preparation for the fall and Christmas trade.

A. D. Herriman, genial manager of the Milwaukee branch of the Columbia Phonograph Co., has resigned to become retail manager for the Chicago branch of the Columbia. Mr. Herriman has been succeeded at Milwaukee by A. G. Kunde, proprietor of a Columbia talking machine store at 1316 Fond du Lac avenue, who is already in charge of the downtown central store and is also maintaining the Fond du Lac avenue branch. The news of Mr. Herriman's promotion was not entirely unexpected to the Milwaukee trade, as it was known that in return for the excellent success which he has achieved in this city he was being considered for things higher up. While dealers were loath to lose him, to a man they are congratulating him upon his advancement. It is predicted that Mr. Herriman will meet in Chicago with the unusual success which has been his in Milwaukee. A. G. Kunde, the new Milwaukee manager, who has purchased the downtown central store of the Columbia, has been regarded as one of the Columbia Co.'s most enterprising Milwaukee dealers. Both Mr. and Mrs. Kunde have had wide experience in the talking machine business.

What is probably the finest talking machine establishment in any of the Milwaukee department stores has just been opened by Gimbel Bros. An extensive line of Victor machines, records and supplies is being offered to the trade. Gimbel Bros. conduct the largest department store in Milwaukee, and there seems to be no reason why an up-to-date talking machine department would not prove a most profitable phase of the business. The big store has carried a foreign line of machines in the past under the supervision of the toy department, and the business has not been pushed to any extent. The new talker department will be under the supervision of the piano department of the store, of which E. S. Bridge is manager. L. C. Parker will be in direct charge and will endeavor to make a big success of the new business. New quarters have been opened just adjoining the piano department, large and handsome booths have been installed, and the department puts on a decidedly up-to-date appearance. In addition to the regular line of Victors, ten Victrolas and an Auxetophone have been installed.

A talking machine exchange, something of an innovation in the smaller cities of Wisconsin, has been put into successful practice by Arthur Raab, an enterprising young dealer of the "chair city." Mr. Raab allows his trade to exchange their old records at any time for new ones upon the payment of a small fee. He is making the provision, of course, that the returned records must be in good condition and suitable for exchanging for others. The plan is proving to be decidedly popular, as it enables customers to enjoy a constant change of records at merely a nominal cost.

Indications are that the talking machine will hereafter play a prominent part in the "teaching of the young mind to shoot" in Wisconsin schools. Miss Annie B. McLenegan, a teacher of English in the high school at La Crosse, has installed a machine as a part of the regular teaching force in her school, and it is said that the machine is more than earning its salary. Miss McLenegan is teaching her pupils in the English department of the school to read Chaucer by means of the talker. The machine is placed in the recitation room, the pupils settle back in their seats, and the faithful talker reels off the correct and only pronunciation of the ancient and honorable English poet's work. The machine also aids in the interpretation of the music which forms the background of Chaucer's Canterbury Tales, and Miss McLenegan says the method is an ideal one to illustrate the old English ballads and lyrics. Added to this, the innovation is marking a new advance in the interest and work in the advanced English classes of the school.

The Vandenberg Music Co., of Marinette, Wis., have closed out their entire line of talking machines to W. B. Pryor, of Minneapolis, Minn.

The Edison business phonograph has been demonstrated about Wisconsin in a most able and successful manner recently by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co.

Lawrence McGreal is one of the leaders in a movement among business men of the city to organize a new retail merchants' association that will be representative of the business interests of the city as a whole, and which will operate along the lines of work carried on by the Chicago Association of Commerce.

As usual, this year finds the talking machine playing an important part in the great campaign of education that is being made about the State by the Wisconsin Anti-Tuberculosis Association. For the purpose of getting the message that consumption is both curable and preventable home to those who need it most the association is employing the services of a big Columbia machine. Every evening and during each day the demonstrator in charge of the exhibit gives an open-air concert of band and other instrumental numbers, interspersed at intervals by short, striking talks on the subject of tuberculosis, pointing out the dangers of spitting on the sidewalks and in public places, and outlining a system of training for the cure of the dread disease. The exhibit travels all over the State, and those in charge state that the services of the talking machine are indispensable.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has returned from a two months' tour of Canada. Mr. Hope organized several new agencies in the Canadian country and met with an excellent business. He is confident that Canada, with its phenomenal crops and its enormous resources in general, will prove a most fertile field for the talking machine business.

Letters have just been sent out to the members of the new Wisconsin Talking Machine Dealers' Association calling attention to the fact that a campaign for additional members among the dealers of the State will be started at once. Predictions are made that the total membership of the organization will be increased to at least one hundred by the close of the present year. The movement was put under way with a membership of fifty.

William Schmidt, Wisconsin representative of the Victor Talking Machine Co., was in Milwaukee a few days recently and reported a tremendous increase in trade.

Shipments of the Amberola, the new Edison model, are expected to reach Milwaukee by December 1. Dealers have become much interested in the new machine and have been placing some very good orders.

Weiss & Becker, of Two Rivers, Wis., have opened up with a complete line of Columbia machines and are already meeting with a good business.

Lawrence McGreal has purchased the stock of the Cream City Supply Co. at 438 National avenue, Milwaukee. The store will remain under the same management as in the past, with George Kramer in charge.

George C. Jewell, of Rhinelander, Wis., is preparing to open a new establishment and carry an extensive line of pianos and talking machines.

The novelty department of the Shadowtown Co.'s store at Baraboo, Wis., has been sold to I. Stinson. A. L. Thompson still retains the talking machine and jewelry departments.

Henry Fischer, enterprising dealer at Jefferson, Wis., is giving a series of afternoon and evening Victrola concerts.

The Hotel Bellis, at Berlin, Wis., has followed the example of hotels in many of the larger cities and is now offering Auxetophone concerts to its patrons.

W. S. PARKS NEW POST.

William S. Parks, who for a number of years has been retail manager of the Columbia Phonograph Co. at Atlanta, Ga., has severed his connection with that company and accepted a position with the recently reorganized M. R. Emmons Co., of the same city.

The Vandenberg Music Co., Marinette, Wis., have closed out their stock of talking machines and records.

100% Service
is
Heppe Service

¶Our stocks of Victor and Edison goods are unlimited, and we make shipment same day orders are received.

¶We have a department organized to coach you in making retail sales.

¶Worth writing us about.

C. J. HEPPE & SON
1117-1119 Chestnut Street
PHILADELPHIA, PA.

Established 1865

THE TRADE IN TENNESSEE.

Last Few Weeks Marks Decided Improvement in the Talking Machine Business—Various Concerns Decorate for the Visit of President Taft—New Machines Win Popular Favor—Number of New Dealers—Some Recent Trade Visitors—What Jobbers and Dealers Have to Report.

(Special to The Talking Machine World.)

Memphis, Tenn., Nov. 7, 1909.

Trade in this section of the South has improved wonderfully in the past few weeks and the dealers are expecting an exceptionally heavy demand for machines and records.

The O. K. Houck Piano Co. during President Taft's visit to Memphis had their store handsomely decorated in the national colors, which were thoroughly in keeping with the gala appearance of the whole city.

A. L. Owen, manager of the talking machine department of this company, anticipates a heavy demand for the new "Cygnet" horns and cranes, of which they recently received their first shipment. These goods were sent to their dealers the same day they were received, and some difficulty was experienced for a while in filling orders; but they have received further shipments and are now in a position to supply the dealers in their territory with these new horns and cranes promptly.

The new Gem combination type phonograph has caught the popular favor, and the new Fireside machine, equipped with the Linotone horn, for which the O. K. Houck Piano Co. are jobbers, is proving very popular with the dealers, who are including this outfit and Amberol records with almost every order.

The Edison Amberola and the 28 new Amberol grand opera records recently announced by the National Phonograph Co. are anxiously awaited by the dealers, as they expect this machine to prove a big seller, as the people of this section already have Edison phonographs, and it will not require a change of records to use the new enclosed horn machine.

O. C. Stegmair, the O. K. Houck Co. traveler, is on a trip through northern Mississippi and reports that all the dealers in that part of the State are well pleased with the fall outlook.

A number of new dealers have been created in this territory in the last few months, and, with the price of cotton higher than it has been in years, the merchants are very optimistic, and it it is only necessary to show them the wonderful improvements made in the talking machine line in the last few months and point out to them the big advertising campaign which is being waged through the entire country by the manufacturers to stir up their enthusiasm.

Several trade visitors were in Memphis in the past month, among them A. C. Ireton, assistant manager of sales for the National Phonograph Co., who brought with him a sample of the new Edison Amberola, which was greatly admired and complimented by the visiting dealers.

Other visitors were F. E. Gage, of the National Phonograph Co.; Max Landay, general manager of the Talking Machine Supply Co., New York; F. H. Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. C. Wiley, of H. Artman & Son, Winona, Miss.; H. S. Shaw, dealer at Somerville, Tenn., and A. D. Welburn, of the O. K. Houck Piano Co., Nashville, Tenn.

Miss Maud Buford, of the O. K. Houck Piano Co. in this city, made a trip to Tishomingo, Okla., recently.

The E. E. Forbes Piano Co. are doing a fine business in the Victor line. More or less uneasiness is being felt regarding the supply of Victrolas for the holiday trade, but advices from Camden, N. J., are reassuring that every effort will be made to keep up with the demand by the factory.

The Southern Talking Machine Co., exclusive Columbia jobbers for this territory, report an excellent trade, locally and with the dealers. The sales of Columbia double-disc and Indestructible cylinder records are steadily growing. The call for the new Grafonola line is also a feature.

PROUD OF THE VICTOR.

How the Young Women's Christian Association of Camden Expressed Pride in the Products of Their Progressive City.

That enterprising little city in New Jersey which the Victor talking machine has made famous—Camden—possesses a number of residents who delight in spreading its fame broadcast. The members of the Young Women's Christian Association of that city who attended the conference at Silver Bay this summer repeated for their friends the other evening the stunt they gave at the conference on Association Day. On this day each association represented there presents in some original way the characteristics of their association, their town, or of some of the leading industries in which their members are employed. The Camden delegates had a marvelously constructed Victor talking machine, and each of the twelve delegates represented a record. With the wonderful similarity to the human voice, for which the Victor talking machine is noted the following song was given to a medley of patriotic airs:

(Tune Yankee Doodle.)

We are from old Camden town,
The town that people pity,
But friends, you do not know the debt
You owe to Camden City.

(Tramp, Tramp, Tramp.)

Hark, hark, hark, the Victor's singing
Everybody knows it's fine,
It's a splendid emblem, friends, of the town we now defend,
For Camden is a Victor every time.

(Red, White and Blue.)

Camden forever, hurrah for Camden town,
The home of the Victor that is known the world around.
We may not be record-breakers, but we're record-makers, friends.
Down in the old town of New Jersey.

(Marching Through Georgia.)

And it's down in Camden City, friends, that Campbell soups are made
To which the busy housewife oft a tribute glad has paid.
Just add hot water, serve, and only see how much you save
And there we score another point for Camden.

(Johnny Comes Marching Home.)

And just a few miles south of us our sister Gloucester stands,
She makes the Welsbach lights well known o'er all the lands.
We know of our city we've made a fuss
But if you'll have patience to listen to us
There is just one more thing we want to tell about
And that is our dearly loved Y. W. C. A.
With all its great pleasures, its joys and its blessings.

(Star Spangled Banner.)

We attest every time, though we have much that is fine,
That this, after all, is more in our line
And so often all friends we just want to say
The best thing that Camden has is its Y. W. C. A.

(Dixie.)

And when you think how much you need
A pen that stands hard wear and speed
Then I guess you will bless
Esterbrook for their pens.

A QUERY.

If soft music can be caught,
And in a rubber record wrought,
So that when we're in need of song
To ease the pressure of some wrong,
By winding up an instrument
We get the comfort therein pent,
Why may not some inventor make
A record Winter's breeze to take,
Fresh blown across the ice and snow,
To ease our superfervid woe
That August brings, and in our clime
Makes Fahrenheit work overtime?

Carlyle Smith in Ainslee's.

Edison Dealers in Dixie

We are the only jobbers in the South who can ship your Edison orders complete and ship the same day they are received.

This kind of service will help you to get retail business and place you in a position to cope with the big mail order houses of the North and East.

Service and Satisfaction

We can give you better service and satisfaction, because our large stock of Edison Phonographs and Records and perfect organization is devoted solely to your interest.

Sign a Contract with Us

Our warehouse is full to the brim of just the goods you are going to need in the next few months and if you haven't signed a contract with us, drop us a card to-day and we will send contracts for your signature.

That will put you on our mailing list and you can then get your share of the benefits that are sure to come to the dealer who gets what he orders and gets it just when he needs it.

Hear the New Records Each Month

Also tell us to send our representative to see you each month with the samples of the New Edison Records.

We will be glad to do this and it will help you a whole lot in placing your order for new records.

Let's get together for our mutual benefit.

O. K. Houck Piano Co.
The Southern Dealers' Jobber
MEMPHIS :: :: TENNESSEE

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

MAX LANDAY'S GREAT TRIP.

Popular Talking Machine Man Relates His Experiences and Impressions Gained Upon His Visit to the Pacific Coast—Found Dealers and Jobbers Alive All Along the Line—Talking Machine Business of Canada on the Increase and Future Very Promising—Victor Line Strong in Middle West—Texas Methods Might be Improved—Well Received and Extended All Courtesies in Every City Visited.

Max Landay, of the Talking Machine Supply Co., New York, who started away on September 15 for the most extensive trip he had ever undertaken for his concern, returned on November 3 greatly pleased with his experience and the business booked. When The World asked Mr. Landay about his journey and something of the people he met in the trade at the places he visited, he replied:

"Upon commencing my trip to the Pacific coast I started up through New York State, and in calling on the trade at Albany and Schenectady found that the jobbers were doing a comparatively good business in the Victor line and were anticipating a very heavy fall business for Thanksgiving and Christmas. At Utica conditions were not quite so good, as the summer trade in that city had been somewhat discouraging; but the jobbers, nevertheless, spoke in a hopeful vein and assured me that they were going to do their utmost to create a large demand for their respective lines that they represented this season, and spoke very optimistically regarding the results they expected to attain. At Syracuse, Rochester and Buffalo business was reported to me as being fairly good, with anticipations of a larger volume this fall, exceeding what they enjoyed last year.

"In Toronto, Canada, the leading jobbers have been doing a very large business all through the summer and were looking forward to still greater trade. It seems to me that the talking machine business in Canada is on the increase, and will no doubt continue so for several years to come. Returning to Cleveland, O., by way of Buffalo, I found that the leading jobbers in that city were quite pleased with the outlook, and claimed that this fall their business will easily equal that of last year, and would not be surprised if it exceeded it by a good, round figure. Business at the time I called there was very encouraging, especially in Red Seals and Victrolas, of which they were selling three and four times as many as they sold in the same time last year.

"At Detroit, Chicago, Dubuque, St. Paul and Minneapolis trade was still better than in the previous cities that I passed through, especially in the Victor line. An exceptionally heavy business is being done in Victrolas and Red Seal records. The outlook in these cities is bright, and from the information received from all of the jobbers an enormous trade will be done in November and December.

"My route thereafter led me through Des Moines, Omaha, Lincoln, St. Joseph and Kansas City, and I found business to be steadily on the increase, with every expectancy of a still further expansion right along. While in Kansas City I was shown through the new building of the Schmelzer Arms Co., on Grand street, in which an entire floor has been set aside and fitted up in the most elaborate manner for the sale of Victor goods. The retail quarters, in which eight handsome rooms for demonstration purposes were built, are the finest I have seen. That such a large amount of money should be spent for fixtures was not surprising to me, as the Schmelzer Arms Co. are great believers in the talking machine business, not only of the present, but the future also. In calling upon the J. W. Jenkins Sons Music Co., of the same city, I learned they had made a number of changes and increased their talking machine department by erecting four splendidly equipped demonstration rooms on the main floor, at the same time continuing to use the entire third floor of their building for the wholesale end of the business.

"Stopping at Denver I found trade good, and, upon calling on the Knight-Campbell Music Co., I ascertained that a number of changes in their talking machine department was being made, as their business has been growing and required larger space. The demand for high-class records and machines encouraged them to erect most elaborate quarters for demonstration purposes, which were just being finished at the time of my visit. The remainder of the jobbers in that city reported a good, steady business. At Salt Lake City still more activity in the enlarging and fitting up of spacious and elaborate quarters for the handling and demonstration of high-class goods was noticeable. The most enthusiastic concern there is the Consolidated Music Co., formerly the Clayton-Daynes Music Co. These people have lately added the Victor line, from the jobbing point of view, and are most optimistic as to the amount of business they will do in the coming holiday trade.

"My route thereafter led me through Spokane, Seattle, Portland and San Francisco, and, upon calling on the leading distributers of talking machine in these cities, was surprised at the enormous amount of business that was being done in the Victor line, and which, in my estimation, was about the healthiest condition of the business that I had run across on my trip so far. The demand in general was for high-priced outfits, especially Victrolas and Red Seal records. The people on the coast are great lovers of high-grade music, and therefore the demand for high-grade machines and records was not surprising. All along the coast the question that seemed to be uppermost was whether they could get enough goods for the coming holiday trade. I remained some time at San Francisco on account of the many friends in the business whom I have there, and the city in itself made such an impression upon me that I was reluctant to leave. At Los Angeles there is an extraordinary large demand for high-grade machines and records, and the various talking machine establishments possess elaborate quarters for the demonstration of their goods, which accounts for the heavy sales.

"So far as Texas is concerned, trade is not what it should be. I do not wish to make any unfavorable criticism, for it is not my function to pass judgment on matters of this kind, as the jobbers and dealers in that great State doubtless know their own business best and how it should be done from their own viewpoint. However, their establishments and the manner in which trade is handled does not compare favorably with other places I have visited en route. I could, of course, offer a few remedial suggestions, but as I was courteously received and kindly treated I will refrain. In New Orleans, Memphis and other southern cities business was better than in Texas, but still it was not up to the mark. Some of the jobbers, however, are doing a moderate business and pushing the Victor lines in the most energetic manner. Altogether, I was pleasantly received everywhere, and for the many courtesies extended me I wish to express my sincere thanks; for when any of the gentlemen, to whom I am greatly indebted for the kind manner in which I was treated, visit New York it will afford me much pleasure to reciprocate."

MAX LANDAY.

CATCH TALKING MACHINE THIEVES.

Boston Police Make Several Arrests in Connection with Looting of Eastern Talking Machine Co.'s Stock—Losses May Amount to $1,500.

(Special to The Talking Machine World.)
Boston, Mass., Nov. 3, 1909.

In the arrest last week by Inspectors Linton and Gleavey of two men, one for larceny of phonograph records and the other for receiving stolen records, a systematic looting of the Eastern Talking Machine Co. has been uncovered, according to the police, and there is a strong possibility that more arrests will follow.

The men arrested are William J. McGee, 38, of 132 Selwin street, Roslindale, on the charge of larceny of records to the value of $75 on October 13, and Henry Farwell, 45, of 26 Cortes street, for receiving stolen records to the value of $30 on April 15.

This is the third arrest in the case, as the same inspectors arrested E. J. Thiessen on October 22 for the larceny of records from the company. Thiessen was in the employ of the company. It is thought that the larcenies will aggregate $1,500.

It is alleged by the police that Farwell approached Thiessen and told him that if he would ship records to a certain address he would find a buyer for them. This Thiessen is alleged to have done, and the police base their claim of receiving stolen goods on this action.

It is also claimed that in October McGee went to Thiessen and told him that he had a customer who had been buying records from Farwell and who would buy all that Thiessen would let him have. He advised Thiessen to send the records to a certain address, and the police claim that McGee received these records and disposed of them, receiving the money.

The inspectors say that they have located teamsters who have bought these records, but it is doubtful if action will be taken in their case, as there is some doubt of their intentional guilt. A phonograph cabinet, owned by the company, which disappeared, has been located, and it is claimed that a Roxbury man may be arrested in the case.

Unless your financial affairs are under complete control, you are walking on the brink. Don't keep putting money in faster than you can get it. A small business well controlled is better than a big one that shakes above your head.

IMPROVEMENT IN CLEVELAND.

Trade in Better Shape Than Since 1907—Several Dealers Remodeling Stores—Good Reports from Jobbers—On Trail of Defaulter—New Store Opened by Chas. I. Davis—Change in Ownership of Arcade Store—What Various Houses Have to Report Anent Conditions in Cleveland and Locality.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 4, 1909.

More apparent during the past month than since the fall of 1907, the general improvement in business conditions is having its healthful effect on all lines of trade, and is especially noticeable in the talking machine trade. Many of the dealers are remodeling, decorating and refitting their stores, and laying in an ample supply of goods in preparation for the advent of a good holiday business.

Jobbers report increasing activity, both locally and from outside localities, and are busy filling orders. Practically all the local dealers report a continued increase in trade, and are quite optimistic in their views as to the future of business.

Frequent eulogistic mention is heard of the new Columbia Grafonolas and the Edison Amberola, and dealers anticipate their popularity will result in many sales to the select class of customers, and greatly increase the popularity of the talking machine. The local representatives of the Columbia Co. are having many inquiries regarding the Grafonolas, which leads them to the conclusion they will prove exceptionally popular.

Louis Devineau, inventor of the Ideal horn and biophone, an ingenious machine, to play a disc on a cylinder record machine, who was secretary of the sinking fund commission of Cleveland, whose accounts were found short after he had forwarded his resignation from Europe last January, has been traced to Switzerland by bonding company detectives. It is believed he will be captured and returned to this city, where indictments charging him with forgery and embezzlement to the extent of $12,800 await him.

A. F. Peebles has withdrawn from the Akron Graphophone Co., and engaged with the Diamond Rubber Co., of that city.

The new tore of Chas. I. Davis, 418 Euclid avenue, was opened to the public October 23, with a complete line of Victor and Edison goods. The store is large and elegantly fitted up, with fine demonstration rooms. The location is next the Opera House in the business center of the city. In connection with the talking machine business a large space is devoted to sheet music, much of it Mr. Davis' own publication, demonstrations being given throughout the day to the accompaniment of piano and voice. The talking machine department is in charge of Elsie M. Wicks, who for the past three years was in charge at McMillin's. She is thoroughly versed in the talking machine business. Mr. Davis is a young man of energy and experience and is making a success of his enterprises.

C. H. Denslow has sold the Talking Machine Store in the Taylor arcade to A. C. Parsons, formerly with B. L. Robbins & Co. When asked as to his future move, Mr. Denslow said: "Just at this time I do not desire to state, but I have two or three propositions up my sleeve, and within the next few days you will find me again in the retail trade, with a larger and finer store than before."

The Eclipse Musical Co. report an excellent jobbing trade. "The fall business has opened up briskly," said Mr. Lowell, manager, "and we are now fairly rushed with orders for machines, records and cabinets. Retailers generally throughout this section are replenishing their stock in preparation for the holiday trade, and indications are that it will prove very profitable. We have received many inquiries regarding the new Edison Amberola, and it unquestionably will attract many buyers."

The Geo. J. Probeck Co. report excellent sales of Columbia graphophones and are busy in both the wholesale and retail departments. A. W. Robertson, of the firm, said: "Although October is usually rather a quiet month with us, this year our sales ran considerably ahead of the same period a year ago. The steady improvement in financial conditions is partially the cause, and the other reason is the increasing demand for Columbia double-disc and indestructible cylinder records. Our older customers are 'regulars,' and coming in between are many new faces—new users of the Columbia products. We look forward with confidence to a large holiday and winter trade in machines of all types from the 'library table' Grafonola down."

"There has been considerable improvement in business in the past two weeks," said Phil Dorn, manager of Collister & Sayle. "Business generally, in both the wholesale and retail trade, is improving, and was very good all during October. There is an expanding demand for the higher-priced—the best grade of machines, covering the entire line of Victrolas. And the same is true in regard to records. We are having increasing sales of Red Seals, while the double-faced records are growing in popularity. Our patrons are delighted with the new list of Victor November records and they are finding ready sales."

Business during October at the store of the W. J. Roberts, Jr., Co. is reported to have been very good. "There has been some increase in trade from day to day during the past month," said Andrew V. Businger, "and November has started in very promisingly. The last day of October was the best since opening up here in our handsome store. Record sales have been good, with several good sales of high-grade outfits. There is a steady, growing demand for machines, cabinets and records, also many inquiries on complete outfits. Our repair department is kept busy cleaning and overhauling machines for winter use."

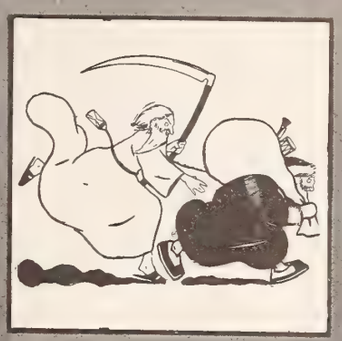
"Trade is improving very materially," said W. H. Buescher, of Buescher & Sons, "especially in all the better lines of goods. We are making good sales of Victrolas and there is an excellent demand for all the first-class records. It is a little early to prognosticate, but I look for a fine holiday trade, and we are making ample preparations to meet it."

Evan Williams, the noted American tenor, called at the store of Buescher & Sons a few days ago, and listened to some of his new Victor records. He stated that they were perfect productions.

John Reiling, proprietor of the West Side Columbia talking machine store, says business is picking up, and has considerably increased in the past two or three weeks. He stated he was selling machines right along and having a good record trade, but was still experiencing trouble in getting foreign records from the factory. A large number of his customers are foreigners, and while they buy all kinds of records, are partial to their mother tongue.

The Bailey Co. are still putting finishing touches to the new equipment of the music department. Hanging some fine paintings in the demonstration rooms, laying new rugs, gilding moldings and lintels and gold-lettering the doors of the various rooms. "Our business for the month of October," said Mr. Friedlander, manager, "was a big improvement over any previous month this year. There is an increasing call for Victrolas, and in fact for all the higher-grade goods. We are selling a good many Zonophones, and the new combination type Edison machine with cygnet horn, is proving very popular. Since this horn came out it has been selected on all the Edison machines we have sold. I think the volume of trade will expand from now on indefinitely."

At the close of six months' business since their opening last April, Mr. Goodman, of the Goodman Piano Co., expressed himself well pleased with results. The company have drawn a large clientele to both their piano and talking machine business and feel quite proud of their achievement. They are also receiving many in-



Christmas isn't far ahead

The biggest selling-time of the year is here right now.

How are you stocked up on Victor goods?

We don't need to remind you of the need of having a full assortment on display; you're too big a business man for that.

What we *do* want to remind you of is:

You can send us your "last minute" Christmas order, large or small, and we'll guarantee to ship every item the same day we get the order, and not an extra cent to pay.

We're "minute men." We've got on hand an enormous stock of Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repaired parts and supplies—we never have to send to the factory to finish out an order. And, handling nothing but Victor goods, we can get out our shipments more quickly and accurately than a jobber who handles more than one line.

Don't run any risks of losing profit this Christmas through a slow jobber. You don't have to. Let us prove how fast and accurate and accommodating we are.

No doubt you're having holiday calls for record cabinets. We make cabinets which exactly match each style Victor. These and all our other Victor goods are clearly described in our handsome catalogues. You ought to send for them to-day.

New York Talking Machine Co.
83 Chambers Street
New York
Successors to
Victor Distributing and Export Co.

quiries for the Reginaphone, which is proving a very popular instrument.

H. L. Tinker, manager of the May Co.'s talking machine department, reports a fine trade during October and good prospects. Their Victrola trade is great. They are getting in a complete line of Music Master horns and some new style cabinets.

Aldrich, Howey & Co., who carry the Columbia graphophones, report improving business.

The Hueter Jewelry Co. are devoting considerable space to the talking machine department, finding it a most profitable adjunct to their business.

Flesheim & Smith carry a line of Victor machines and Zonophones and records, and say their patrons are highly pleased with both. "The up-to-date product," said Manager Mull, "and the enterprise of the Victor Talking Machine Co., in presenting the public with high-standard instruments, and a repertoire of high-class music, together with their elaborate scheme of publicity, is giving life and impetus to the business. As employment increases demand for popular-priced machines also grows."

E. E. Kellogg, formerly with the Scott & Jones Co., of Youngstown, O., has just taken charge of the talking machine department at McMillin's.

Trade is reported improving right along at the store of B. L. Robbins & Co. "We are making sales of XII and XVI Victrolas, and the demand for higher-grade goods is excellent," said Mr. Robbins. "Our record trade is daily increasing, and I expect a great holiday trade, especially in the best lines of machines, cabinets and records."

The Coblitz Bros., who handle the Victor and Edison lines, are building up a good business and have quite a call for foreign records.

Brown Bros., who handle the Columbia disc graphophones and records exclusively, with L. H. Byrne in charge, report a marked improvement in business, as does H. E. McMillin, who states that the call is principally for higher-grade goods.

B. L. Robins & Co., report some excellent sales of Victrolas—XII. and XVI.

The Gottdiner & Wicht Co. are making a fine display of Victor and Edison machines in their music department, which is being developed with success.

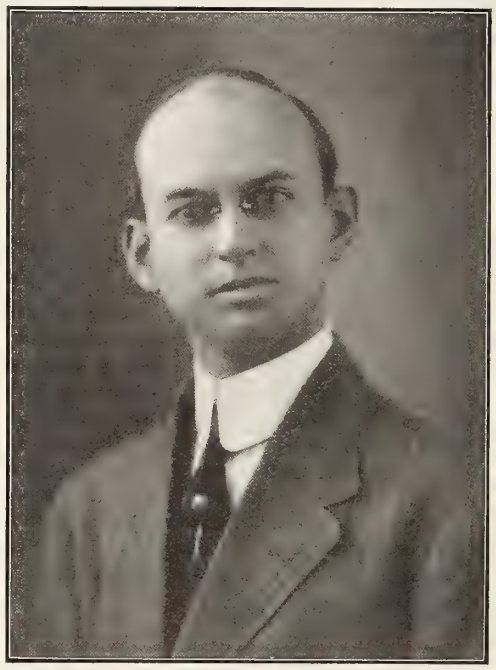
D. D. O'NEILL WITH HEPPE.

Doing Good Work as Manager of the Talking Machine Department of C. J. Heppe & Son, Philadelphia—An Experienced Man.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1909.

D. D. O'Neill, whose portrait is here reproduced, has assumed the management of the wholesale talking machine department of C. J. Heppe & Son in this city. He was formerly assistant traveling sales-manager for the Victor Talking Machine Co., and has a wide acquaintance in the trade. He is planning some important moves, whereby the Heppe business will be materially augmented. He is a gentleman of pleasing appearance, good executive ability and is a distinct acquisition to the Heppe forces.



D. D. O'NEILL.

MRS. EDISON GETS LOST RING.

Lucky Day for Finder When He Returns It After Six Years.

Mrs. Thomas A. Edison, wife of the famous inventor, recently recovered a diamond ring worth $1,100 which she gave up as lost six years ago. The young man who found it at that time and had kept it ever since, believing it to be without value, was rewarded with a good-sized check and the promise of a job, something he has been in want of lately.

Robert F. McCarthy, of 52 Mount Vernon avenue, Orange, was the lucky man. Six years ago, when he was still a student in St. John's School, he was chestnut hunting in Llewellyn Park, not far from the Edison mansion, when he found the ring among the leaves. He thought, because of the size of the stone, it must be imitation. He showed it to friends, who thought the same way about it. He tried to sell it for anything anyone was willing to give time and again, but none would buy. Several times he loaned it to friends who wanted to adorn themselves.

Only a few days ago McCarthy was told by an acquaintance that it was a real diamond. Then he decided to make a house-to-house canvass of the park. He began with the Edison house.

Another large batch of Columbia dealers is reported as having been signed up during the past week, and H. A. Yerkes, manager of the wholesale department, is greatly pleased at the way in which the trade are taking up their proposition.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

SPECIALTIES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR DECEMBER, 1909

LATEST VICTOR RECORDS.

No. Size.

ARTHUR PRYOR'S BAND.
5748 The Enterprisers Military March....Lampe 10
31752 Hungarian Rhapsody No. 9—Finale (Le Carnaval de Pesth) .....Liszt 12

L'ORCHESTRE SYMPHONIQUE—PARIS.
58018 Faust—Ballet Music (No. 2—adagio) (Cleopatra and the Golden Cup).....Gounod 12

THE BOHEMIAN ORCHESTRA—LONDON.
52022 Song d'Atome (A Dream of Autumn)..... ..... Joyce 10

VICTOR LIGHT OPERA COMPANY.
31757 Gems from "The Broken Idol"..... ..... Williams-VanAlstyne 12

DUET BY MR. AND MRS. WHEELER, WITH ORCH.
31753 Schubert's Serenade.....Franz Schubert 12

DUET BY ELIZABETH WHEELER AND HARRY MACDONOUGH, WITH ORCH.
5751 Can't You See.....Bryan-Gumble 10

GERMAN DIALECT SPECIALTY BY JOSIE SADLER, WITH ORCH.
5749 Hilda Loses Her Job..... 10

VIENNA STRING QUARTET.
31756 Danse Caprice (Op. 28, No. 3).....Grieg 12
5,750 Chant sans parole (Song Without Words) (Op. 2, No. 2).....Tschaikowsky 10

ARTHUR PRYOR AND EMIL KENEKE, ACC. BY PRYOR'S BAND.
31754 Aida—Duet, Act IV (The Fatal Stone).. ..... Verdi 12

DOUBLE-FACED RECORDS.
16368 (a) Irish Dances (No. 1, Allegro non troppo) (Ansell-Godfrey) ..... Pryor's Band 10
(b) Irish Dances (No. 2, Allegretto)..... ..... Pryor's Band 10
16376 (a) Popular Medley, No. 1—"My Pony Boy," "Hammock Love Song," "Creole Days," "I Love My Wife, but Oh, You Kid".....Pryor's Band 10
(b) When the Autumn Moon Is Creeping Thro' the Woodlands (Rosenfeld-Solman) .....Oakland 10
16372 (a) Home of the Soul..Whitney Bros. Quar. 10
(b) I Am Praying for You....Stanley-Burr 10
16370 (a) Blue Feather (Mahoney-Morse)..... ..... Jones-Murray 10
(b) Run, Brudder 'Possum, Run..... .....Collins-Harlan 10
16378 (a) The Yankiana Rag (Oh! That Yankee Rag) ..... Murray 10
(b) A Couple of Good Ones.....Whitney 10
35085 (a) Red, Red Rose..... .....Clough and Haydn Quartet 12
(b) My Wild Irish Rose..... .....Macdonough and Haydn Quartet 12
16374 (a) Polka Scherzo (Mandolin-Harp)..... ..... Page-Butin 10
(b) Semprona Waltz (Cornets)..... .....Clarke-Keneke 10
16377 (a) Put on Your Old Gray Bonnet..... .....Haydn Quartet 10
(b) It's Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye .....Van Brunt 10
16379 (a) Corn Huskin' Barn Dance..... .....Victor Dance Orchestra 10
(b) "A Stubborn Cinderella" Selection.... ..... Pryor's Band 10
16375 (a) Floating Along (Intermezzo—Two-Step) ..... Pryor's Band 10
(b) Yankee Patrol (Meacham)..Victor Orch. 10
16373 (a) Mammy Chloe and Her Joe (A Southern Sketch).....Jones-Spencer 10
(b) Kitty Magee..Whitney Brothers Quartet 10
16369 (a) I Cannot Sing the Old Songs (Claribel).....Mr. and Mrs. Wheeler 10
(b) Forsaken (Koschat)..... .....Whitney Brothers Quartet 10

NEW RED SEAL RECORDS.

GERALDINE FARRAR, SOPRANO.
Ten-inch, with orch.—In Italian.
87030 Madama Butterfly—(Finale ultimo) (Butterfly's Death Scene).....Puccini
87031 Madama Butterfly—Ieri son salita (Hear What I Say).....Puccini
Twelve-inch, with orch.
88192 Tosca—Vissi d'arte e d'amor (Love and Music)—In Italian..... Puccini
88193 Bonnie Sweet Bessie—In English.....Gilbert

ERNESTINE SCHUMANN-HEINK, CONTRALTO.
Ten-inch, with orch.
87032 (1) The Children's Prayer—In English..Reger
(2) Libesfeier (Love's Fire)—In German.. ..... Weingartner
Twelve-inch, with orch.
88196 Titus—Sextus Aria—In Italian.....Mozart
88197 Mondnacht (Moonlight)—In German..... ..... Schumann

JEANNE GERVILLE-REACHE, CONTRALTO.
Twelve-inch, with orch.—In French.
88198 Orfeo—J'ai perdu mon Euridice (I Have Lost My Eurydice).....Gluck

ANTONIO SCOTTI—BARITONE.
Twelve-inch, with orch.—In Italian.
88194 (1) Don Giovanni—Serenata, "Deh vieni alla finestra" (Open Thy Window, Love) .....Mozart
(2) Falstaff—Quand' ero paggio (When I Was Page) .....Verdi
88195 Falstaff—Monologo, "L'Onore! Ladri!" (Honor, Ye Ruffians!) .....Verdi

GERALDINE FARRAR—ANTONIO SCOTTI.
Ten-inch, with orch.—In Italian.
87502 Contes d'Hoffman—Barcarole (Oh, Night of Love) .....Offenbach
Twelve-inch, with orch.—In Italian.
89027 Nozze di Figaro—Crudel perche finora (Too Long You Have Deceived Me).....Mozart

GERALDINE FARRAR—JOSEPHINE JACOBY.
Twelve-inch, with orch.—In Italian.
89026 Madama Butterfly—Tutti i fior (Duet of the Flowers) ..... Puccini

ZON-O-PHONE DOUBLE-RECORD DISCS.

TEN-INCH.
ZONOPHONE CONCERT BAND.
5599 (a) A Water Rhein—Festival March....Lincke
(b) Serenade .....Moszkowski
5560 (a) Triumphant Banner—March and Two-Step .....Paull
(b) Second Hungarian Fantasia.....Tobani

ZONOPHONE ORCHESTRA.
5561 (a) The Rag Bag Rag—March and Two-Step ..... Taylor
(b) Popular Chorus Medley Two-Step No. 5.
5562 (a) The Prima Donna Waltzes.....Herbert
(b) The Gay Hussars Waltzes.....Kálmán

INSTRUMENTAL SOLOS WITH ORCH. ACCOMP.
5563 (a) The Trout—Flute and Clarionet Duet played by Frank Mazziotta and Theo. Pusinelli .....Eilenberg
(b) Love's Response—Dialogue—Flute and Viola Duet, played by Frank Mazziotta and Henry Hess.....Gruenwald

VOCAL SELECTIONS WITH ORCH. ACCOMP.
THOMAS CHALMERS.
5564 (a) Nazareth—Sacred ..... Gounod
(b) Christmas Song—Cantique de Noel....Adam

BYRON G. HARLAN.
5565 (a) Come and Spend Christmas With Me...Helf
(b) Under the Irish Moon.....Drislane-Meyer

FRANK HOWARD.
5566 (a) When You Know That the Girl Loves You .....Walker
(b) Sweet Ellen McCue.....Barron

ADA JONES.
5567 (a) Mister Othello .....Golden
(b) Oh, You Candy Kid.....Adams

ARTHUR COLLINS AND BYRON G. HARLAN.
5568 (a) Run, Brudder Possum, Run.....Johnson
(b) How Do You Do, Miss Josephine?.... ..... A. Von Tilzer

ALICE C. STEVENSON AND FRANK C. STANLEY.
5569 (a) Under the Honeymoon.....Jerome
(b) Keep a Little Feeling in Your Heart for Me ..... Morse

METROPOLITAN TRIO.
5570 (a) Juanita .....Norton
(b) I'll Be Home at Harvest Time.....Solman

RAMBLER MINSTRELS.
5571 (a) Record No. 16.....
(b) Record No. 17.....

MISCELLANEOUS VOCAL SELECTIONS.
5572 (a) Oh, My Love's Like a Red, Red Rose (Garnett)....Mendelssohn Mixed Quartet
(b) Faded Rose (Roma)—Duet..... .....Frank Howard and Henry Burr
5573 (a) Pay More Attention to Me (Burt)—Song ..... Arthur Collins
(b) Possum Supper at Darktown Church.. .....Peerless Male Quartet

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A752 Lindas Mexicanas (Marcha) (V. M. Preza) .....Banda de Policia
The Motor Car Galop (J. Gilchrist)..... .....Royal Regimental Band
A753 Medley of Christmas Carols (Arranged by C. A. Prince)..... Prince's Orchestra
Der Zigeunerbaron (Schatz-Walzer) ....Columbia Orchestra
A754 Diavoletta (Mazurka) (Camillo Renzetti)—Orchestra Bells, orch. accomp..Charles Adams
Al Fin Solos (Schottisch) (Lerdo)..... .....Orquesta Tipica Lerdo
A755 High and Low Mazurka—Xylophone Solo, orch. accomp. .....Martin J. Schlig
Quartet Number One—Andante (Rossini).. .....Lufsky Instrumental Quartet
A756 Dreaming of Mother and of Home Sweet Home (Holmes)—Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
A Broken Idol—What Makes the World Go Round (Williams and Van Alstyne)—Soprano and Baritone Duet, orch. accomp. .....Miss Stevenson and Mr. Stanley
A757 God Be With You (Sacred) (Tomer)—Vocal Quartet, Male Voices, orch. accomp..... ..... Columbia Quartet
Heaven Is My Home (Sacred) (Tonzo Sauvage)—Tenor Solo, organ accomp..Henry Burr
A758 Blitz and Blatz in an Aeroplane (Duprez and Roberts)—Descriptive Talking, with incidental music by orch...Duprez and Roberts
Then We'll All Go Home (Williams and Van Alstyne)—Baritone Solo, orch. accomp... ..... Ed. Morton
(One side copyrighted, additional price, 2c.)
A759 I've Lost My Gal (Van Alstyne)—Soprano and Baritone Duet, orch. accomp..... .....Miss Stevenson and Mr. Stanley
That's the Time a Fellow Wants His Ma (Maurice Scott)—Baritone Solo, orch. accomp. .....Jack Charman
(One side copyrighted, additional price 2c.)
A760 A Broken Idol—A Little China Doll (Williams and Van Alstyne)—Soprano Solo, orch. accomp. .....Elsie Stevenson
Angels Guard Thee (Benjamin Godard)—Tenor Solo, orch. accomp.....Bernard Turner
A761 Come and Spend Christmas With Me (Helf) —Tenor Solo, orch. accomp..Byron G. Harlan
Captain Baby Bunting (Helf)—Tenor Solo, orch. accomp. .....Byron G. Harlan
A762 Busby Polka—Accordion Solo.....Peter Wyper
Father O'Flynn, etc. (Irish Jig)—Accordion Solo .....Peter Wyper

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5133 Village Belles (Barn Dance (Kendall)—Dance Orchestra .....Prince's Orchestra
Garden of Dreams Waltzes (Kummer)—Dance Orchestra.....Prince's Orchestra
A5134 Flower Song (Lange)—Violin, Flute and Harp Trio.....Stehl, Henneberg and Surth
Die Meistersinger—Prize Song (Wagner).. ..... Prince's Orchestra
A5135 O Holy Night (Cantique De Noel) (Adam) —Tenor Solo, with orch. and harp accomp..Thomas Chalmers with Chorus from the Church of the Ascension, N. Y. City
Silent Night—Christmas Carol (Tyrolese Hymn)—Vocal Trio, mixed voices..... .....Metropolitan Trio

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORD.

BARITONE SOLOS IN ITALIAN BY GIUSEPPE PIMAZZONI, WITH ORCH. ACCOMP.
A763 Stabat Mater—Pro peccatis.....Rossini
Ave Maria.....Luiga Luzzi
A764 Il Trovatore—Il balen den suo sorriso....Verdi
Faust—Dio Possente dio d'Amor.....Gounod
A765 Carmen—Toreador Song.....Bizet
Dinorah—Romanza sei vendicata.....Meyerbeer

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5136 Don Juan's Serenade (Tschaikowsky)—Baritone Solo, orch. accomp.....Kirk Towns
Gipsy John (Clay)—Baritone Solo..Kirk Towns
A5137 Ivanhoe—Woo Thou Thy Snowflake (Sullivan)—Baritone Solo, orch. accomp..... ..... David Bispham
Il Trovatore—Il balen (Verdi)—Baritone Solo in Italian, orch. accomp..David Bispham

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1214 Bombasto March (Farrar).....Military Band
1215 If I Had My Choice of the World's Pretty Girls (Helf) (copyright selection—Tenor Solo .....Henry Burr
1216 How Do You Do, Miss Josephine? (Von Tilzer)—Baritone and Tenor Duet..... .....Collins and Harlan
1217 Pay More Attention to Me (Burt)—Soprano Solo ..... Ada Jones
1218 Let Me Love Thee (Arditi)—Tenor Solo.... ..... Alan Turner
1219 Dear Heart (Mattei)—Soprano Solo..... ..... Elise Stevenson
1220 My Prairie Songbird (Meyer)—Baritone and

THE WAY OUR DEALERS LOOK AT IT

No. 517. Height 34 in., Width 19 in., Depth 17½ in. Golden Quartered Oak, top, front and back. Will hold 125 Cylinder Records in the Original Flannel Lined Cartons.

They tell us that **UDELL CABINETS** outsell others simply because the customer sees wherein **UDELL CABINETS** excel.

One of our Jobbers says when we show a **UDELL CABINET** we feel sure that the customer will not find anything to criticise, and as **UDELL CABINETS** don't cost us any more than others the sale is usually made.

Another point in favor of buying **UDELL CABINETS** is that you have so many patterns to select from.

For the trade's benefit we have recently issued a beautiful 32-page catalog arranged primarily as a **Sales Help** to the dealer using it.

Many Cabinets will be sold in November and December, and the number you sell will only be limited by the energy and salesmanship that you and your employees possess.

If the cabinets handled are **UDELL CABINETS** your sales will be greatly accelerated.

Of course the first thing to do is write for the Catalog.

THE UDELL WORKS, INDIANAPOLIS, INDIANA, U. S. A.

Tenor Duet .....Stanley and Burr
1221 Come and Spend Christmas With Me (Helf)—Tenor Solo .....Byron G. Harlan
1222 Dollar Princess—Waltzes (Fall).....Orchestra
1223 I've Got to Make Love to Somebody (Allen)—Soprano and Tenor Duet.....Ada Jones and Walter Van Brunt
1224 O Come All Ye Faithful (Adeste Fideles)—Vocal Quartet, Male Voices.....Quartet
1225 A Frangesa March (Costa).....Band
1226 What's What and Who's Who (Burris)—Baritone Solo .....Arthur Collins
1227 I've Lost My Gal (Van Alstyne)—Soprano and Baritone Duet.....Elise Stevens and Frank C. Stanley
1228 Drifting (Williams)—Soprano Solo.....Lois Lee
1229 Herd Girl's Dream (Labitsky)..Instrumental Trio
1230 How Did the Bird Know That? (Stuart)—Baritone Solo .....Bob Roberts
1231 Dixie Minstrels, No. 7—Vocal Quartet, Male Voices .....Quartet
1232 When the Evening Bells Are Chiming—Songs of Old Lang Syne (Helf) (copyright selection)—Baritone Solo....Frank C. Stanley
1233 Bettina Barn Dance Intermezzo (Lacalle)..Orch.
1234 Oh, Miss Malinda (Armstrong)—Soprano Solo .....Lois Lee
1235 Santa Claus Song (Ellis)—Baritone Solo.....George P. Watson
1236 A Bushel o' Kisses (Muir and Connes (copyright selection)—Tenor Solo.....Ed. M. Favor
1237 A Coon Band Contest (Pryor).....Band

EDISON AMBEROL RECORDS.

305 Angels from the Realms of Glory.....Edison Concert Band
306 When the Evening Bells Are Chiming Songs of Auld Lang Syne .....Manuel Romain
307 Bach's Air.....Victor Herbert and His Orchestra
308 Down Where the Big Bananas Grow.....Collins and Harlan
309 Life's Highway.....Ada Jones and Chorus
310 The Bride of the Waves.....Herbert L. Clarke
311 In the Garden of My Heart.....Reed Miller
312 The Golden Wedding..Ada Jones and Len Spencer
313 Selection from "The Gay Hussars".....American Symphony Orchestra
314 Good Luck, Mary.....Billy Murray and Chorus
315 The Garden of Dreams.....Elizabeth Wheeler and Harry Anthony
316 Waltz Caprice...Samuel Siegel and Roy H. Butin
317 Paddy Duffy's Cart..Edward M. Favor and Chorus
318 Annie Laurie.....Knickerbocker Quartet
319 Manhattan Beach and El Capitan Marches.....Sousa's Band
320 In the Gloaming.....Will Oakland and Chorus
321 He Was a Wonderful Man.....Ada Jones and Billy Murray
322 Medley of Country Dances.....Eugene A. Jaudas
323 Strawberries.....Arthur Collins
324 To Thee Waltz.....New York Military Band

EDISON STANDARD RECORDS.

10257 While Shepherds Watched..Edison Concert Band
10258 You Can't Stop Me from Loving You.....Manuel Romain
10259 I'm Going to Do What I Please.....Ada Jones
10260 Mendelssohn's Spring Song.....Victor Herbert and His Orchestra
10261 In the Shadow of the Carolina Hills.....Arthur C. Clough
10262 Swanee Babe.....Premier Quartet
10263 Ring Me Up Heaven, Please, Central.....Will Oakland
10264 Lincoln Centennial March....U. S. Marine Band
10265 Who's Baby Girl Are You?.....Grace Cameron
10266 Dreamland Faces .....Elizabeth Wheeler and Harry Anthony
10267 BL-ND and P-G.....Josie Sadler
10268 Lily of the Prairie Medley..Am. Symphony Orch.
10269 Let's Go Into a Picture Show..Byron G. Harlan
10270 Shadows.....Anthony and Harrison
10271 Broke .....Edward Meeker
10272 The Yankee Shuffle.....Sousa's Band
10273 Foolish Questions.....Billy Murray
10274 How Do You Do, Miss Josephine?.....Collins and Harlan
10275 Uncle Josh Invites the City Folks to Visit Him Down on the Farm.....Cal Stewart
10276 Carolina Brown Two-Step.....National (London) Military Band

EDISON AMBEROL RECORDS BY HARRY LAUDER.

12065 She's My Daisy.....
12070 I've Loved Her Ever Since She Was a Baby.
12080 Bonnie Leezie Lindsay .....

EDISON AMBEROL RECORDS IN ITALIAN.

5008 Tu qui Santuzza, "Cavalleria Rusticana" (Mascagni)..Maria Avezza and Francesco Daddi
5009 Ai nostri monti, "Trovatore" (Verdi).....Maria Avezza and Francesco Daddi
5014 Alla Stella confidente (Robandi).....Francesco Daddi

EDISON STANDARD RECORDS IN ITALIAN.

19430 Ah, Mimi, tu piu "Bohême" (Puccini).....Francesco Daddi and Vincenzo Reschiglian

DOINGS IN INDIANAPOLIS.

Business in Fair Condition—Tax-Paying Hurts Trade—Busy Winter in Prospect—Auxetophone in Hotel English—Geo. W. Lyle a Visitor—Wulschner-Stewart Music Co. in New Quarters—New Grafonola Models Attract Attention—Moving Picture Houses Score Point in Sunday Opening.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 6, 1909.

The talking machine business in Indianapolis is in fair condition. Local jobbers report a nice increase in business during the last month, and predict that the jobbing business for the fall and winter will be good. City business has been rather dull for the last month, this being due largely to the fact that it is tax-paying time and that a city political campaign has been on in Indianapolis. Dealers do not see, though, why after a few weeks the retail business should not be good, and in fact they are looking forward to a good fall and winter business in the retail line.

Mr. Hugg, the representative of the National Phonograph Co., spent a day or two in Indianapolis introducing the Amberola—the new hornless Edison.

The cafe at the Hotel English, one of the largest hotels in the city, and named for former Congressman W. E. English, is using an Auxetophone. The instrument is making a big hit with the patrons of the cafe, and talking machine dealers believe it will give the managers of some other cafes some ideas which may be worth while.

General Manager George W. Lyle, of the Columbia Co., stopped off in Indianapolis for a day or two recently, with Mr. Devine, manager of the Columbia Co. store in this city. Mr. Lyle was on his way to the western coast.

The Wulschner-Stewart Music Co. have moved into their large new home farther north in Pennsylvania street. The talking machine department of the store is one of the features of this institution, and it will be in the charge of a man specially trained in this business. The company will retail and job the Victor and Edison lines.

The Columbia branch store in North Pennsylvania street has been showing the Grafonola Regent and the Grafonola De Luxe. Both are meeting with a very cordial reception from the Indianapolis people who like music. Mr. Devine, of the Columbia store, predicts big things in a selling way for these instruments.

The owners of the moving picture shows in Indianapolis stole a march on the people of Indianapolis who oppose the opening of such shows on Sundays. According to the law here theaters may operate on Sunday only when a portion of the proceeds go to charity. This was tried and the newspapers and some of the ministers raised a howl. Then the moving picture show men opened their places on Sunday and charged no admission price, letting the patrons put whatever amount they wished in the contribution box. There was still wide objection, and it was intimated that charity was getting a very small proportion of the proceeds.

It was at this time that the moving picture show men showed their ingenuity by organizing a charity society of their own. They did this because they were unable to find any existing charity organization in the city that would permit them to use its name in giving the Sunday performances. The charity organization formed by the picture show men was called the Citizens' Charity Association, and articles of incorporation were filed for it at the office of the Secretary of State.

After this charity organization was formed all of the nine downtown houses opened on the following Sunday, and at the doors stood men wearing badges bearing the name "Citizens' Charity Association." These men called attention to the fact that a contribution box was waiting for donations. The donations varied from one cent to ten cents. Some of the best-known people in town were named as incorporators of the society. Officers have not been elected as yet, but Charles L. Sutherland, who owns a number of picture shows, says that an election will be held soon.

All of the moving picture shows in Indianapolis report a good business for the last month. The increase in business was noticed among the show houses in the outskirts of the city as well as in the downtown houses.

Building Inspector Winterrowd conducted an examination of applicants for licenses as operators in moving picture shows. There were nine applicants, and all except one passed a successful examination. One of the questions asked was, "What would you do in case of fire?" The correct answer was that the operator would first extinguish the lights in the machine and then try to put out the fire. One applicant answered that in case of fire he would try to put it out. This and answers to some other questions convinced the inspector that he should not have a license.

NO DANGER OF PUBLISHING.

Talking Machine Manufacturers Not Contemplating Entering Music Publishing Field Despite Reports.

The story is again revived that the record manufacturers were contemplating entering the music publishing business in order to circumvent the royalty charges designated in the copyright act. A paper given over to flippant remarks about things theatrical and musical dwells upon this matter as if there was something actually "in it." Neither one of the talking machine concerns have entertained such a proposition very seriously quite recently, and it now seems as if the copyright owners are realizing they have been handed a gold brick by the law. When a piece of music is worth recording—and there are a few—the record people are willing to pay the charges, but at the same time they have ceased listing junk.

C. H. WILSON TO PACIFIC COAST.

General Manager of the National Phonograph Co. on Combined Business and Pleasure Trip—To Visit Edison Jobbers en Route.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., left for a trip to the Coast and intermediate points, October 30. He is accompanied by Mrs. Wilson, and in lieu of the vacation which he was unable to take during the summer, the journey will be one of pleasure as well as of business. Mr. Wilson will call upon the Edison jobbers en route, and feel the pulse of trade, and will be away about two months.

The Universal Talking Machine Mfg. Co., Newark, N. J., report a very fair business, but slightly under the mark made for the fall trade. Improvement is being shown right along, remarked General Manager Macnabb, but it lacks briskness and activity.

MUNSON FOLDING HORN

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square.

THE MUNSON FOLDING HORN

Greatly improves the tone of the records and means increased record sales. Retails $7.00

Further Particulars and Discount Sheet on Application.

650-652 NINTH AVE. FOLDING PHONOGRAPHIC HORN CO., NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Nov. 10, 1909.

RECORD-HOLDER. William T. Long, Sumner, Wash. Patent No. 935,379.

The invention relates to phonographs, and its object is to provide a new and improved record-holder arranged to accurately and securely hold the record in central position, to accommodate records of different sizes, to compensate for variations of the inside diameter of the records, to hold the record against accidental shifting in an axial direction and to allow placing the record conveniently in position on the holder or removing it therefrom. For the purpose mentioned, the holder is provided with a plurality of bars for engagement with the inner surface of the record and mounted to swing in unison toward and from the axis of the holder, the bars being pressed in an outward direction by a spring device.

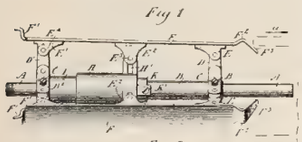


Fig. 1

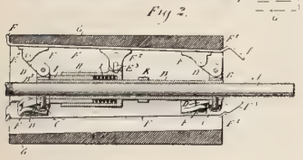


Fig. 2.

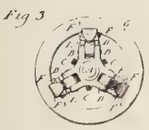


Fig. 3

Figure 1 is a side elevation of the improvement; Fig. 2 is a longitudinal central section of the same and showing the record in place; and Fig. 3 is a front end elevation of the same.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,266.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface.

It has been the usual practice for many years to provide a feed screw of fine pitch which will advance the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may readily be applied to such phonographs whereby the carriage may be driven at one-half the speed at which it has been heretofore driven, such means also permitting the feeding of the carriage at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and this invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the carriage at the desired rate of speed.

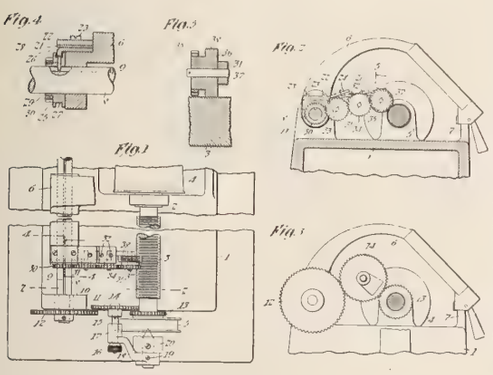


Fig. 4 Fig. 5 Fig. 7 Fig. 1 Fig. 8

Figure 1 is a plan of a portion of a phonograph to which my invention is applied; Fig. 2 is a section on line 2—2, Fig. 1; Fig. 3 is a side elevation of the phonograph, some of the parts being broken away; Fig. 4 is a section on line 4—4 of Fig. 1, and Fig. 5 is a section on line 5—5 of Fig. 2.

RECORD FOR SOUND-REPRODUCING MACHINES. Edgar M. Berliner, Washington, D. C. Patent No. 936,976.

This invention appertains to improvements in record discs and cylinders for sound-reproducing machines, the purpose of the invention being to provide sound records with a plurality of sound grooves and to provide each groove with perceptible means for indicating where the style or needle should be placed to enter a particular sound groove or record track, the means being of such a character that the operator may distinguish, either by sight or by touch, the position where the style or needle is to be placed in order that any one of the several selections on the record may be distinguished and played.

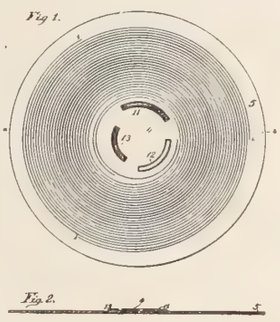


Fig. 1.

Fig. 2.

Prior to this invention it has been proposed to make records having a sound groove which is paralleled by a second sound groove. It is also old in the art to provide a record, having a single selection thereon, with an indented line or mark at the beginning or start of the sound groove, for the purpose of guiding the style or needle of the reproducer into the groove. In carrying the invention into practice, the perceptible means for distinguishing one sound groove or selection from another are differently colored and spaced and they are also positioed either above or below the plan of the sound grooves.

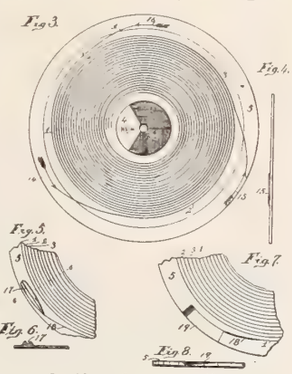


Fig. 3. Fig. 4. Fig. 5. Fig. 6. Fig. 7. Fig. 8.

In the drawings Figure 1 is a plan view of a disc record made in accord with the invention, the perceptible indicating means being within the space occupied by the sound grooves and positioned concentric to the center of the disc. Fig. 2 is a transverse section on the line a—b, of Fig. 1. Fig. 3 is a plan view of another form of my invention, the center of the disc being colored, and with this form of the invention the outer border will have raised indicators formed thereon. Fig. 4 is a side elevation of a part of the disc shown by Fig. 3. Fig. 5 is a fragmentary plan view of a further modification. Fig. 6 is a section on the line 6—6. Fig. 7 is a fragmentary plan view of another modification, and Fig. 8 is a side elevation of the construction shown by Fig. 7.

PHONOGRAPHIC REPRODUCER. Richard Bartholomew Smith, New York, assignor to the Indestructible Phonographic Record Co., Brooklyn, N. Y. Patent No. 936,826.

This invention comprehends a stylus lever balanced upon a pin by aid of a single ball joint, thus reducing friction to a minimum and enabling the lever to be more easily retained in balance. It further contemplates a stirrup which encircles the stylus lever and joint above mentioned, in order to hold the stylus lever in proper working relation to the ball. It still further contemplates means whereby the stylus lever, though encircled by said shoe and fitting the same neatly, turns upon the ball as a center and carries with it, as it turns, the stirrup.

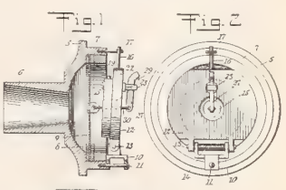


Fig. 1 Fig. 2

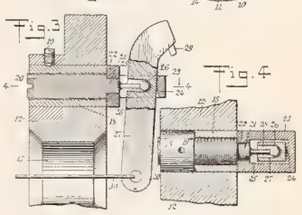


Fig. 3 Fig. 4

Figure 1 is a substantially central vertical section through a phonographic reproducer made in accordance with the invention, this view disclosing a movable weight and a stylus lever pivotally mounted relatively to said weight by aid of the improved ball joint; Fig. 2 is a rear elevation of the reproducer; Fig. 3 is an enlarged fragmentary section through the upper portion of the reproducer, showing the stylus lever and the improved mounting for the same; and Fig. 4 is a fragmentary section substantially upon the line 4—4 of Fig. 3.

GRAPHOPHONE. Thomas H. MacDonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 936,646.

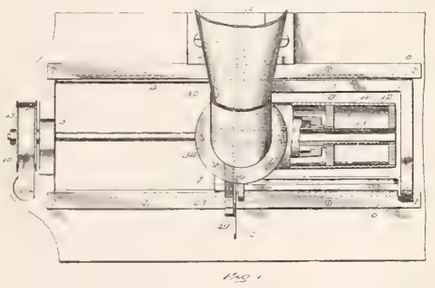


Fig. 1

This invention relates to graphophones, and has for its object to provide a machine with a direct connection from the sound box into the amplifying horn used in such machines, without any loose joints between the sound box and the horn; to provide a rigid horn support, and generally a more compact construction in that form of machine which employs a cylindrical record.

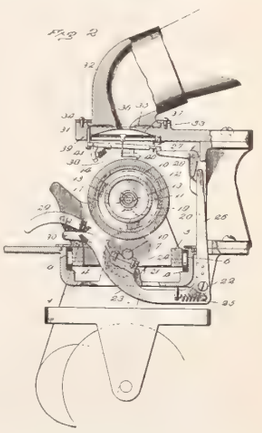


Fig. 2

Figure 1 is a top plan view with parts broken away; Fig. 2 is a cross-section on the line 2—2, Fig. 1; and Fig. 3 is a central longitudinal section.

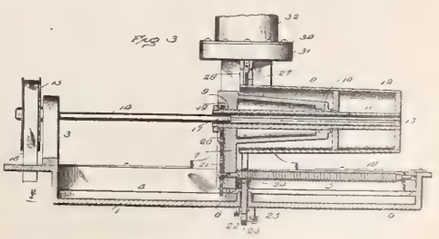
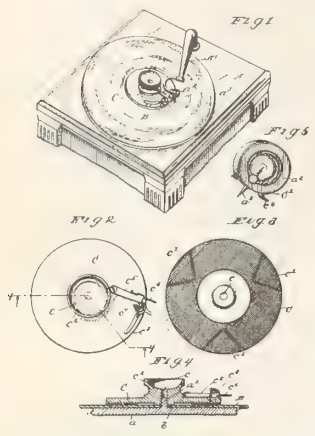


Fig. 3

ATTACHMENT FOR PHONOGRAPHS. Louis H. Hays, Cleveland, O. Patent No. 936,534.

This invention relates to talking machines of the disc record type such as the Victor and Columbia, and the object is the provision of an inexpensive attachment to automatically stop the same when the end of the record has been reached.

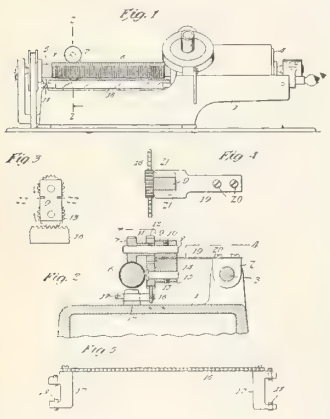
In said annexed drawing: Figure 1 is a broken perspective view of a talking machine of the type in hand, specifically a Victor Victrola, with the improved braking attachment mounted thereon; Fig. 2 is a top plan view of such attachment; Fig. 3 is a bottom plan view of the same; Fig. 4 is a transverse section therethrough on the line 4—4, Fig. 2; and Fig. 5 is a perspective view of a sound box such as is used in machines of the class in hand, together with a clip mounted thereon to co-operate with the braking attachment, as will presently appear.



FEED MECHANISM FOR PHONOGRAPHS AND OTHER MACHINES. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,267.

This invention relates to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph, whereby the same is fed transversely with respect to the direction of movement of the surface of the record, and the stylus traces upon the same a spiral path. In devices of this character it has been the usual practice heretofore to provide a feed screw cut with a very fine thread, such as one hundred threads to the inch, and to secure to the carriage a spring arm provided with a nut for engagement with said screw, thereby feeding the carriage forward a distance of one one-hundredth of an inch for each revolution of the feed screw.

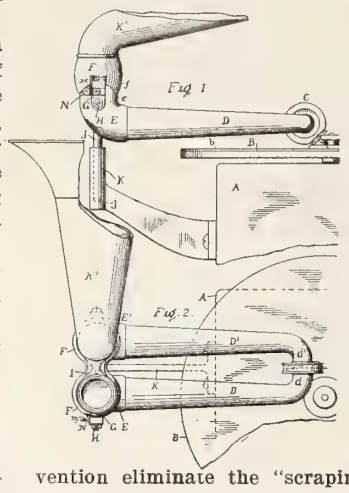
According to the present invention a very low rate of travel may be obtained for the carriage, such, for example, as would be produced by a feed screw having two hundred threads to the inch and operating in the usual way; and, in fact, if desired, this rate of feed may be obtained from a feed screw having less than one hundred threads to the inch. This result is accomplished by substituting for the feed nut referred to a worm gear carried by the carriage in engagement with the feed screw, being pivoted on an axis perpendicular thereto, and providing means which rotates with the worm gear, as, for example, a pinion, and fixed means which co-operates with said rotating means for imparting progressive movement to the carriage; for example, a rack fixed to the body of the instrument with which the pinion meshes.



Referring to the accompanying drawings, Figure 1 is a front elevation of a phonograph provided with a feed device constructed in accordance with the invention; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a detail front view of the spur gears which are carried by the traveling carriage and the fixed rack which co-operates therewith; Fig. 4 is a section on line 4—4 of Fig. 2, and Fig. 5 is a plan view of the rack and supporting clamps for securing the same to the phonograph body.

TALKING MACHINE. Robt. L. Gibson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 936,531.

The object of this invention is to provide a construction of sound-reproducing devices so arranged that the air upon each side of the diaphragm of the sound box shall be confined and delivered to independent horns through the media of jointed tubular arms adapted to swing vertically about pivots in the same transverse alinement and to swing horizontally upon a common vertical axis whereby the weight of the horns is removed from the record disc.



The specific objects of such invention eliminate the "scraping" or "grinding" noises of the stylus in the record groove which are apparent in instruments in which the diaphragm is exposed on one side, and secondly to increase the volume of sound given off from a given record disc, and to project said sound in any direction desired, irrespective of the position of the tubular jointed arms and sound box.

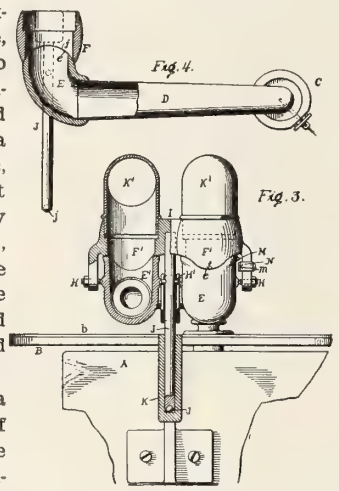


Figure 1 is a side elevation of a talking machine embodying the invention (with portions broken away); Fig. 2 is a plan view of same; Fig. 3 is a rear elevation with part in section; and Fig. 4 is a sectional elevation of the head and hinged tubular arms carrying the sound box.

AUTOMATIC NEEDLE-DISENGAGING AND STOP MECHANISM FOR SOUND-REPRODUCING MACHINES. George A. Oppenheimer, New Rochelle, N. Y., assignor to Louis H. Hays, Cleveland, O. Patent No. 936,348.

This invention relates to attachments for sound-reproducing machines having revoluble horizontal tables upon which are placed the disc records, and the object is to provide a mechanical device which will automatically disengage and lift the reproducer needle or stylus from the face of the record and stop the rotation of the record upon the completion of the reproduction of the matter inscribed upon the record, or at some other predetermined point in the rotation of the said record.

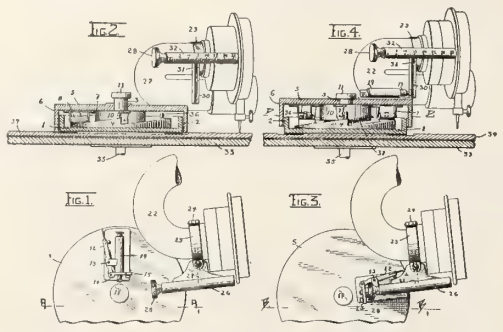
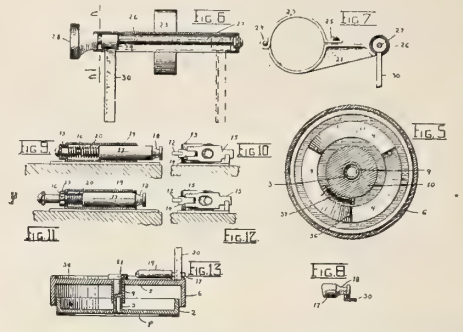


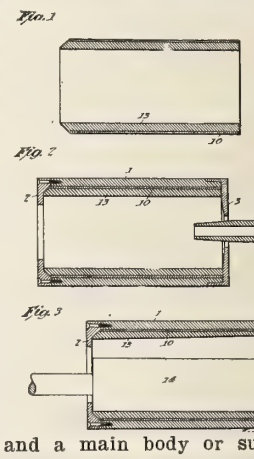
Figure 1 is a plan view of the engaging mechanism in position prior to engaging and lifting the reproducer needle. Fig. 2 is a side elevation of the attachment having a section of the casing removed along the line A A in Fig. 1, and showing a perspective view of the internal mechanism. Fig. 3 shows a plan view of the device in position of engagement with the projecting arm. Fig. 4 is a side elevation of the attachment in position corresponding to Fig. 3, having a section of the casing removed along the line B B, and showing a perspective view of the internal mechanism. Fig. 5 is a section through the line D D in Fig. 4. Fig. 6 is a detailed view in elevation of the bracket and projecting arm. Fig. 7 is a section in elevation through the line C C in Fig. 6. Fig. 8 is a detailed sectional view showing the end of the stop bolt engaging the projecting arm. Fig. 9 shows a detailed view of the stop bolt released. Fig. 10 is a detailed rear



elevation of the part shown in Fig. 9. Fig. 11 shows a detailed view of the stop bolt restrained. Fig. 12 is a rear elevation of the part shown in Fig. 11. Fig. 13 is a sectional elevation through the center of the casing, and shows a modified form of the top portion thereof.

APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,275.

This invention relates to improved apparatus for the manufacture of duplicate phonograph records being particularly adapted for the production of an improved record which will be claimed in another application but which may be employed for the manufacture of records of other types. The improved record referred to is a composite cylindrical structure, having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support therefor composed of a very cheap and tough material unsuitable itself for receiving a record surface, the two layers being welded together so as to constitute practically a single homogeneous structure.



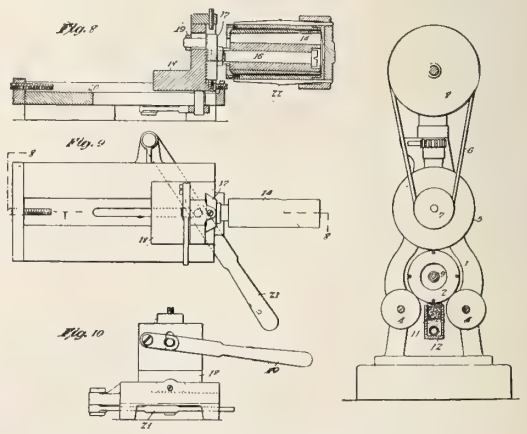
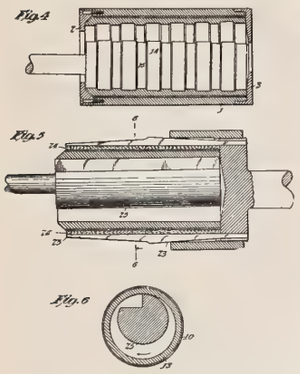


Figure 1 is a longitudinal sectional view of the improved duplicate phonograph record; Fig. 2, a similar view of the rotating mold, showing the formation of the record thereon; Fig. 3, a similar view illustrating the operation of tapering the bore of the record when desired, while still in a plastic condition within the mold; Fig. 4, a similar view illustrating the operation of forming the record on its bore with a series of concentric ribs; Fig. 5, a similar view, showing the reaming of the record, while cold, to taper its bore; Fig. 6, a section on the line 6—6 of Fig.

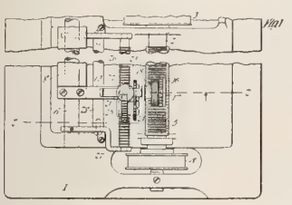


5; Fig. 7, an end view partly in section, showing convenient apparatus for rotating and cooling the mold; Fig. 8, a longitudinal sectional view of the apparatus used for finishing the bore of the record, while in a more or less plastic state within the mold, the section being taken on the line 8—8 of Fig. 9; Fig. 9, a plan view of the same with the mold and record removed, and Fig. 10, an end view.

FEED MECHANISM FOR PHONOGRAPHS. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,270.

My invention relates particularly to means whereby the phonograph carriage may be fed with respect to the record or blank at two distinct rates of movement, corresponding preferably to one hundred threads per inch and two hundred threads per inch, respectively, and now designed for use with phonographs of the Home type.

The improved mechanism is of the type disclosed in application of Herman Wolke, filed September 12, 1907, Serial No. 392,480, wherein the faster movement of the carriage is effected by the direct feeding of a worm locked against rotation and engaged by a feed screw, so that the worm acts practically as a nut; while the slower movement is secured by a differential action, the worm being rotated by the feed screw, and effecting longitudinal movement with respect to a stationary abutment.



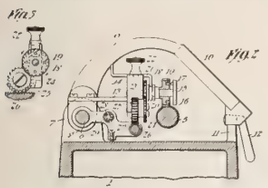
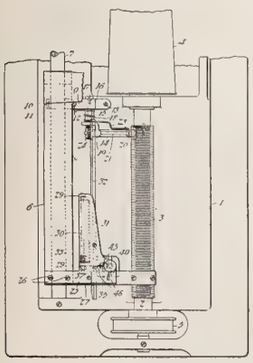
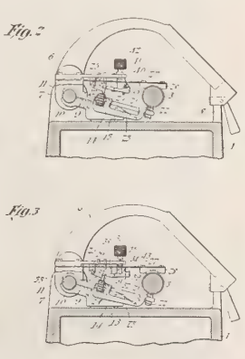


Figure 1 is a plan view of a portion of a Home phonograph, embodying the present improvements in their preferred form; Fig. 2, a cross-sectional view on the line 2—2 of Fig. 1; and Fig. 3, a front view of the worm and differential gearing.

PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,268.

This invention relates to phonographs of the type in which a progressive movement is imparted to the sound box carriage by means of a rotating feed screw, the carriage moving transversely to the direction of movement of the record surface so that the stylus of the recorder or reproducer will trace a spiral path on the record.



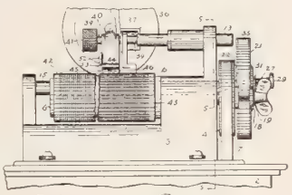


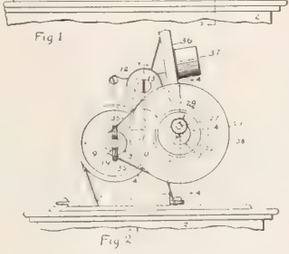
The object of the invention is the production of improved means whereby the carriage may be advanced by the feed screw at each revolution a distance equal to the pitch of the feed screw, as has hitherto been the usual practice, or whereby, at the will of the user, the carriage may be advanced at each revolution of the feed screw a distance bearing any desired ratio to the pitch of the feed screw. By these means a single instrument may be used for the recording or reproduction of records, the record grooves whereof have different pitches, as for example, the same instrument may be used for records having either one hundred or two hundred threads per inch.

Figure 1 is a plan view of a portion of a phonograph to which the invention is applied; Fig. 2 is a side view of the same, partly in section, showing the parts in position for feeding the carriage directly from the feed screw at a rate equal to the pitch thereof, and Fig. 3 is a similar view showing the parts arranged for feeding the carriage at a different rate, as when operating upon records having two hundred threads per inch.

SPEED-CHANGING MECHANISM FOR GRAPHOPHONES. Frederick F. Murdock, Syracuse, N. Y. Patent No. 937,459.

This invention relates to improvements in speed-changing mechanism for graphophones, and has for its object to provide an additional attachment or mechanism, by means of which both the old and the new machines may be readily adapted to play what is commonly called the standard two-minute record, and also a new four-minute record which has but recently been placed on the market.



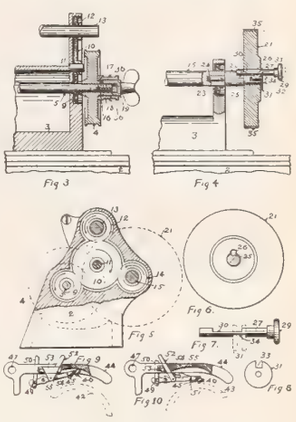


The present invention consists of a reduction gearing comprising a large and a small pulley, which are operatively connected by a belt, the smaller pulley being mounted on the old record driving pulley; the larger pulley being mounted upon the shaft which carries the sound box and other reproducing parts.

The invention further consists of a simple clutch mechanism and co-operating parts, by means of which the machine may be adjusted and set in a ready manner for playing either the long or short records without requiring any alteration of the machine.

The invention further consists of adjustably arranging two reproducing needles, one coarse and the other fine, by means of which either of the said records may be played without requiring the removal or replacing of the needles or any of the reproducing parts.

Figure 1 is a side elevation of a graphophone, showing the disposition and arrangement of the principal parts of the improvement; also showing portions of the old and the new records. Fig. 2 is a front end elevation of the machine. Fig. 3 is a sectional view substantially on line 3—3 of Fig. 2. Fig. 4 is a sectional view substantially on line 4—4 of Fig. 2. Fig. 5 is a sectional view substantially on line 5—5 of Fig. 1. Fig. 6 is a detail view of the large auxiliary pulley. Fig. 7 is an enlarged view of the clutch key. Fig. 8 is an enlarged detail view of the plate which holds the large pulley in place and also co-operates with the clutch key. Fig. 9 is an enlarged detail view of the needle support, showing the coarse and fine needles pivotally connected, and disposed in rest position. Fig. 10 is a similar view, showing the fine needle in engagement with the new record, the same being shifted and held in such position by the reversing of the operating lever.



NOTICE OF CREDITORS' MEETING.

Joseph Mellors, referee in bankruptcy, has sent out a notice in the matter of the Hawthorne & Sheble Mfg. Co., bankrupts, that a meeting of the creditors will be held at his office, 528 Walnut street, Philadelphia, on Monday, November 15th, at 10 a. m., for the purpose of considering the petition of a trustee for leave to sell a portion of the personal property of this estate at private sale, as well as to consider such other business as may come before the meeting.

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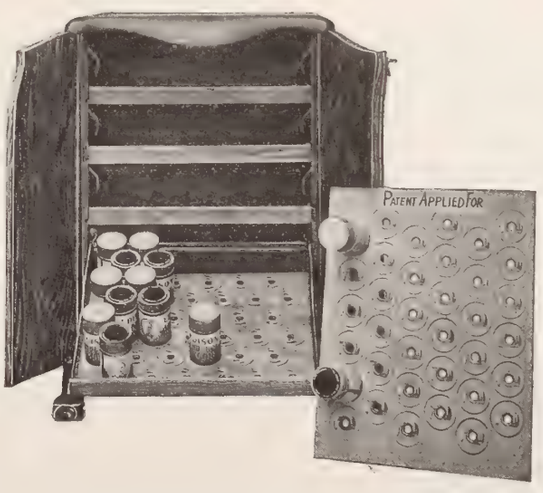

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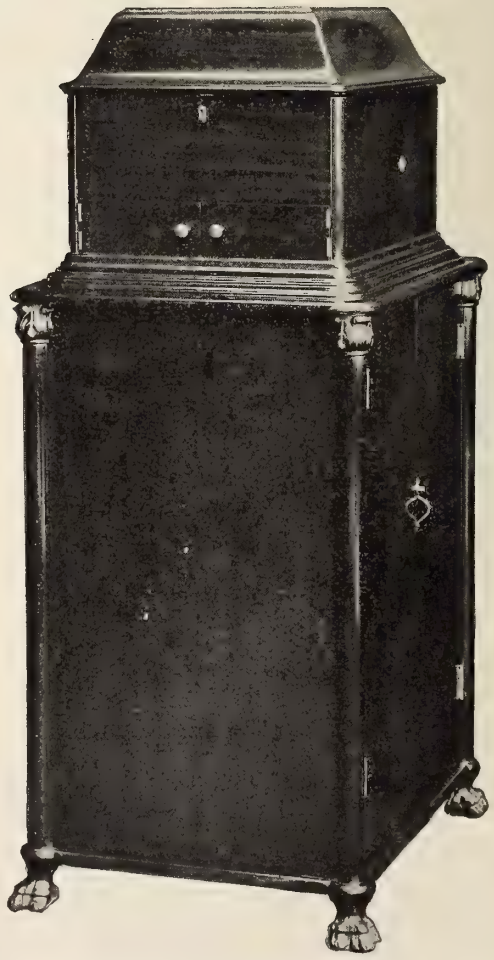

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177 Tremont Street - - BOSTON, MASS.

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah
Send your orders to us and you are always sure of quick action. We are
Exclusive Columbia Jobbers
We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

JOHN F. ELLIS & CO.
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Distributor
VICTOR Talking Machines
and RECORDS Wholesale and Retail
Largest Stock in the South

C. B. HAYNES & CO.
EDISON JOBBERS
ALL SUPPLIES
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Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

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Jobbers of
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EXCLUSIVE JOBBERS
for
COLUMBIA
GRAPHOPHONES and RECORDS
Orders filled the day they are received. Complete stock.
If it's in the catalogue, *we have it.*
Maine Phonograph Company
PORTLAND, MAINE
Controlling State of Maine and portion of New Hampshire

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Every Jobber
in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the
December List

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

Exclusive Columbia Jobbers
We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned. : : :
KIRK, GEARY & CO., Sacramento, Cal.

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

MONTENEGRO-RIEHM MUSIC COMPANY, LOUISVILLE, KENTUCKY
EDISON JOBBERS WHOLESALE EXCLUSIVELY
We Follow the Golden Rule in all Our Dealings
VICTOR DISTRIBUTORS
C. A. RAY, Mgr., TALKING MACHINE DEPT.

The TALKING MACHINE AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, NOVEMBER 15, 1909

THE SUCCESSFUL SALESMAN.

Some Pertinent Characteristics Woven in the Fabric of His Makeup.

When you see the successful salesman, be he store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities.

He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the order in his book. He sizes up his prospect with a sharp, penetrating, unobservable glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety, and generally wins out.

He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is taking orders for; enthusiasm in his proposition, and a lot of clear grit behind it all.

He belongs to that class of men who are making good all over the world in every profession. Scorning the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets up at 5 a. m., and plows through virgin territory opening up new accounts. He's the sort of man who ousts his competitors by sheer convincing personality, and ships an entire line of goods to the dealer who has used the other fellows' for the past twenty years.

You don't see his kind approaching the office with bleary eyes trying to scratch his head three or four inches outside his hat brim. He don't believe in having a "big" head because he realized long ago what his job meant to him. He had to drop one, and it wasn't his job.

In the words of the traditional prophet

"Go thou and do likewise."

THE ANGELUS A MONEY MAKER.

Talking Machine Dealers Will Find This Famous Player and Player-Piano a Proposition Worth Considering—Has Plenty of Prestige Back of It.

The Wilcox & White Co., manufacturers of the Angelus player-piano, Meriden, Conn., have long enjoyed the confidence of the trade and have been noted for their progressiveness and the reliability of their products. They have always been leaders in the player field, and they make a line of instruments which appeal to the purchasing public.

Talking machine dealers will find the Angelus a very interesting proposition to consider. In almost every small city there is outside of the home an increasing demand for music—in ice cream parlors, skating rinks, dancing schools, in fact, wherever music, whether classical or popular, is desired. The Angelus piano fills the bill admirably, and dealers should be able to work up an excellent trade with it in their locality. We would suggest writing the manufacturers at the earliest possible moment and look carefully into this proposition. It will be found a highly profitable one and well worth consideration.

TRADE ON BROAD PRINCIPLES.

Experienced Merchants as Well as Talking Machine Men Have Found That This Policy Is a Wise One to Cultivate—Some Comments Along This Line.

Smile in your mirror and it smiles back at you; look pleasantly at the world and it reflects your good-natured looks; cultivate a warm feeling toward all men and they radiate and give back the warmth. Deal justly. Trade on broad principles. Be not too jealous of your rights. The world—mankind—soon discovers where it is well treated and trades there.

The intense personal devotion that some men show toward the concerns by which they are employed is illustrated by the remark of a clerk who declared with the greatest emphasis:

"I have been in the service of my house for eleven years, and not once in that time—no, not once—have I missed a pay day!"

A clerk is not necessarily a salesman, but is in a position where he may easily become one. A clerk's salary is based on the work done by his hands. A salesman's salary is the same as the clerk's plus another salary for the work of his mind.

The "price" of what you sell is what you ought to get. Price is what you're entitled to; price is always right. If you fail to get that much then it's you that's wrong—not price.

There is just a little difference between firmness and obstinacy. When it's you, it's firmness; when it's the other fellow, it's obstinacy.

There is nothing else which will fix a floating life and prevent it from being tossed hither and thither like forming a habit of prompt decision.

No matter how small your window, no matter how small your stock, you cannot afford to put in an indifferent display.

A discourteous clerk should remain in your employ only long enough to write out his pay check.

All things worth having are nailed down nowadays. If you want to see anything turn up, you have got to use a crowbar.

When you strike a dead town don't knock it. Think of the advantages you have over the residents—you can leave it.

A clerk is seldom advanced without having given his employer some reason to advance him.

The early bird catches the worm; but what good that does the worm has never been clearly explained.

Yours may be just one in a hundred advertisements in to-morrow's paper—then make it stand out.

Lose no time—be always employed in something useful; avoid all unnecessary actions.

It is not enough to be industrious; so are the ants. What are you industrious about?

Be a man with ideas—an information bureau—and keep your information always on tap.

The impression created through good window displays are of a lasting quality.

SOME IRISH ADVERTISING

Done in the Pure Yankee Spirit by T. Edens Osborne, the Belfast Talking Machine Man.

The following notice appearing in the reading columns of a Belfast, Ireland, newspaper is an excellent example of the kind of live advertising which brings business to T. Edens Osborne, the well-known dealer of that city. The matter has a decidedly Yankee freshness as has all Mr. Osborne's publicity schemes:

"MUSICAL 'AT HOMES.'

"INTERESTING INNOVATION.—Evidently the Piano is being gradually superseded by the Gramophone, for when records such as those of Madame Clara Butt—which have just been issued by the Gramophone Co.—arrive at 4 Donegall Square West, Belfast, they are purchased freely by ladies who own Gramophones, and who desire to introduce 'pleasant surprises' on their 'At Home' evenings. Of course the records are bought from Mr. T. Edens Osborne, who holds by far the largest stock in Ulster, including Caruso's, Melba's, Patti's, Tetrazzini's, Verlet's, etc., etc."

EDISON BREAKS A RULE.

Inventor Takes a Few Hours Off to Entertain Jap Commission.

Thomas A. Edison, the inventor, one day last week broke a custom which he has maintained for many years by spending a few hours of the day out of his laboratories, when he personally conducted the members of the Japanese Commercial Commission through his phonograph, storage battery and electrical works in West Orange, N. J.

Afterward Mr. Edison entertained the investigators socially. They were particularly impressed with the laboratory and kept the inventor busy answering their volleys of questions and he talked more than he ordinarily does in weeks.

SOME LOGICAL CONCLUSIONS.

Show me the business man who gives no thoughts to his business, who neglects his trade or technical journal, and remains in ignorance of the important things going on in his line, and I'll show you a man who trusts somebody to do these things for him, or who will have some vain regrets when he wakes up.

Wright & Ditson, the well-known sporting goods house of Boston, Mass., have leased the entire building at 22 Warren street, this city, and will move their local branch to that location.

Popular priced watches are proving big sellers with side line specialists.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

is a part of The Talking Machine World, which is published on the 15th of each month by Edward Lyman Bill, 1 Madison Ave., N.Y. Complete copies 10c. each.

Subscription by the Year $1.00 Domestic; Foreign $1.25

NEW YORK, NOVEMBER 15, 1909

SIDE LINES HELP A BUSINESS.

An Opinion of Importance from a Talking Machine Man Who Has Gone Into This Matter Very Thoroughly—Finds Side Lines a Profitable Adjunct to His Business.

Talking recently with a talking machine man who has made a great success of side lines as an adjunct to his business, he said: "I believe that talking machine dealers will find a suitable and productive side line an excellent feature of their business. And admitting the need of a side line the question has always been presented, and never quite satisfactorily answered, as to what constitutes a suitable and productive side line—suitable as to combination, and productive enough to warrant the expenditure of time and money to permit its prosecution in connection with the main line, the talking machine business.

"Mature reflection has led me to the conclusion that sporting goods furnish the very best side line for several potent reasons. Such goods appeal to the same vast and varied class to which the talking machine business appeals—to the class which desires amusement, must have it, and is always willing to pay the price. The sporting goods line, moreover, is clean, compact, easily handled, with limited manufacturing competition; and it affords a good margin of profit to the retailer—a very important consideration in these days of close prices.

"I have also found small musical instruments such as the Hohner specialties, particularly harmonicas, to be excellent sellers. They are always attractively displayed and can be carried with a small expenditure of money, and always pay good profits. The same may be said of safety razors and watches. The manufacturers have arranged them so attractively that dealers have little to do to bring them to the attention of the public—in fact, they sell themselves. I am very pleased with my venture in the side line field, and find that it is stimulating to my regular talking machine business. It has brought in lots of new customers and broadened out the business materially."

THE VALUE OF GETTING TOGETHER.

Some Pointers on How It Pays for Employers to Get Into Close Touch with the Men Under Them—The Philosophy of Success.

An excellent sermonette in the form of a little folder, entitled "Getting Together," has been issued by E. C. Atkins & Co., of Indianapolis, as one of a series of "Talks to Retail Clerks." It is so "meaty" in the way of good things for the men who conduct talking-machine stores and for the men who sell these popular creations, that we print it herewith:

"Do you know that I think that the greatest pity in most business establishments is the imaginary big high stone wall that has been builded, dividing the 'head of the house' from the poor unfortunates who happen to be on their weary way towards the top of the ladder.

"Of course, this don't hit you, for I know there is the closest affiliation between your different departments and so I suppose this talk will not interest you.

"But for fear it may, for fear you are going to read and listen, and with the possibility that you, the head, and your salesman (the body of your business) may discover some truths in the necessity of getting better acquainted with each other, I am going to talk to you about 'Gittin'' together.

"I actually heard the head of a business say the other day that he thought he had the best, the most loyal bunch of boys in his sales department that could be found.

"Now, what do you think of that?

"That fellow was a big success.

"He said he made it his business to get in touch with his help, to study them, to learn their good points and their weaknesses, to bolster them up, as it were—to be one of them. And he had done all this without losing their respect either. In fact, I learned that these fellows regarded this marvel as the finest thing that ever happened.

"They told me their boss was a peach and that it was an actual pleasure to work with him, because they knew that their efforts would be appreciated. He spoke to them just like they were mortals, with souls and feelings, and when they made a good sale he told them that he appreciated it, and when they fell down he tried to show them how to do better the next time. They were not one bit afraid of him. They respected him and wanted to see him succeed and were only too glad of the opportunity of helping him to do so. I believe that this sort of an organization will win out under almost any condition. And I think I'm right about it.

"Here is an idea for you, Mr. Boss. Maybe, if you take this home with you and 'home to you,' that to-morrow morning you will feel like looking over on the other side of the fence, to the salesman's side, and see what you can do to make him more efficient.

"Let's look over on the salesman's side together. How can he help the boss? I believe every institution of any size has what I call, for lack of a better word, a 'groucherino.' That is, not just a common everyday grouch, but a groucherino — a double-distilled, back-action grouch. One who grumbles and kicks and fumes and tears his hair. He goes about among his associates and calls them to one side and tells them confidentially that everything is wrong. You know him—don't you? Well, cut him out. Don't let him inoculate you with the germs of discord. Pass him up. You can't cure him—he is hopeless, and harmless if you make him so.

"Then the salesman ought to be merciful to his boss. He don't know one-half what he has to contend with. He has no idea of the serious problems constantly confronting the head of the business. He cannot conceive the reasons for doing this that way, or of doing that this way. Because he does not know the real condition. For Heaven's sake don't kick and knock and criticize and make yourself ridiculous by telling how you would do it. You don't know whether you would or not, because you dont know the real conditions. Say to yourself, My Boss knows why, perhaps I would do the same thing if I knew, too, and then turn in and give him that loyal support that you would have him lend to you, were conditions reversed.

"The other boys in your department may not be as congenial as you would wish. They have their faults and weaknesses, just as you have yours. But they are your business associates and they are making good or they would not hold their jobs.

"Be philosophical, look upon their best side. They all have their good points. Find these things about them and overlook their weaknesses.

"Be broadminded, perhaps you yourself may have just as glaring defects as they. Get together—warm up to each other and work for the common good. It's the old case of the bundle of sticks after all.

"Get together, you bosses, if your boys are no good, fire them, there are thousands of others. If they are trying to do the right thing, encourage them—that's all. They have feelings just the same as you.

"Get together, you salesmen, your boss isn't half as bad a fellow as he might be. He is carrying a big load and doing his best to carry it intelligently and with patience. Have mercy on him and help him. He needs you.

"If you can't do this, then quit. There are other jobs where perhaps you may be permitted to dictate the policies of the concern without knowing any of the true conditions.

"Now, I have not said a word about salesmanship, but have talked rather of the foundation which will make intelligent salesmanship possible. I do want to say to you again, however—Sell quality merchandise. Show the other kind if you have to, but sell the quality goods."

MORE DEMAND FOR POST CARDS.

Some Dealers Caught Napping by New Tariff Law, Which Has Increased Prices Up to 345 Per Cent.—Foreign Views Supply Decreases.

The approach of the holidays finds the demand for illustrated post cards showing a pleasing tendency to grow in proportion to the supply. It would be more correct, perhaps, to say that the supply has decreased somewhat, and as the demand has increased the ratio is more nearly even than it has been for six months or more.

The heavy accumulation of all kinds of cards which had developed early in the summer, and which was especially noticeable in September, has been materially reduced. There is actually a shortage in some lines, as was indicated in last month's issue of The Talking Machine World. Failure to prepare for the effect of the new tariff law was responsible for this state of affairs.

Although some dealers, especially the importers, complain of a shortage, it must not be supposed, however, that there is any actual lack of supply. Some firms fear they have not a sufficient amount of cards on hand for their needs, but they all have some sort of a supply. It is true, none the less, that a number of houses will be unable to fill all their orders.

The principal pinch will come in foreign view cards. On some of these, as is widely known, the new tariff has increased prices by amounts running as high as 345 per cent. An expert in this line said, a few days ago, that the wiser dealers bought heavily of this class of foreign cards before the new tariff law went into effect last summer.

The authority said, further, that the conditions which then seemed to reflect a grievous oversupply no longer exist, and that those dealers who did not seize time by the forelock will lose chances to get business and profit out of the field for foreign view cards.

GILLETTE CO.'S EXPANDING TRADE.

Based on Values the Safety Razors Made by This Company Have Won a Tremendous Popularity Throughout the Civilized World.

There is no one specialty made in America perhaps that has grown so rapidly in popular favor as the safety razor made by the Gillette Co., whose advertisement appears elsewhere in this issue. Thousands of people are now using safety razors who could not be induced to do so a short time ago. When a man shaves himself he uses his own razor, brush, soap, towels, etc., guarantees against skin diseases. As a time saver the safety razor deserves a place in the halls of fame. As a money saver the facts are: It will cost a man about $15 a year if he shaves twice a week in a barber shop. The loss of time must be figured in the equivalent of money. The one proposition to put before the men of this and other countries is that the modern safety razor is within the reach of every man and will give the same results at home as can be attained by a skilled barber and at much lower cost.

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, $5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from $5.00 to $7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at $6.50 up to elaborate sets with everything the most fastidious shaver could desire at $50.00. Especially sought for gift purposes.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor

PROFITS IN SLOT MACHINES.

Where These Specialties Are Placed in Advantageous Positions They Bring an Excellent Income to the Talking Machine Dealer and Others Interested.

A dealer, especially in a medium-sized town, with a sum of money to invest will do well to investigate the possibilities for placing a number of slot machines in various prominent places, on a commission basis. There are card-printing, fortune-telling, weighing, strength-testing, and a host of other machines of similar character, as well as coin-operated machines for vending everything, from candy, chewing gum and hot peanuts to towels, soap and other necessities, at from a cent to a dime.

Many manufacturers of coin-operated machines send them out practically free, or sell them at actual cost with the understanding that the lessee or purchaser buy all the goods needed for keeping them replenished direct from said manufacturers.

Machines are easily placed in attractive positions on commission, which may often be as high as 20 per cent. of the gross intake, railroad stations, cafes, trolley waiting rooms, lunch rooms and other frequented spots being naturally considered the best locations. As a rule, the machines do not receive rough treatment and rarely need any attention except replenishing stock and an occasional oiling of the working parts.

So valuable are slot-machine privileges considered that even the great New York Central Railroad retains the privilege themselves, own the machines and have the amounts received go through the office of the auditor of passenger accounts for checking. The privilege in the New York subway and elevated roads is leased for an amount hard to realize, and yet the lessees are said to be simply "coining money," after paying salaries to a large force of men spending all their time in keeping the machines full of candies and chocolates and collecting the pennies.

It is a field well worth considering by any talking machine dealer, whether he has his store filled with talking machines and side lines or not. It is a departure that would require very little attention except from a clerk or collector. The number of articles disposed of by a vending machine are easily checked. The machines are filled when put out, and when the collector makes his rounds he is supplied with a certain number of packages. For each package he places in the machines he returns a coin to headquarters, and dishonesty is practically impossible. Weighing and similar machines are usually supplied with a register as a means of checking the intake.

With the proper kind of machines in a well-chosen locality, profits are sure and large, and the large incomes claimed will seldom prove overestimated.

GERMAN FACTORIES HERE

May Result from New Tariff on Kali and Postcards.

William Forthman and Herman Schudderkopf, directors of the German Kali Works, arrived last week by the Hamburg-American liner Amerika to look into the project of establishing factories in America because the new tariff schedule will prevent them from exporting kali from Germany to this country. Joseph Keller, of the picture postcard manufacturing firm of Stengel & Co. in Dresden, was also a passenger by the Amerika. He said the new American tariff would shut out German-made postcards and that he was here to start a factory and sell the cards directly to the American people.

LATEST CUSTOMS RULINGS.

Postcards Sprayed by a Mechanical Process Pay Higher Rate of Duty.

It was decided recently by the Board of United States General Appraisers that postcards sprayed by a mechanical process are dutiable at the rate of 35 per cent. under the provision in the Dingley tariff for manufactures of paper.

According to the importers, the Kemper-Thomas Co., the goods should be allowed to enter at 25 per cent. as being "lithographic prints" with a tax of only 25 per cent. ad valorem. General Appraiser Fischer, who writes the decision for the board, says that as the cards are sprayed and are embossed, it is evident that they fall within the provision for manufactures of paper. The Collector's decision is accordingly affirmed.

THE GOSPEL OF CHEERFULNESS.

A Mighty Good Gospel for the Business Man to Study.

Hit up the old prosperity trail. Hope is the mother of courage. The man who dares is the one who expects to succeed. He scans the face of to-morrow and sees encouragement. He discounts her smile and coins it into capital. He uses the future as the basis of his work to-day, and yet he builds also on yesterday. The mistakes he made, then, are the signal bells of alarm telling him of what he must beware. Curb your temper; yesterday you lost a sale because of it. Take a venture in a new line; you declined one yesterday, and the fellow across the street has taken it on. Encourage your help; a good salesman left you yesterday because he thought you did not appreciate him. Push your collections; you should have got your money of Blank yesterday, and to-day he failed. The successful man looks back and sees his pathway strewn with mistakes, and yet he has prospered in spite of them—perhaps because of them—else he would not be where he is to-day. The man who has never made a mistake is the one who has never done anything.

MOVING-PICTURE MACHINES.

Popularity of Kinetoscope Shows in Western Canada.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 1, 1909.

The success which has attended the experiment of moving picture-shows in western Canada, inaugurated last year, indicates to Consul-General John Edward Jones, of Winnipeg, the large market in the cities of the northwest for this form of amusement. Mr. Jones adds:

It would be profitable for the manufacturers of moving-picture machines to send a representative through western Canada to exploit the field. In Winnipeg this form of amusement only became popular during the past year, and the promotors are now reaping a fine business as the result of their enterprise.

The people soon acquire a fondness for this form of amusement, and willingly pay 10 cents for admission. In this new country, where all forms of amusement are scarce, moving pictures are welcomed, and there is no reason why the manufacturers of the United States should not control the business.

$1,500,000 FOR INVENTION.

Amateurs Sell for a Fortune Their Discovery for Printing Photos.

While experimenting with amateur photography, M. A. Yetnick and Dr. L. M. Early, of Columbus, O., discovered a way of making a new kind of photographic printing paper, and a deal was closed at South Bend, Ind., by which the Eastman Kodak Co. of Rochester will pay them $1,500,000 for the secret.

The Eastman Co. could not duplicate the paper patented by the Columbus men. It promises to revolutionize the printing of photographs.

MAKING WORK WORTH WHILE.

No great thing—no pleasure-giving thing—has ever been created without an enthusiastic love behind it.

The joy of the man who does a worthy work well is the keenest joy in the world.

The books, the poems, the pictures that have moved the world to tears and laughter, to thought and action, have come from hearts overflowing—have first, and more intently, thrilled the creator.

He only fails who derives no joy from his labor—gives no joy by his labor.

Love of our work alone makes it worth while—to ourselves and others.—Glenwood S. Buck.

SUCCESS.

Success is the hand trained to do its work,
The eye that sees that the lines run true,
The ear that hears when the truth you shirk,
The brain that conceives old truth anew.

Success is the strife with the heart aglow,
The effort we make for our fellow-man,
The pride that laughs at the outer show,
The soul that fulfils its highest plan.

—E. H. Ellsworth.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

MOVING PICTURES IN SCIENCE.

Surgery, Agriculture, and Metallurgy Taught by Them Now and Greater Possibilities Will Yet be Unfolded.

Moving pictures are now, or within the near future will be, applied to the teaching of botany, metallurgy, biology, the science of agriculture, and surgery, and thus do away with the necessity of vivisection for teaching purposes. This plan was announced recently by John Collier, general secretary for the National Board of Moving Picture Censors, at one of the regular after-service Socialistic discussions of the Church of the Ascension, Tenth street and Fifth avenue.

After the Rev. Alexander Irvine had besought the several hundred Socialists gathered to deal gently with the unfortunate wealthy, and had declared that Socialism was narrow, bigoted and intolerant, only a little bit less so than Christianity, the after-service talk was devoted to the moving picture drama.

In discussing the immediate future for motion pictures, Mr. Collier said that the greatest surprise for the general public would be the application of moving pictures to educational problems. Films had now been prepared to illustrate different processes taught in botany, which it had never been possible to see before in a process of growth. The same was true of biology, where, by use of the microscope and the moving picture machines, the entire history of cellular life could be thrown on the screen before the students. It was now possible to introduce the moving picture as an educational appliance to the study of medicine, which would result in lessening greatly the amount of vivisection practised in undergraduate work.

With the present scheme the vivisections used in all medical colleges would have to be performed but once. Any number of films needed could be prepared from the one set taken, so that a single vivisection for one particular object would illustrate that subject for all the medical schools. This would greatly decrease the number of animals killed, while it would entirely do away with the danger of a vivisection being made by an unskilled person.

Films have been made for use in the Wisconsin agricultural colleges, showing in parallel pictures the difference between scientific and unprogressive farming, in process and in result, said Mr. Collier. This graphic presentation of the properly prepared field giving an abundant yield side by side with the unimproved one with a scanty crop, is proving a most effective means of instruction for the Wisconsin farmers.

The same method will be used for various branches of farming and dairying, in which reform is being urged. An interesting possibility, he said, is the use of this demonstration out in India, to make known the improved methods of farming in the famine districts. It is asserted that systematized agriculture would do a great deal toward preventing the Indian famines.

As for the moving picture as drama, Mr. Collier declared that it would draw away two-thirds of the public at the standard theaters and nine-tenths of that of the burlesque houses. The motion plays, said the speaker, were within the means of the ordinary family, while the prices of the Broadway theaters were prohibitive for the common run of people. The one chance for the theaters, he said was to make use of the moving pictures to give the setting instead of scenery. This, Mr. Collier declared, had been tried with great success at the Opera Comique, resulting in an immense saving in the cost of production. The backgrounds were made in color, he said, and gave more beautiful scenic effects than painted canvas.

If the regulation theaters adopted some such plan, Mr. Collier suggested, the cost of production would be so greatly reduced that prices would again go down to the level where the great mass of people could once more afford to buy theater tickets. In the opinion of the speaker, the average Broadway drama has become "contemptible and unrepresentative," because it now relies largely on the traveling public, "desultory idle, and only seeking diversion," instead of reflecting the taste and thought of the bulk of the American people. Compared with the "disreputable and pitiful average" of the Broadway productions the once despised moving picture was "positively angelic."

When the heckling began, a woman arose and wanted to know why a humanitarian censor board of moving pictures had ever allowed a play entitled "Poor Pussy," and evidently designed to be humorous, to have been produced. It was discovered, however, that "Poor Pussy" was perpetrated before the board took up its blue pencil, so the lady felt reassured.

GRASPING RIGHT OPPORTUNITIES.

Opportunities Exist in Great Numbers, but Choosing the Right One Depends Upon Individual Judgment—Hasty Decision Should be Avoided.

Opportunities exist on every hand and we are continually grasping them. Whether or not we grasp the right ones is a matter of excellence of judgment. There are only two paths to travel. One leads to success. The other leads to failure. Every little while we come to little bypaths which are short cuts. Some of them bring us out upon the path of success. Others carry us backward toward failure. Those achieve success who choose helps to success. To a young man the question comes: "Shall I go out with the boys to-night and develop more skill on the pool or billiard table, or shall I stay at home and study this book which will increase my mental power, visit this successful man whose talk will inspire me, go out for a row or a tramp, or to a gymnasium for exercise which will develop more physical power?" Upon his answer depends his advance toward greater success. Possibly he chooses the good time with the boys in the poolroom and does it because he honestly thinks that is the best thing to do.

But he is rendering a judgment upon insufficient information. He does not see that either of the other courses would YIELD GREATER SUCCESS RETURNS. He says, "My nature demands pleasure of this kind. It helps me far more than the pleasure you would choose for me." Probably it does. If he is honest he can find out what has been the experience of those who solved that problem in the past. If the majority of those who frequented the poolroom succeeded and the majority of those who studied to become more efficient failed, then his judgment that the poolroom is best is correct. He proudly says, "I have done nothing that I am ashamed of." That is being negatively good. But why is it that he does not say, "I am proud of the success I have achieved through doing this thing?" Is he sure that he has chosen the better part? Have men more confidence in him because of his choice? Is his promotion apt to be as fast when following the path he has chosen as it would be were he to follow some other? You can see that it is but a matter of judgment—of choice.

In marking out a life policy it is not so hard to choose. Men have done that in the past, says Thomas Dreier in The Iron Age. By following a certain policy certain men succeeded. Those who did not follow that policy failed, or at least did not achieve CONSPICUOUS SUCCESS. The only question then is: "Is it worth while to achieve a success similar to those who have served greatly, or is it wiser for me to follow the route of those whose lives merely illustrate the result of following cheaper pleasures that possessed a greater momentary glitter?" Every man must, indeed, live his own life, and it is true that each must have his own choice. What is yours? Can you PROVE that yours is best?

A creditors' petition in bankruptcy has been filed against the Consolidated Film Co., dealer in moving pictures at 143 East Twenty-third street, which has not been active in business for several months.

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

Wilcox and White Company

MAKERS OF

PIANO PLAYERS **ANGELUS** PLAYER PIANOS

MERIDEN
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WHICH IS BETTER?

Restricted Prices or an Open Market—What a Hardware Authority Has to Say Upon the Subject.

Which is the better for the retailer, a restricted price or an open market?

Have retailers, as a class, reaped their proportion of prosperity for the past few years?

Is it all the retailer's fault? If not, are we not justified in suspecting that there may be something wrong?

In these restricted prices due regard is not always given to the profits of the retailer, and no restricted price can be made satisfactory until manufacturers make a delivered price the same at every point in the territory where his goods are sold.

Many people are misled by words, and the word "cheap" is a great sinner in this respect. One of the dictionary definitions of "cheap" is, being of comparatively little value, hence poor." This seems to define the character of a large portion of the goods priced as cheap by the price bulletins which you and I have been receiving lately, on account of the good rating we people have in Chicago, says a writer in Hardware Magazine. There are, however, quite a few goods priced by these people, for which we hardware merchants are compelled to pay too much.

We have always advocated and believe in the advantage and desirability of the hardware jobber as a source of supply. But this jobber has no legitimate claim upon our patronage that is not based upon service, price and quality. It is his duty and mission to place us in a position to sell the consumer, meeting all competition.

We are convinced that this is not being generaly done. Complaints come to us frequently that some of the special brand goods are not worth the money. Occasionally an article not carried in stock, shipped direct from the factory, is billed by the jobber outrageously high. Some household items every day used are quoted to us higher than our customers can purchase direct. The careless retail buyer is often charged the limit, and frequently doses of this character breed trouble.

Some jobbers sell at retail, using their buying advantage to quote cut prices, and this results in their losing all their local business. The tendency of jobbers is to cover more territory, add more salesmen, push special brands whose prices they control, and quote net prices instead

THE PLODDER TRAVELS FAR.

Don't trust to luck, but hard work. Drudgery is the gray angel of success.

Good habits and the ability to grasp opportunities and see possibilities are indispensables.

Such tools as honesty, order, patience, self-denial, accuracy, promptness, punctuality must be always at hand, oiled and sharpened. Be ready for emergencies and never doubt.

There is no royal road, no special gift. "It is the rut, the plod, the grind, the humdrum that win."

Make your work your hobby. If you cannot realize your ideal, idealize your real. Be cheerful, look for stars, not sunspots. If you fall, don't forget that "your greatest glory consists in rising every time you fall."—Horace Falls.

HINTS TO SALESMEN.

Sizing Up Your Customer's Likes and Fancies —Impression an Earnest Suggestion Makes.

The late Philip D. Armour is credited with saying to his sales force on one occasion: "There are two things which a salesman must know. One is your own proposition, and the other how to get the other fellow's viewpoint."

In regard to the first very little need be said, for it has been recognized since the selling game began that a man must know his own proposition before he can sell it. Know it inside and out, backward and forward. Believe in it. If you do not, study the situation and find out why you do not. Make suggestions for the betterment of it. They may not be adopted, but the man "higher up" will know that you are thinking and trying, and then some day you will strike a suggestion that is particularly good, and it will be adopted.

In regard to the second, not one salesman in ten recognizes the vast importance of applying the knowledge of his own proposition to the other fellow's problems. If you were a lawyer you would call it folly to go into court to try a case without thorough preparation. That preparation means not only arranging all the points of your side of the case in order, but also the marshaling of the points of your adversary's case.

Not even the law requires more careful study than salesmanship. You have your problems; so has your customer. Find out what they are. Analyze them. Know the remedy. Then suggest it. Your suggestion may not meet with your customer's approval, but his knowledge that you have studied the case makes a favorable impression.

Be careful, of course, in making your suggestion not to create the idea that you think you know all there is to know on the subject, but you should know those things about your customer's business which bear a relation to your own proposition, and, knowing them, do not be afraid to say so. Your experience as a salesman may have taught you some things which your customer will be glad to know, because frequently your customer is also a salesman, and even though he is not, he will appreciate your effort.

You must know the things that you are talking about or you cannot be honest with yourself and the man you are dealing with. Nothing so quickly gains for you the confidence of your customer as his belief that you can be trusted. When he knows that he can believe what you tell him, two-thirds of your fight is won. To make him know this you must be honest with him.

Probably in no field of endeavor is a general fund of information more useful than in selling. In the writer's own experience a slight knowledge of Greek mythology assisted greatly in closing a good contract.

Your customer will have fads. Find out what they are. Know why he looks at a certain problem in a certain way. The lawyer, cross-examining a witness, does not need the tact that a salesman does when he is cross-examining his customer, because the witness knows that he is being cross-examined; the customer must not.

Your ability to find the other fellow's viewpoint lies almost entirely in your ability to question him skillfully, says Better Business. Of course, you may, in fact must, through different channels get all the information possible concerning your prospect before you approach him, but when you actually get down to brass tacks it is what you find out from your personal touch that counts. You look at things differently when they are presented in different lights—why shouldn't he? He will, and you must know the reason.

HOLIDAY POST CARDS.

Next Few Months Offer Dealers an Excellent Opportunity to Clear Up Large Stocks of Special Holiday Cards and Novelties.

The near approach of the Christmas holidays, which are followed soon after by Lincoln's and Washington's Birthdays and then the Easter holidays, brings to talking machine dealers handling post cards and other novelties a reminder that it is a good time to give consideration to the matter of stocking up. The popularity of the fancy post card as a medium for seasonable greetings has not diminished—in fact, nothing on record compares to the growth in demand of these specialties. At a time like this the higher-priced and therefore more profitable lines are the kind that will find quickest sale. By this we mean cards that will retail at from six for a quarter to three for a quarter, though, of course, there will always be those who desire the cheaper grade. After and between the holidays, however, the special day card will be dropped temporarily and the view card will come into its own. Each year adds to the popularity of these cards and the retailer who keeps his stock well supplied will find himself well repaid for his investment. While novelty cards (by that we mean special day cards) change each year the view cards are standard and as long as they are of good quality there is no fear of their becoming dead stock. Local views are especially live sellers and the dealer in any city or town who neglects having a full assortment is losing a lot of good money. Buyers never tire of them and the more there are and the better they are the more liberal and more profitable the business. Advance orders are essential and the dealer who has not placed his orders for these cards is quite likely to have more or less trouble securing the goods when he wants them.

Whenever it is possible it is well to obtain some exclusive views. This can often be done by either taking a photograph or having one taken for you of the particular object or objects of interest in your locality and either sending this with your order for so many thousand to your manufacturer, who will print your own name along the margin of the address side—or else send your photograph to some well-known engraver who makes a specialty of this work and have a cut made, from which almost any local printer can run off any desired number. By the latter process time can often be saved, especially if manufacturers have a rush on.

The Oral Motion Mfg. Co., of Chicago, has been incorporated with the secretary of the State of Illinois for the purpose of manufacturing oral and moving picture machines, with a capital of $100,000. Those interested are B. F. March, W. H. Eckert and M. I. Twohey.

NOW IS THE TIME TO PLACE
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They earn money with very little attention.
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To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of The Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

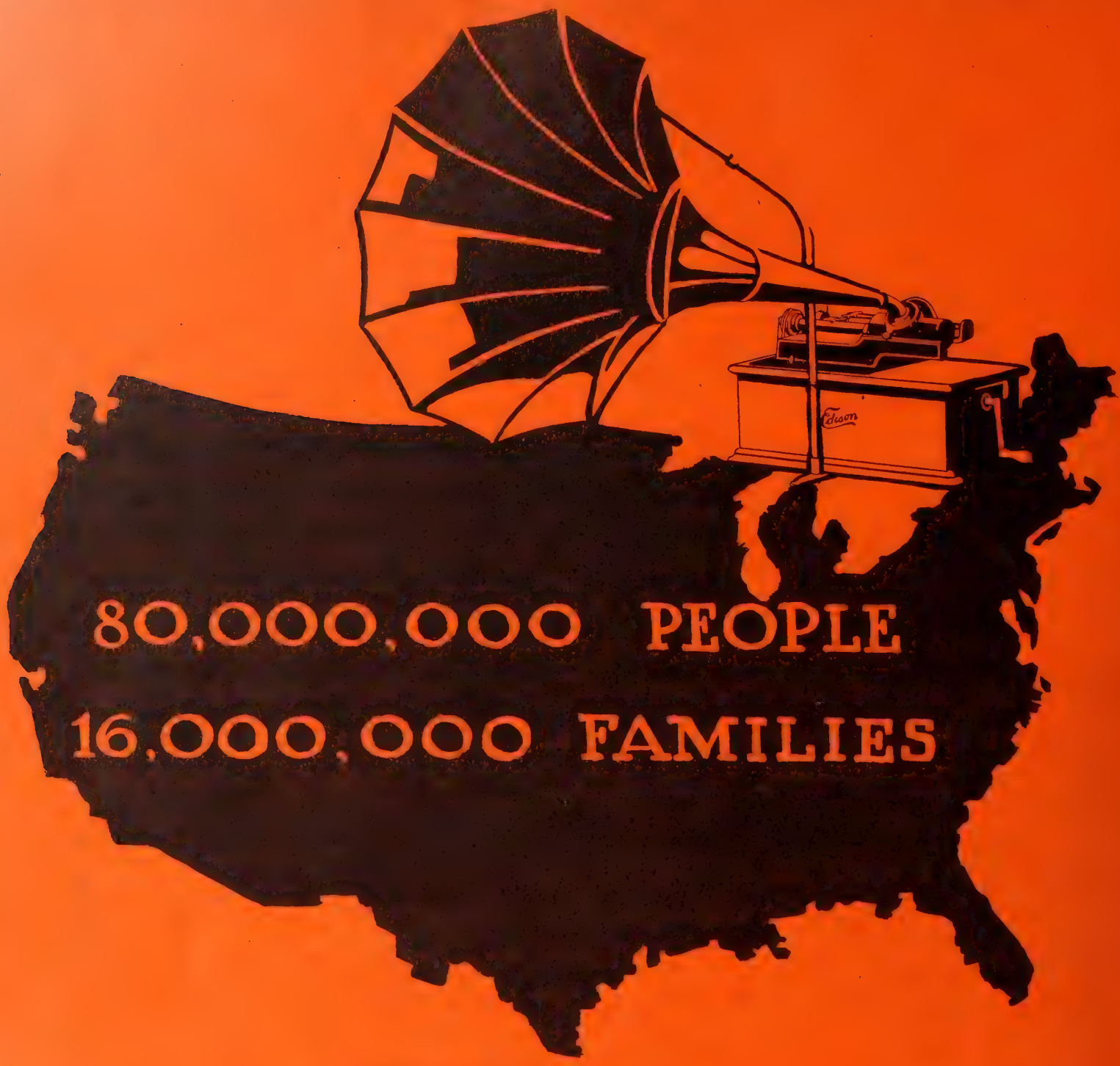
They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



The audience that listens to the Edison Phonograph is the largest audience in the world.

And yet it's only a small fraction of the crowd that wants to listen.

Get your share of the profits on the Edison Phonographs and Records that will be sold to this crowd during the coming year.

Begin now with a flying start while the holiday season is at its height.

Write your jobber to-day.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

VOL. V. No. 12. 64 PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Dec. 15, 1909

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress, of March 3, 1879.

THE PLEASURE DOUBLED

THE COST REDUCED

"ON SPEAKING TERMS"

ZON-O-PHONE

10 inch 65c. **DOUBLE RECORD DISCS** 12 inch $1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

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The Talking Machine World

Vol. 5. No. 12. New York, December 15, 1909. Price Ten Cents

THE "TALKER" AS A TEACHER.

David Bispham Pays a Great Tribute to Sound Reproducing Machines in a Recent Paper—Important in Vocal Education and in the School—His Timely and Excellent Remarks Worthy of the Closest Consideration.

David Bispham, the distinguished operatic and concert baritone and president of the American Music Society, is unquestionably one of the greatest authorities on the interpretation of singing in the country to-day. Writing in the current issue of The Etude on this subject he dwells especially on the value of education, culture and experience as an important means toward the ends desired. In this connection he says:

"One should hear a great many singers (artists), actors and speakers. One should read a great many books. One should see a great many beautiful pictures and wonderful buildings. But most of all, one should know and study a great many people and learn of their joys and their sorrows, their successes and their failures, their strength and their weaknesses, their loves and their hates. In all art human life is reflected, and this is particularly true in the case of vocal art. For years, in my youth, I never failed to attend to all of the musical events of consequence in my native city. This was of immense value to me, since it gave me the means of cultivating my own judgment of what was good or bad in singing. Do not fear that you will become blase. If you have the right spirit every musical event you attend will spur you on.

"You may say that it is expensive to hear great singers, and that you can only attend recitals and the opera occasionally. If this is really the case you still have a means of hearing singers which you should not neglect. I refer to the high-class sound-reproducing machines which have grown to be of such importance in vocal education. The modern records are nothing short of marvelous, and my earnestness in this cause is shown by the fact that I have long advocated the employment of the sound-reproducing machine in the public schools, and have placed the matter before the educational authorities of New York. I earnestly believe that one-half an hour a day should be given to the proper interpretation of musical masterpieces through the medium of the sound-reproducing machine in the class room, and that this half hour would be quite as valuable to the little ones as that devoted to finding out how many ounces of sugar there are in ten and a half barrels. Nothing systematic has yet been arranged for the use of the sound-reproducing machine in the class room, but I earnestly urge the music teachers of this country, who are working for the real musical development of our children, to take this matter up in all seriousness. I can assure them that their efforts will bring them rich dividends in increased interest in musical work of their pupils."

This is entirely in line with the opinions of other eminent vocal teachers in this country, who are to-day using the talking machine as a means of teaching style and interpretation. By this means they have all the great artists of the world at their disposal. They hear them at their best, for it must be remembered that each record made is not the result of haphazard singing, but "the survival of the fittest." In other words, it is the best record of several made—one that pleases and satisfies the singers, hence it is authoritative and immensely valuable to the teacher and the pupil.

David Bispham's words are worthy of consideration by those skeptics who like to sneer at the talking machine and its artistic influence. The attitude of people of this kind is to be pitied, for no intelligent, progressive mind can to-day ignore the fact that the talking machine, as a medium of reproducing the voices of the great artists of the world, is a factor of tremendous import in stimulating a greater appreciation of music and in bringing joy into the homes of those who are hungry to hear the great musical numbers of the masters sung by the leading singers of the world.

We also trust that Mr. Bispham's suggestion of the employment of the talking machine in the public schools will be taken seriously.

Over a year ago we suggested that dealers should endeavor to bring these machines to the attention of the school authorities, because we believed that the talking machine is just as effective in promoting a knowledge of good music as is the piano player which is now being utilized by lecturers and music teachers in all the leading colleges of the country. They both have a mission, and can perform it well.

DAVID BISPHAM.

POINTERS ON LANDING PROSPECTS.

Some Good Suggestions by Geo. H. Eberhard Which Are of Interest to Jobbers' Representatives and All Engaged in Building the Business Structure.

There is good meat in a talk to salesmen recently made by G. H. Eberhard, which can be digested with profit by talking machine men. It is his opinion that while, of course, there is always the exception, it is better, as a general rule, to see the prospective customer first. "Particularly when doing introductory work," says Mr. Eberhard, "which is the foundation of our business growth, you should aim to go after the dealer you are not selling first. When you start out fresh in the morning, then is the time to go after the fellow who is not handling our lines. All that you sell him is clear gain. It's easy enough to see your regular trade and friends afterward. The habit of many salesmen is to rush out among the good customers and get their business and then try to land new trade. If you will think it over it is a good deal like working backwards. Should you get a big bunch of business from your regular trade, you are apt to feel satisfied, and, if you don't you will feel disappointed. No salesman can work new trade when he is satisfied, in this sense, or discouraged or disappointed.

"Adding to the business structure every day by lining up new trade and bringing in new business, as well as taking care of the old, is necessary to our progress. When you sell an old customer you should drive home some new item that he is not buying. It's another chance to build the business. Selling to a customer who is satisfied, who likes us and likes our lines, is not salesmanship. Calling on this class of trade is merely to show that we are giving good service and to see that the customer does not get away from us for lack of intelligent attention, and that his business grows by his adding new items to his orders. It is much easier to increase sales on our lines than we are apt to think and the fault is usually with the individual's sales effort, knowledge of his line or plan of action. It is not the goods we sell, because we can all point to cheerful, satisfied customers on every item, and if a line can boast of this, it is salesmanship that will get us more of the same kind of trade.

"One needn't be a genius to be able to dress a window properly—the necessary requisites, a good bunch of common sense, with an application of your knowledge of business, art and human nature.

"Who makes the goods talk—whoever exhibits the true nature and uses of an article of commerce—whoever correctly and interestingly tells the news about his merchandise—he is the true advertiser.

"The up-to-date salesman reads and studies, just as men in other professions do.

"Method goes far to prevent trouble in business; for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope."

HOW CONCERTS HELP TRADE.

Dealers Should Not Overlook This Effective Means of Bringing Their Goods Before New Prospects—Enterprise of Wanamaker's Talking Machine Department Worthy of Emulation By Enterprising Dealers Everywhere.

"Opera News" is the title of a very clever little paper which has been issued by John Wanamaker in Philadelphia and New York. It is devoted to comments upon the current musical and operatic productions, and in this connection it is announced that lecture recitals of the grand operas on the days preceding their rendition are given at Wanamaker's by Jos. M. Rogers, illustrated by the famous grand opera stars on the Victrola with grand organ and piano. On the back page of this sheet appears a list of Victor records given each week and consisting of extracts from the various operas played at the opera houses.

We referred to this plan of publicity last month, and consider it one of the most effective and progressive schemes for concentrating attention on the merits of the talking machine which has yet been conceived. It appeals to a class of purchasers who, unfortunately, have not given as close consideration to the talking machine as they should, and demonstrates clearly that the voices of the great artists can now be heard as effectively in their own homes as in the opera house.

We would like to appeal afresh to dealers all over the country to consider the giving of concerts, no matter on how small a scale. They make friends for the dealer and are most educational in stimulating a knowledge of the wonderful possibilities of the talking machine—and by this we mean all makes—among those musically inclined, who are gradually being made to realize that the talking machine is proving one of the greatest factors which we have today in this country in bringing a knowledge of the best in music to the home.

IT OCCURRED IN BOSTON.

In Boston, as everyone knows, the symphony concerts are viewed in the light of sacred ceremonials. In this connection the story is told of two little girls of a certain family who returned from the music hall "in a state of mind." One of them carried an expression of scorn; the other an air of great dejection. "What is the matter, girls?" asked some member of the household. "Was the concert fine?" "The concert was all right," responded Eleanor. "The trouble was with Mary. She disgraced herself." "Disgraced herself!" "Yes, she sneezed in the middle of the symphony."

TRADE ON THE PACIFIC COAST.

Dealers Well Pleased with Talking Machine Business for November—Holiday Buying Already Begun—Better Class of Goods in Demand—Heine Piano Co.'s Fine New Department—Bacigalupi & Sons Get Edison Shipment—Columbia Co. to Remain in Present Quarters—Difficult to Get Sufficient Stock—Featuring Dr. Cook's Record—Other Items.

(Special to The Talking Machine World.)

San Francisco, Nov. 29, 1909.

All the San Francisco talking machine dealers report a further increase of business for the month of November, the retailers being especially gratified with the showing made. Without exception they find a far heavier volume of sales than a year ago, and while it is of course impossible to get any definite figures at this time, the wholesalers say that if the next month holds up anything like as well as that just past, the total sales for the year will be far in excess of anything in former years. The quietness following the Portola festival lasted only a short time, and the season of Christmas buying has begun unusually early. Local retailers have been rushed, and those outside, while they ordered quite liberally early in the season, report that their supplies are already running low.

The class of goods sold on the coast has shown a steady and constant improvement. Victrolas have of course been a tremendous success from the start, and a large inquiry is reported for the more expensive styles of machines produced by the other companies, while machines of a really cheap character find little sale anywhere. A similar observation is made in regard to records. Popular music, etc., is of course still popular, but quality is insisted upon, and the great vogue of expensive machines has caused an enormous increase in the sale of the more expensive opera selections.

Frank Anrys, manager of the Wiley B. Allen Co., says: "Our talking machine department is making very satisfactory progress. We are now all on a common basis in this line, and the amount of business we get depends entirely upon the service we can give, the attractiveness and convenience of our quarters, and similar factors. We believe nobody in the city can surpass us in these particulars, and we accordingly have the highest hopes for the future of this department. It is a new feature, but is becoming known, and the volume of business is growing steadily."

The Hauschildt Music Co. of Oakland, Cal., which opened a branch in San Francisco this week, intends to install a fully equipped talking machine department in the store at 51-53 Grant avenue. The stock is not yet on hand, but will be ready early in December, and demonstration rooms are being fitted up on the third floor.

The Heine Piano Co. have fitted up a fine talking machine department in the basement of the new store on Stockton street, near Market, putting in a large stock of Victor goods under the supervision of J. H. Wales. There are four nicely appointed demonstration rooms.

Peter Bacigalupi & Sons have just received a large shipment of Edison goods, of which they were badly in need to fill current orders. They report a heavy demand for Cygnet goods, which keeps them busy shipping, and are also sending out large lots of records. They state, in fact, that business on the entire Edison line is picking up with the approach of the holidays.

C. E. Lyons, from the factory of the National Phonograph Co., passed through from the north recently with samples of the new Amberola machine, which has attracted great interest on the part of local dealers. C. H. Wilson, general manager of the National Phonograph Co., also spent last week in this city, and is now visiting other points on the coast.

W. F. Geary, of Kirk, Geary & Co., of Sacramento, Cal., jobbers of Columbia records in the northern part of the State, is in San Francisco this week.

The Columbia Phonograph Co. have been unable to close a deal for a downtown location on favorable terms, and have finally made arrangements to remain in their present home at Van Ness avenue and O'Farrell street through the winter. The retail department has been rearranged for the sake of greater convenience, and in spite of the distance from the regular retail district of the city, Mr. Scott, the local manager, is having quite a rush of business. The wholesale department, however, will be the main standby, and the sales in this department have shown a most encouraging growth during the past year. This office has been rather short of goods lately, and a large shipment which arrived last week has helped to relieve the situation. Practically all the goods, however, were delivered to the outside agencies. The new Graphonola-Elite has been a subject of general inquiry, and a number have been sent to other branches, leaving only one or two in stock here. While quite a lot of the new four-minute records have come in, the shipments so far have hardly been sufficient to fill the many orders taken in advance.

Mr. Beck, of the retail talking machine department of Kohler & Chase, is now very busy with preparations for getting into the new quarters, which will be occupied in about a week. The department will be located on the fifth floor of the new building, and is being fitted up in most elaborate style, ten rooms being provided for demonstration alone. The regular business is very active at present, and it is expected that with the increased facilities there will be a decided improvement. Kohler & Chase have had notable success with the Cygnet goods, and have taken quite a number of advance orders for the Amberola, which they expect to have in stock shortly.

Mr. Jones of the Pacific Phonograph Co. is also working on preparations to get into the new quarters, but will probably not attempt to move the wholesale stock until the end of the month, as with the present rush of business there is too much other work to be done. The company are keeping their stock of Edison goods complete in every way, and have found this policy a great help in the development of their trade.

Sherman, Clay & Co. have quite a distinctive talking machine display in their window this week. The feature is the record of Dr. Cook's narration of his North Pole experiences, and the display shows a full-size figure representing Dr. Cook, with a realistic arrangement of polar bears, icebergs, etc., giving the window quite a Christmas appearance.

The Wiley B. Allen Co. are also making a special display of the Dr. Cook records.

Sherman, Clay & Co. report increasing sales of the Victrola all the time. They are giving this machine some extensive advertising in this city at present, and expect a very heavy demand during December.

Adams & Shinn have bought out the talking machine store of Wauschope Bros. at Lodi, Cal. The business will be conducted under the name of the Lodi Music Co., both Victor and Edison goods being carried.

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.

177 TREMONT ST. BOSTON, MASS.

WULSCHNER-STEWART CO. OPENING.

Well-Known Indianapolis Music House Entertains Thousands of Visitors on Interesting Occasion—Arrangement of the New Quarters.

The formal opening of the new establishment of the Wulschner-Stewart Music Co. at 229-231 Pennsylvania street, Indianapolis, Ind., was held on November 24 and was a decidedly interesting event, judging from the thousands who attended. Orchestral concerts were given in the morning, afternoon and evening, by prominent local musicians, and souvenirs were presented to all visitors. The entire building was elaborately decorated for the occasion.

The new store is one of the handsomest music houses in the Middle West, and elicits words of commendation and surprise from those competent to judge.

Phonographs are displayed in the commodious basement, which is divided into a number of cozy salesrooms; the main floor is given over to sheet music, small instruments, etc., with the offices in a mezzanine at the rear. The three upper floors are occupied by salesrooms for pianos and player-pianos.

LEASE NEW QUARTERS.

Daynes-Beebe Music Co., Salt Lake City, to Have More Commodious and Handsome Store —Columbia Jobbers.

The new Daynes-Beebe Music Co., Salt Lake City, Utah, have leased elaborate quarters at 45 South Main street, where they will occupy over twelve thousand square feet of floor space. Plans have been completed for an entire new front, as well as a handsome main show room and separate soundproof parlors for demonstrating talking machines and pianos. They are exclusive Columbia jobbers.

Victor Red Seal Records

Every Victor dealer owes it to the future of his business to push the sale of Red Seal Records.

Among the most successful Victor dealers to-day are those who have constantly kept "grand opera" in front of their customers—by giving frequent concerts—by circularizing—and by providing attractive and appropriate exhibition rooms for the Victor.

These dealers have become enthusiastic on the subject of grand opera, and they have made enthusiasts of their customers.

A Red Seal customer is one of your best advertisements—he gets his friends interested in the Victor—creates a number of opportunities for you that are sure to bring new sales if you follow them up. Most Red Seal customers are liberal buyers; they come in regularly for new records; and their interest increases with every new record they buy.

You know the profits in Red Seal Records. And you know that other dealers have "come up" from a small beginning by recognizing the great value of the Red Seal idea.

Why don't you make a feature of Red Seal Records and put your business on a bigger paying basis?

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

Albany, N. Y. — Finch & Hahn.
Altoona, Pa. — W. H. & L. C. Wolfe.
Atlanta, Ga. — Elyea-Austell Co.; Phillips & Crew Co.
Austin, Tex. — The Petmecky Co.
Baltimore, Md. — Cohen & Hughes.; E. F. Droop & Sons Co.; H. R. Eisenbrandt Sons.; Wm. McCallister & Son.
Bangor, Me. — M. H. Andrews.
Birmingham, Ala. — E. E. Forbes Piano Co.; Talking Machine Co.
Boston, Mass. — Oliver Ditson Co.; The Eastern Talking Machine Co.; M. Steinert & Sons Co.
Brooklyn, N. Y. — American Talking Machine Co.
Buffalo, N. Y. — W. D. Andrews.; Neal, Clark & Neal Co.
Burlington, Vt. — American Phonograph Co.
Butte, Mont. — Orton Brothers.
Canton, O. — The Klein & Heffelman Co.
Charlotte, N. C. — Stone & Barringer Co.
Chicago, Ill. — Lyon & Healy.; The Rudolph Wurlitzer Co.; The Talking Machine Co.
Cincinnati, O. — The Rudolph Wurlitzer Co.
Cleveland, O. — W. H. Buescher & Son.; Collister & Sayle.; The Eclipse Musical Co.
Columbus, O. — Perry B. Whitsit Co.
Dallas, Tex. — Dallas Talking Machine Co.
Denver, Colo. — The Hext Music Co.; The Knight-Campbell Music Co.
Des Moines, Iowa. — Chase & West.; Harger & Blish, Inc.
Detroit, Mich. — Grinnell Bros.
Dubuque, Iowa. — Harger & Blish, Inc.
Duluth, Minn. — French & Bassett.
El Paso, Tex. — W. G. Walz Co.
Galveston, Tex. — Thos. Goggan & Bros.
Grand Rapids, Mich. — J. A. J. Friedrich.
Honolulu, T. H. — Bergstrom Music Co., Ltd.
Indianapolis, Ind. — Musical Echo Co.; Wulschner-Stewart Music Co.
Jacksonville, Fla. — Carter & Logan Brothers.
Kansas City, Mo. — J. W. Jenkins Sons Music Co.; Schmelzer Arms Co.
Lincoln, Neb. — Ross P. Curtice Co.
Little Rock, Ark. — O. K. Houck Piano Co.
Los Angeles, Cal. — Sherman, Clay & Co.
Louisville, Ky. — Montenegro-Riehm Music Co.
Memphis, Tenn. — E. E. Forbes Piano Co.; O. K. Houck Piano Co.
Milwaukee, Wis. — Lawrence McGreal.
Minneapolis, Minn. — Minnesota Phonograph Co.
Mobile, Ala. — Wm. H. Reynalds.
Montreal, Canada. — Berliner Gramophone Co., Ltd.
Nashville, Tenn. — O. K. Houck Piano Co.
Newark, N. J. — Price Talking Machine Co.
Newark, O. — The Ball-Fintze Co.
New Haven, Conn. — Henry Horton.
New Orleans, La. — Nat'l Auto. Fire Alarm Co.; Philip Werlein, Ltd.
New York, N. Y. — Blackman Talking Machine Co.; Sol Bloom, Inc.; C. Bruno & Son, Inc.; I. Davega, Jr., Inc.; S. B. Davega Co.; Chas. H. Ditson & Co.; Jacot Music Box Co.; Landay Brothers, Inc.; Stanley & Pearsall.; Benj. Switky.; New York Talking Machine Co.
Omaha, Neb. — A. Hospe Co.; Nebraska Cycle Co.; Piano Player Co.
Peoria, Ill. — Chas. C. Adams & Co.
Philadelphia, Pa. — Sol Bloom, Inc.; Louis Buehn & Brother.; J. E. Ditson & Co.; C. J. Heppe & Son.; Penn Phonograph Co., Inc.; H. A. Weymann & Son, Inc.
Pittsburg, Pa. — C. C. Mellor Co., Ltd.; Standard Talking Machine Co.
Portland, Me. — Cressey & Allen.
Portland, Ore. — Sherman, Clay & Co.
Richmond, Va. — The Cable Piano Co., Inc.; W. D. Moses & Co.
Rochester, N. Y. — The Talking Machine Co.
Salt Lake City, Utah. — Carstensen & Anson Co.; The Consolidated Music Co.
San Antonio, Tex. — Thos. Goggan & Bros.
San Francisco, Cal. — Sherman, Clay & Co.
Savannah, Ga. — Phillips & Crew Co.
Seattle, Wash. — Sherman, Clay & Co.
Sioux Falls, S. D. — Talking Machine Exchange.
Spokane, Wash. — Eiler's Piano House.; Sherman, Clay & Co.
St. Louis, Mo. — Koerber-Brenner Music Co.; St. Louis Talking Machine Co.
St. Paul, Minn. — W. J. Dyer & Bro.; Koehler & Hinrichs.
Syracuse, N. Y. — W. D. Andrews.
Toledo, O. — The Hayes Music Co.; The Whitney & Currier Co.
Washington, D. C. — E. F. Droop & Sons Co.; John F. Ellis & Co.

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MILWAUKEE'S BUDGET OF NEWS.

Holiday Business Now in Full Blast and Dealers Pleased with Results—Various Stores Decorated for the Season—Hoeffler Manufacturing Co.'s Handsome Exhibit—Eicholz & Schefft Succeed Simon Goerke—Awaiting the First Amberolas—Gimbel Talking Machine Department Opened—News of the Travelers—Dealers in Janesville, Wis., Worried—Edison Business Phonograph in College—Other Items of General Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 8, 1909.

The holiday business in the Milwaukee talking machine field, in both retail and wholesale lines, is now in full blast and the prediction is made by leading dealers that trade will be double that of a year ago. Sales are not only larger and more frequent, but demand is much stronger for the higher class machines. Take it all in all, dealers are highly satisfied with conditions and predictions are being made that business, even after the holidays, will continue to be of the best.

The biggest boom is being felt in retail lines of course. People seem to once more have plenty of money and are showing a decided inclination to spend a good share of their holiday allowance for talking machines and records. Dealers expect an exceptional holiday trade this year, following a general resumption in all business lines and from the fact that holiday sales for the past two years were not up to the normal. While wholesale trade is very good, there is not the perceptible increase here as in the retail field, due to the fact that dealers all over the State have been replenishing their stocks for many weeks in anticipation of a lively trade at this time.

Milwaukee dealers have their stores in gala day attire for the holiday season and several innovations in the way of window displays have made their appearance. One of the most interesting of these is an attractive exhibit of Victor and Edison machines at the Hoeffler Manufacturing Co. here a real live "Santa Claus" attracts the attention of Christmas shoppers, calling their attention to the big showing of machines and record hits.

Simon Goerke, the well known dealer at 839 Third street, has sold his stock and business to George Eicholz and Charles H. Schefft, who will conduct the business at the same location under the firm name of Eicholz & Schefft. George Eicholz is the proprietor of a talking machine store on Fond du Lac avenue, while Mr. Schefft is secretary of the Ross, Schefft, Weinman Piano Co., well known piano dealers at 422 Broadway, representatives of the Hazelton, Behning, Mehlin and other leading lines. Oscar Schefft, son of Mr. Schefft, will have charge of the newly purchased store.

The Amberola, the new cabinet Edison, is being anxiously awaited by Milwaukee dealers. It was expected that the machine would make its appearance promptly at the opening of December and dealers placed their orders for the machine accordingly. Judging from the interest already evinced in the machine, it will be a big seller in the Christmas trade.

William P. Hope, traveling representative of the National Phonograph Co. in Wisconsin and Upper Michigan territory, has just left Milwaukee for an extended trip in southern Wisconsin.

Temporary quarters have been opened at the Gimbel Bros. department store for the new talking machine department which was installed some time ago. A complete line of Victor machines, records and appliances are being displayed for the holiday trade under the general supervision of E. S. Bridge, manager of the piano department of the store. Architect John Henge, Jr., has been instructed to prepare plans for $2,000 worth of alterations on the second floor of the big store where the elaborate talking machine department will be installed permanently. It will not be possible for the new department to be installed in the new quarters before the holidays, but it is expected that it will be ready soon after the opening of the new year.

William Schmidt, traveling salesman in Wisconsin for the Victor Co., has resigned to become general wholesale manager for Lawrence McGreal. A successor to Mr. Schmidt has not as yet been chosen. In accepting the position with Mr. McGreal, Mr. Schmidt returns to the field which he left some months ago to go on the road.

Some big sales of the Edison Business Phonographs were made this month to leading manufacturing plants of Milwaukee by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. The Cutler-Hammer Co., manufacturers of electrical apparatus, and the H. W. Johns-Manville Co., asbestos goods manufacturers, have each installed a large number of machines and are especially well satisfied with results.

"One of the best and wisest things that the Victor company ever did was to place on the market the Victor light opera selections," said several local dealers to The World correspondent. "It is astonishing to note the interest that the public is taking in these records and it goes without saying that sales of records of all the big opera hits are especially heavy."

Roy Keith of The Talking Machine Co. of Chicago, and H. Gibbs of the Rudolph Wurlitzer Co. of Chicago, were recent Milwaukee visitors.

The De Luxe model Grafonola and the "Elite" model Grafonola, the latter the first hornless machine to be placed on the market at $100, have arrived at the Milwaukee establishment of the Columbia company and are creating no end of interest. Manager A. G. Kunde and his capable wife report an excellent business in the Columbia line. The Columbia store has been meeting with an especially fine sale of the new four-minute indestructible cylinder records.

E. C. Plume, western wholesale manager of the Columbia Talking Machine Co., with headquarters at Chicago, recently called upon the Milwaukee Columbia branch.

Paulis Bros. at Manitowoc, Wis., have purchased the entire talking machine stock of A. Rummelie and are now displaying the most complete line of Victor and Edison machines in the city.

W. J. Augustin, the talking machine dealer of Fond du Lac, Wis., has opened his new branch store at Oshkosh, Wis., a move which he has contemplated for some time. The new branch store is in charge of G. R. Wolf of Milwaukee, an experienced talking machine salesman.

Talking machine dealers at Janesville, Wis., are much concerned over the report that professional and business men of that city are preparing a petition to the Common Council calling for the abolition of the talking machine at the five and ten-cent theaters in that city. It seems that business men located near the theatres cannot become accustomed to the talking machine "barkers" and they have declared them to be nuisances and a menace to the nervous system. The business men say that they would not object to the use of a music box by the theatres but that they have declared everlasting war against the talking machine.

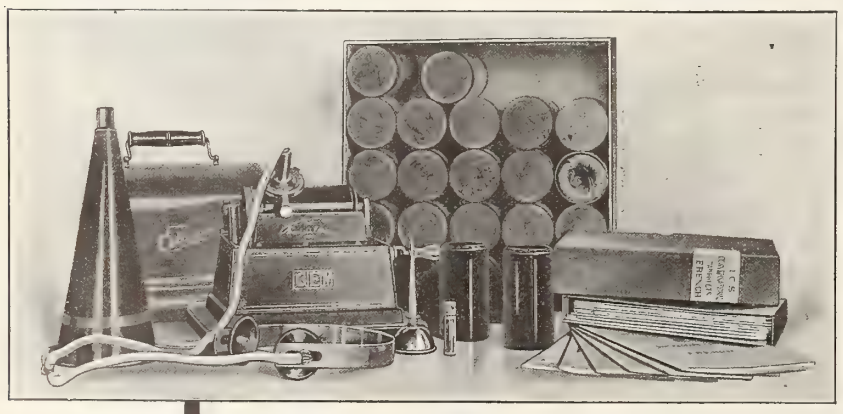
The "4 C" business college at Madison, Wis., is meeting with great success in the use of the Edison business phonograph. The machine is being used extensively in the shorthand department where fifteen students take dictation from it at the same time.

COLUMBIA FACTORY RUNNING NIGHTS.

All the departments of the Columbia Co.'s big plant at Bridgeport, Conn., are now working day and night up to nine o'clock. Bridgeport has often been called the industrial capital of Connecticut, and the Columbia Phonograph Co.'s factories constitute one of Bridgeport's busiest institutions.

If some salesmen would sell as many goods in the merchants' stores as they do in the hotel lobby, more would be making $10,000 per year.

The New I. C. S. $35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

LIVE HOLIDAY ADVERTISING.

Placed in New York Newspapers by National Phonograph Co.—Some of the Convincing Reading Matter—The Phonograph as an Educator—Dealers Should Profit by the Publicity and do Their Share at Once.

The Christmas advertising of the National Phonograph Co. in the New York evening papers is attracting a great deal of attention, not merely from the trade, but from all those who are interested in progressive publicity.

In the New York Evening Journal and The World recently they had strong announcements in the form of editorials with side captions which occupied the full depth of the page, three columns wide. The text was instructive and interesting and formed a strong argument for the phonograph from educational, musical and amusement viewpoints. We reproduce the text herewith, so as to give an idea of the kind of work the National Phonograph Co. are doing in New York to stimulate trade for their dealers:

Your Children and Their Musical Education.

"Although New York City offers greater advantages in the way of a musical education than any other city in the world, and although every mother and father recognizes the importance of a certain knowledge of music in the development of a child's character, the great spectre of expense handicaps the children of New York City in gaining even a slight knowledge of good music.

"In Italy and Germany, everybody sings from childhood. Music is cheap over there, and people of all classes are familiar with the airs from the great operas. And it is a notable fact that some of the greatest singers of these countries have risen from the humblest circumstances. For instance, Campanini, the great Italian tenor, was discovered singing at his blacksmith's forge. Madame Schuman-Heink, the greatest Wagnerian mezzo-soprano of all time, was of humble birth.

American Musicians Greatest in the World.

"Yet the great success of Mary Garden, Madame Nordica, Riccardo Martin, Alfred Spalding, the violinist, and Fanny Bloomfield-Zeisler, the pianist, proves that Europe has no copyright on genius—that American musicians rank as the equal, if not the superior, of those of all other countries.

Your son or your daughter may have the making of the greatest musical genius of the age. The sparks of genius may burn just as brightly in your own child as in Mary Garden or Riccardo Martin. You do not know—you cannot know until his or her musical appreciation has been brought out by instruction.

The Importance of Hearing Good Music.

"By instruction and musical education is not meant simply taking lessons and practicing. The important part is to hear and know good music. The fact is illustrated in the following story: A young girl went to Anton Rubinstein, the great composer, for advice regarding her musical education. She had $100. Rubinstein advised: "Put $10 into music lessons—put the other $90 into hearing all the best music of the opera, concerts and oratorios that you can."

"You may not be able to give your children a technical musical education, and there is no reason that you should before they have shown sufficient musical talent to warrant it. But you should not withhold from them the advantages of hearing the best music that the Metropolitan and Manhattan Opera Houses afford—especially as this part of their musical education is nine times as important as the technical part, and when these advantages are within your reach, and well within your means, no matter what your circumstances.

There Is No Excuse for Any Home Being Without a Phonograph.

"The Edison Phonograph brings to your home the best music, played and sung by the greatest musicians of the age. And it brings to you and your children a knowledge and appreciation of good music, which is the foundation of musical training. There is no excuse for your home being without an Edison phonograph when you consider that you can have an Edison phonograph at your own price—anywhere from $12.50 to $125—and on your own terms.

"There are Edison phonograph dealers all over Greater New York—go in and hear the Edison to-day. And take the children with you. If you don't know where your nearest Edison dealer is, write and ask the National Phonograph Co., 142 Lakeside avenue, Orange, N. J. If there isn't and Edison dealer just around the corner from you, there is one within a five-cent trolley ride.

"There should be an Edison phonograph in your home now—for your children's sake. There is no excuse for being without one."

Of course, the above announcement naturally suffers for lack of display, but the reader can get an excellent idea of how important and valuable is this campaign in stimulating interest in the phonograph.

It is really up to the dealers to take advantage of this work and make themselves known, so that the public will know where Edison phonographs can be purchased in New York. The dealers must not leave all the work to the manufacturers. They must do their share. It is through co-operation that success can be achieved, not merely this holiday season, but at all times.

BETTER THAN THE "SWEAR ROOM."

Editor Swears Into Phonograph and Realizes the Enormity of His Crime and Reforms.

(Special to The Talking Machine World.)
Indianapolis, Dec. 3, 1909.

Some men can smother their feelings when things go wrong with them, but not so with James H. Adams, a Vincennes newspaper man. He likes to do things "up brown," when he does them at all, and so with the "cussing.' Adams was in town the other day, and one of his friends heard from him his own story of how he spent half a day unloading himself into a phonograph.

It was all after the last State campaign. He was among the most hearty of the Watson supporters. He was for Watson through and through, and when Watson was defeated he simply couldn't believe it. It made him so mad that for a day and a night he "brooded." It was on the second day that he took his spite out on the phonograph. He uses one at his office to dictate letters into. He took this home, locked himself in his room and began. He used nine records telling the phonograph what he thought of the political situation.

Then he listened to the instrument reel off the talk to him. He sort of liked it; and still it seemed to him there was something the matter. So he turned and dictated a statement into the machine, promising never to lose his temper again and never to say so much as a "cuss" word again as long as he lived.

FRANK SCHILLING GETS COLUMBIA LINE.

The Columbia line has been placed with Frank Schilling, the leading piano dealer of Oswego, N. Y. He placed a substantial initial order for immediate delivery. The goods have been forwarded, and Mr. Schilling promises to be one of the representative dealers of the Columbia Phonograph Co., General, in western New York.

Beginning with the January, 1910, edition, the size of page of the Victor record catalog will be increased to 5x7 1-4 inches, which is practically double the present size. The Victor Co. state that this enlarged page will enable them to materially increase the size of the type and pictures and to better arrange the listing of the records.

YOU MUST ACT QUICK AS LIGHTNING!

"3-IN-ONE" PRICES ADVANCE JAN. 1!

December is the last and *only* month you'll ever be able to get "3-in-One" at the old (the present) prices!

If you're as wise as hundreds of other good retailers have been during the last month, you'll order a big "3-in-One" supply for 1910 *immediately!*

Remember you can SELL HALF AGAIN AS MUCH "3-IN-ONE" IN 1910 AS YOU SOLD IN 1909!

Why?—*Because* we have greatly increased our newspaper, magazine, billboard and circular advertising—*because* our unique plan of putting a generous "3-in-One" sample right into your prospective customers' hands *will* bring them through *your* front door with the money for bottle of "3-in-One" and then still more. We will sweep your counters clear of "3-in-One" in a *hurry.* We will sweep big, fat, EXTRA profits into your pockets, *IF* YOU STOCK UP NOW AT THE "OLD PRICES."

"3-in-One" is the fastest selling oil on the market—and the best oil, too. It's the only oil that lubricates, cleans and polishes *and* prevents rust. Has a hundred uses in every home, office, or factory. *Needed* by a hundred people where any other oil is needed by one.

Close manufacturing margin and heavily increasing manufacturing costs *compel* us to raise the price. We've given you ample notice. This is the last call.

Don't Forget.—Not an order at present prices will be accepted after Jan. 1, 1910. Jobbers in all lines are fully informed about the new prices and will maintain them.

3-IN-ONE OIL COMPANY

42 Broadway NEW YORK

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor
J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, W. T. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, August J. Timpe, R. W. Simmons.

Boston Office: Ernest L. Waitt, 69 Summer St.
Chicago Office: E. P. Van Harlingen, 156 Wabash Ave.
Philadelphia: R. W. Kauffman.
Minneapolis and St. Paul: Adolf Edsten.
St. Louis: Chas. N. Van Buren.
San Francisco: S. H. Gray, 88 First St.
Cleveland: G. F. Prescott.
Cincinnati: Bernard C. Bowen.
London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

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SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, $1.25. England and her colonies, five shillings.

ADVERTISEMENTS, $2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, $60.00; special position, $75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1909.

BEFORE another issue of The Talking Machine World shall have appeared the curtain will have fallen upon 1909, a year which has been vastly superior to its immediate predecessor.

And yet through it all trade has been somewhat fitful.

Sometimes it has been surprisingly good, and then, without apparent cause or reason, the business springs apparently dried up so that no life was discoverable.

Then, again, they burst forth with geyser-like activity without the slightest warning.

It has been a fitful year, and there are still a few good days left in which to help bring up the average for December, and December is a month which is going to be particularly good in business circles, with its glad profit and inspiring hustle.

It is a season of activity and rush, and, quite naturally, there is a big influx of business and money, and it is those factors that make the merchant's prospects pleasant and gives him an incentive to continue definite plans.

It gives the salesmen—that faithful army who are to execute the planned manoeuvers—a spur, and the wiser salesmen—may their tribe increase—always do their best, anyhow, because it is the way to self-improvement and fits for higher place and higher pay.

There are some, however, who are apt to lie back in the harness when the pull is heavy and give themselves over to that tired feeling.

Now it is right here where a nice heart-to-heart talk in open meeting may do good, and yet will be doubly effective if the heads of the retail establishments themselves enter into the discussions.

1909 HAS been marked by continued legal strife in the talking machine domain, and thousands of dollars have been used up in legal battles in this trade which might have been saved for their owners.

More than one-half million of money has been given to operate the legal machinery and untold thousands in energy and time have been expended in consultation with lawyers in discussing the pros and cons of cases.

There is no industry, so far as we know, and we have the acquaintance of a few, which can compare with the talking machine trade for legal encounters.

It is a young industry, and since its inception it has been one constant long-drawn-out legal battle, and the end is not yet.

The talking machine men have been good plucky fighters, and they have not hesitated to draw heavily upon their financial resources to defend what they have considered to be a rightful position.

That is good—it is the right kind of spirit, but at the same time one sometimes cannot help thinking how much would have been saved had there been some sort of adjustment so that we could have coaxed down the dove of peace upon the embattled scene?

The dove at times would have found trouble in finding a landing place.

THE Christmas spirit is abroad in the land and there is liberal purchasing in all lines.

Even the great cities of the East which have been in a state of somnolence, so far as retail trade is concerned, for the past few weeks have taken on surprising activity.

It is estimated that more goods will be purchased during the holiday season of 1909 than in any previous year in American history.

By this we do not mean to say that all trades will attain a record-breaking position, for they will not.

We know of some industries that will not reach the point gained in 1907.

We know of others that will far exceed it, but, taking the country as a whole, it may be safely estimated that more goods will be sold during the holiday season than in any previous year since Columbus traded beads with the Indians.

Our reports from the central cities of the West show that the talking machine men there are enjoying a magnificent business, particular emphasis being placed on the higher-priced machines.

Trade in this special field is improving in the eastern part of the country, and everywhere the spirit of Yuletide is made manifest in liberal purchases.

DURING the past year The Talking Machine World has made steady advance, and it has a host of friends in every part of the world with whom it is in close and regular contact.

We are in constant receipt of communications praising the policy of this paper and conceding its usefulness.

We cannot, of course, print the hundreds of letters which we have received from men who believe in The World and look upon it as a helpful force to their business, but it may not be deemed evidence of weakness on our part if we reproduce two or three excerpts showing how The World is appreciated in various sections.

In a lengthy communication, Edward Borgum, general traveling representative for the Eilers Music Co., of Portland, says: "I have traveled extensively on the Pacific Coast and have found that all the successful dealers are readers of The World."

That is a point worthy of consideration.

R. T. Rhine, western representative of the Columbia Phonograph Co., Lincoln, Neb., says: "I believe The Talking Machine World is the best trade paper in existence to-day, and it should be read and appreciated by every talking machine dealer in the United States, for it not only furnishes valuable information, relative to patents, but every salesman will find just what he is looking for to help close that big deal he is so anxious about."

Then, across the water, Thomas Edens Osborne, one of the most progressive jobbers in Ireland, writes: "Your publication is indispensable. I use the word indispensable advisedly, for I do not feel there is any up-to-date dealer or jobber in the talking machine industry who does not look upon The Talking Machine World as a journal from which he will obtain probably more useful hints for the successful conduct of his business than all other periodicals connected with the talking machine trade."

We have hundreds of letters on file written in a similar vein, and in quoting the above we wish our many friends to know how deeply we appreciate their kindly sentiments.

It encourages us to hold to the lines which we laid down—it is gratifying, indeed, because it shows plainly that we have created what we started out to build—a helpful, instructive, elevating journal for the industry, and without the support and encouragement of our friends we should fail absolutely.

We need them, and when they say that they need us, it certainly sounds good, and to all of our friends in every part of the earth we wish a Christmas full of joy and cheer—chock full of business health and happiness, and a New Year which will bring still brighter and better things.

WHEN talking machines are sold on an instalment basis care should be exercised at all times in training purchasers so that they will meet their payments promptly.

It is certain if a customer feels that indifference is manifested towards him by the merchant from whom he makes a purchase he will very readily allow the regular instalment periods to swing by without a call at the wareroom to make his payment.

There is nothing like a perfect system which enables the merchant to rely with accuracy upon a certain amount of instalment money each month. He knows where he stands at all times.

The man who insists upon prompt payments on the part of his customers is viewed by the manufacturers who sell him as a safe and sound business man.

In order to make good collections it is not necessary to be offensive to customers, but a fixed policy in the collection department is certainly one of the best features which a business can incorporate in its working system.

Good collections invariably mean a good business and the man who compels his customers to live up to their obligations is adopting plans which will very materially ease for him the wearing strain of business.

Good collections mean a good bank account, and that's a mighty convenient asset to have.

There is no department of the business which requires closer scrutiny and consideration than that of collections—if a business is to succeed.

WHERE IGNORANCE IS BLISS.

Hazy Ideas of Daily Paper Writers Regarding the Talking Machine of To-day—One Paper Condemns Talker as Adjunct to Church Services in Manner That Betrays Pure Ignorance—Has Already Won a Place in Sacred Work—Dealers Should Make Subject Clear to Editors in Their Own Cities.

That there are still some editors and writers connected with the daily papers who have hazy ideas about the present-day talking machine is clearly evident from the remarks which come under our notice from time to time. For instance, discussing the progress of the talking machine editorially in a Western paper recently, the writer says:

"It has been suggested that the talking machine may be used also for public prayers, or for soloists in the church choir, and finally act as a substitute for the whole religious service. Think of a combination of diaphragms and revolving cylinders taking the place of sermon, hymns and players! The proposition sounds almost uncanny. There is something almost sacrilegiously suggestive about it. Is this the proper thing to be used in the worship of God? It is hard to resist the belief that a man who is converted under the influence of one of these screeching, sputtering machines had a mighty little soul to commence with. The talking machine might be used as a substitute for campaign speakers, for much of the stuff they tell the voter couldn't be worse; but when it comes to religious worship—but why say more to anyone who has ever been tortured by one of these public nuisances?"

This is the veriest kind of rot. The writer doesn't know what he is talking about, for if he made inquiries he would know that in hundreds of churches to-day the talking machine is utilized to good purpose. Instead of "torturing," or "debasing," it is elevating the human mind. As a matter of fact, there cannot be a comparison between the efforts of a lot of amateurs in the church choir and the magnificent singing of a sacred song, or hymn, by one of our great singers, through the medium of the talking machine. And, when accompanied by some musical instrument, either the organ, piano or strings, it is still more effective.

Talking machines are being employed to-day to supply music both instrumentally and vocally in a number of churches, and the congregations and ministers speak highly of them. Only last week we had the pleasure of conversing with the minister of a church in New York, who has used the Victor Victrola in his church services for over a year past. He, as well as his parishioners, are most enthusiastic over the splendid effects obtainable. By this means many famous artists are heard in vocal solos between tne regular choral services of the church.

Contrary to the opinion of the editor above referred to, we hold that the talking machine is a proper thing to be used in the worship of God. We would much prefer to hear a good singer through the medium of the talking machine than to hear the efforts of so many ambitious amateurs in the choir loft. The former gives pleasure; the latter often inflicts torture.

As a substitute for the minister the talking machine has also been employed to good purpose in the church. There are several cases on record where ministers, having been confined to their homes through illness, have made records of their sermons and had them delivered in the church. One minister in Sullivan County, New York, whose parish extends for thirty miles, has been able on off Sundays to send records of his sermons to his parishioners in outlying districts, and in this way he has provided spiritual aid and help every Sunday during the year, where formerly he was only able to visit the country churches personally every third or fourth Sunday. So it will be seen that in the religious sphere, as in that of amusement, the talking machine has a *raison d'etre*.

This kind of balderdash—maligning and underestimating the talking machine—which we read of from time to time in the daily papers, is becoming tiresome, and it would be hardly worthy of serious consideration were it not that comments of this nature have a tendency to misinform and mislead the public.

As we said last month, dealers should make it a point that whenever comments of this character appear to educate the editor or writer by inviting him to their store and demonstrate the remarkable development and merits of the modern talking machine for his benefit. Thus they can make him "eat the leek," as the Bard of Avon puts it.

GIVE EXCELLENT PUBLICITY.

Grinnell Bros., Detroit, Fit Up "Victrola Hall" and Give Noon Hour Concert Daily.

(Special to The Talking Machine World.)
Detroit, Mich., Dec. 6, 1909.

Grinnell Bros. have adopted a unique method to advertise the Victrola. They have fitted up a hall in the basement of their store that they have named "Victrola," and every noon between the hours of 11.30 and 1.30 o'clock they give a concert for the benefit of those desiring to hear good music. The hall is the best arranged of any similar place between New York and Chicago, the management of Grinnell Bros. say, and every effort is made by those in charge of the Victrola entertainment to give the audience a first-class concert every day.

Talking machine stores have not enjoyed as large a business this fall as other lines in the music field.

"Our wholesale business has been unusually good all fall, but our retail business up to a week ago has been poor," says K. M. Johns, the local manager of the Columbia Phonograph Co. "Last week the retail business began picking up, and it now looks as though we were going to have our usual holiday rush. We have on exhibition two new styles of the Grafonolas, and we expect the third style any day now."

SOUSA RENEWS CONTRACT

With Victor Talking Machine Co. for the Making of Disc Records.

John Philip Sousa, whose band for the last nine years has made records exclusively for the Victor Talking Machine Co., has just renewed the agreement giving the Victor Co. the exclusive services of Sousa's Band for making disc records. Sousa's band records have always enjoyed large sales, and both parties to the agreement are to be congratulated on its renewal.

JOHN PHILIP SOUSA.

EDISON VICTOR

Standard
Talking Machine Co.
Pittsburg, Pa.

Send Us Your Rush Orders We Can Ship At Once

VICTROLAS

Victor $10.00 Machines Victor $32.50 Machines
Victor $17.50 Machines Victor $40.00 Machines
Victor $25.00 Machines Victor $50.00 Machines
Victor $60.00 Machines

EVERY VICTOR RECORD IN CATALOGUE

Edison Gem Machines
Edison Fireside Machines Edison Home Machines
Edison Standard Machines Edison Triumph Machines

EVERY EDISON RECORD IN CATALOGUE

ONLY TWO WEEKS UNTIL CHRISTMAS

ONLY TWO WEEKS UNTIL CHRISTMAS

Standard
Talking Machine Co.
Pittsburg, Pa.

VICTOR EDISON

Amberola

The Newest Edison

A beautiful piece of furniture, a wonderful musical instrument—a Phonograph with the horn built in as a part of the cabinet.

Many a good sale has been lost by offering the customer something that cost less than he wanted to spend—by simply not giving him credit for wanting to buy the best.

The Amberola takes care of this class of customers for you—and besides its presence in your stores raises the standard of your stock in the appreciation of *all* your prospective customers.

As a Record "salesman" you'll find the Amberola the best investment you ever made.

Write your jobber to-day.

National Phonograph Company, 59 Lakeside Ave., Orange, N. J.

What SLEZAK Means to You

We are featuring Slezak in all our double page magazine advertising, and in the 416 newspapers, in which we are advertising, throughout the United States, reaching 55,000,000 people—your own prospects and customers—and stirring up bigger interest in Grand Opera than has ever been shown before.

Many dealers look upon Grand Opera as the slow end of the business. Some dealers are stocked up with Grand Opera Records that they can't unload. That is just what these new Slezak Records are going to take care of. And not *only* that—they are going to raise the standard of musical appreciation so that in boosting your sales on these higher priced records they will make your business more profitable than ever before.

Among the other great Grand Opera singers, who have sung and are singing for the Edison, are Constantino, the Spanish tenor; Riccardo Martin, the great American tenor; Antonio Scotti, the famous baritone; Mme. Rappold, the Wagnerian soprano; Blanche Arral, the coloratura soprano, and Mme. Agostinelli.

We are certainly doing our part in this big Grand Opera campaign—and it's largely in your interest. We hope that you'll do your part. Order Slezak Records from your jobber to-day.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

WITH THE CLEVELAND TRADE.

Business Much Improved Over Past Couple of Years and Dealers Consequently Pleased —Demand for Higher Priced Outfits— Personal Notes of Interest—Business Outfits for Railroad Offices—What Dealers Have Report.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 9, 1909.

There is a marked contrast between the conditions prevailing at present and those which obtained one and two years ago. While business has been less active than was expected, owing to unseasonable weather, most of the talking machine dealers express themselves very well satisfied, and all expect a good holiday trade.

Improvement in the retail trade is reflected in the wholesale business, which has been increasing steadily during the month, and jobbers have in some instances been unable to meet the demand, especially for the latest models of machines, as well as for some of the more popular records.

Demand is more marked for the higher priced machines and records, showing a growing partiality for grand opera music obtainable at will by the affluent. The return to the normal stage in the general industries of all kinds is replenishing the pockets of the industrial class, and they are increasingly renewing their acquaintance with the dealers, exchanging old for new machines and buying both new machines and records.

J. F. Collins, traveling representative of the Zonophone records, was a visitor to the city Nov. 29, "on speaking terms" with the dealers generally, but more especially with the Universal Talking Machine Co.'s distributers, the Bailey Co. He said he was well pleased with the business situation and the good outlook.

Sam Goldsmith, central territory manager of traveling salesmen of the Victor Talking Machine Co., was in the city Nov. 26. A visit to the various dealers satisfied him they were working in harmony with the manufacturers' efforts to push business.

The phonograph as an accompaniment of the photograph is becoming increasingly popular and their uses are being multiplied indefinitely. Their coexistence is assurance that posterity will know this age better than we know any age of the past. We have had bequeathed to us written words and sculptured monuments, but we will bequeath living pictures of ourselves, moving pictures of our deeds and the very expression of our voices.

Albert L. Irish, of Toledo, who, it will be remembered, engaged in the manufacture of talking machines in that city a few years ago and who by reason of infringement was compelled by decision of the Supreme Court of the United States to retire from the talking machine business, with a personal loss of $300,000, his entire fortune, has re-entered the real estate business. Recently the president of the Broadway Bank of Toledo was indicted for embezzlement and misapplication of funds, and Irish is under indictment for abetting him.

Aside from his duties as editor and publisher of "the best Republican newspaper in Eastern Cuyahoga County," Frank A. Bowman, of Collinwood, Cleveland's largest suburban city, he not only draws pleasure but profit as well from the talking machine. In his printing office, at 808 Collamer street, he devotes a large space to the display of Columbia graphophones and records, where he enjoys, with his customers, demonstrations of all the latest productions. The music-loving citizens of the town afford him an excellent patronage.

Avery & Bemis, jewelers and opticians, in the nearby town of Amherst, also make a specialty of talking machines and are doing a fine business. They handle the Victor line of goods.

At the talking machine store of the W. J. Roberts, Jr., Co. trade is reported very satisfactory. Manager Audley V. Biesinger says: "We have been compelled to engage additional assistants in our demonstration rooms. The demand for machines, the Victrola and Victor No. 5, with wooden horns, being headliners, is good and increasing, while our record sales are fine. We have booked big orders for Christmas delivery on that occasion. Cabinet sales are especially good and we are selling a great many complete outfits, machines, cabinets and records. We have just put out a twelve-page booklet, illustrated with cuts of our show, demonstration and testing and tuning rooms, with text demonstrating the talking machine as a musical instrument of the highest order, together with a special talk on the desirability of testing and tuning, and the importance of the sound box."

The Lewis-Welsh Piano Co., No. 5870 Euclid avenue, conduct a talking machine department in connection with their piano trade and are building up a substantial business in this line.

The Lake Shore & Michigan Southern Railway Co. has decided to install in its offices up-to-date business equipments, and have just placed a large order for Dictaphones for the entire system from Buffalo to Chicago. The contract was made through George J. Probeck, local manager of the Dictaphone Co. of America, who has also equipped a number of other concerns, the largest being twelve mchines for the R. G. Dun Mercantile Agency.

The Eclipse Musical Co. are busy these days. "We are constantly receiving orders," said Mr. Towell, "from the surrounding country in such volume as to show a very healthy state of the trade, which also prevails in the city, judging from the local demand."

At the store of the George J. Probeck Co.—the Columbia headquarters—there is always a large degree of activity in both retail and whole-

The Following Prominent Edison Jobbers Are Using THE EDISON BUSINESS PHONOGRAPH to Advantage in Their Business To-day:

ALABAMA.
W. H. Reynalds, 167 Dauphin St., Mobile.
ARKANSAS.
O. K. Houck Piano Co., 311 Main St., Little Rock.
CALIFORNIA.
Peter Bacigalupi & Sons, 941 Market St., San Francisco.
Southern California Music House, 332 So. Broadway, Los Angeles.
COLORADO.
The Hext Music Co., cor. 15th and California Sts., Denver.
ILLINOIS.
Chas. C. Adams & Co., 324 S. Adams St., Peoria.
IOWA.
Early Music House, 818 Central Ave., Fort Dodge.
Hopkins Bros., 618 Locust St., Des Moines.
Harger & Blish, Dubuque.
LOUISIANA.
National Auto. Fire Alarm Co., 614-618 Gravier St., New Orleans.
MASSACHUSETTS.
The Eastern Talking Machine Co., 177 Tremont St., Boston.
Flint & Brickett Co., 437-441 Main St., Springfield.
The Iver Johnson Sporting Goods Co., 247 Main St., Fitchburg.
MICHIGAN.
Grinnell Bros., 243-7 Woodward Ave., Detroit.
MINNESOTA.
Lawrence H. Lucker, 505 Washington Ave. South, Minneapolis.
MISSOURI.
The Koerber-Brenner Music Co., 1006 Olive St., St. Louis.
MONTANA.
Frank Buser, 509-513 Main St., North, Helena.
NEBRASKA.
Nebraska Cycle Co., 15th and Harney Sts., Omaha.
Ross P. Curtice Co., 1125 O St., Lincoln.
NEW HAMPSHIRE.
John B. Varick Co., 809 Elm St., Manchester.
NEW JERSEY.
Stoll Blank Book & Stationery Co., 20 E. State St., Trenton.
NEW YORK.
William Harrison, 312 Columbia St., Utica.
W. D. Andrews, 216 E. Railroad St., Syracuse.
Finch & Hahn, 92 State St., Albany.
Finch & Hahn, 504 State St., Schenectady.
American Phonograph Co., 99 W. Fulton St., Gloversville.
OHIO.
Rudolph Wurlitzer, 121 East 4th St., Cincinnati.
Klein & Heffelman Co., 222 Tuscarawas St., East, Canton.
The Hayes Music Co., 422-424 Superior St., Toledo.
OKLAHOMA.
Smith's Phonograph Co., 818 W. Main St., Oklahoma City.
OREGON.
Graves & Co., Inc., 111 4th St., Portland.
PENNSYLVANIA.
Louis Buehn & Bro., 45 North 9th St., Philadelphia.
TENNESSEE.
O. K. Houck Piano Co., 103-5 South Main St., Memphis.
TEXAS.
H. C. Rees Optical Co., 242 W. Commerce St., San Antonio.
The Houston Phonograph Co., 709 Louisiana St., Houston.
W. G. Walz Co., 101 El Paso St., El Paso.
UTAH.
Consolidated Music Co., 109 Main St., Salt Lake City.
VERMONT.
American Phonograph Co., 34 Church St., Burlington.
WASHINGTON.
Eilers Music House, 31 University St., Seattle.
CANADA.
R. S. Williams & Sons Co., 143 Yonge St., Toronto, Ont.
R. S. Williams & Sons Co., Ltd., 121 Princess St., Winnipeg, Man.
M. W. Waitt & Co., Ltd., 558 Granville St., Vancouver, B. C.

THE BUSINESS PHONOGRAPH is coming into wider usage every day, in businesses of every size and character, in all parts of the country, on account of its convenience to both dictator and transcriber and because it reduces the cost of letter writing 50 per cent. or more.

We want one Edison Dealer in every city not now covered to handle the Edison Business Phonograph

Because the rapidity with which this great time and labor saving business appliance is coming into general use brings big profit to every man that handles it. **The whole business world is your market.**

The use of the Edison Business Phonograph on your own correspondence will convince you of its merits, as one of the greatest selling propositions you have ever handled. Besides, you will find it a big help to your regular Phonograph sales as giving an excellent demonstration of how records are made. Write to-day for full particulars and terms.

THE EDISON BUSINESS PHONOGRAPH COMPANY, 207 Lakeside Ave., Orange, N. J.

sale branches. As to the status of business, A. W. Robertson said: "The opening up of the holiday season this year is a little slow, due largely to adverse weather conditions. We have, however, many indications pointing to a large and active business. Inquiries are numerous regarding the 'Elite,' 'De Luxe' Grafonolas, as well as the new types of Columbia medium and lower priced machines. Both double disc and indestructible cylinder records are active and the demand is on the increase."

Manager Phil Dorn, of the Collister & Sayles talking machine department, jobbers and retailers in Victor goods exclusively, is gratified at the increasing demand for Victrolas, grand opera and the higher class records. He said the December records were the finest list yet produced and were selling well.

The fine display of Victor and Edison machines made by W. H. Buescher & Sons is daily attracting crowds to their store.

"While we could handle considerable more business than we are doing," said Mr. Robbins, of B. L. Robbins & Co., "still it is fair, and I am looking forward to a fine holiday trade. During the past month we made sales of several Victrolas and a number of lower priced machines, and are having many inquiries from people intending to purchase for holiday gifts."

The same report is made by Loretta H. Byrne, manager of the talking machine department of Brown Bros.

With their amplified facilities for exhibition and demonstrations, the talking machine and piano trade of the Bailey Co. is rapidly increasing to large proportions.

"Colder weather," said E. A. Friedlander, manager of the talking machine department, "would be better for trade, but notwithstanding, we are doing a fine business. During the past month we made sales of a number of Victrolas and other Victor machines, and Edison combination machines with Cygnet horns. Zonophones, with the wood horn, are proving very popular and good sellers. The new Caruso records are highly praised and are selling well. We have just engaged Sig. Olindo Marseglia, who will have charge and interpret demonstrations in Italian opera. He is a proficient musician and will add much to the attractions of our music departments."

E. McMillin said: "Business is fair in the talking machine department, principally for the higher grade goods."

Mr. Goodman, of the Goodman Piano Co., reports an active demand for Reginaphones and normal for talking machines, with good sales of records.

The new enterprise of Charles I. Davis is proving eminently successful. Miss Elsie Wicks, in charge of the talking machine department, said business had opened up in the most satisfactory manner, and that the sales of machines were good, with a fine and increasing demand for records. Mr. Davis claims to have installed the most complete Edison and Victor talking machine department in the city. The sheet music department, with continuous demonstrations, attracts crowds daily from morning until night.

NOBODY WINS BUT MR. HUSTLE.

Walk fast; don't loiter. A slow gait is an expensive luxury.

The enterprising business man to-day—the average type—may be abnormal from a physical standpoint, but he gets there. About him there is an indication of nervousness, yet he commands the salary and sticks to the job. And he talks with the characteristic speed that marks his walking. What business man cares to listen to a slow, drawling solicitor?

"I have never employed a man before seeing him walk on the sidewalk," said the active head of a big jobbing concern to me the other day. "No man who either slouches along or progresses leisurely during business hours is fit to go out after the business, nor is he fit to serve inside. It's a sign of that too general lack of interest in affairs.

"The man who walks briskly will talk to the point. He more likely is satisfied with the world and himself, more confident in his ability, and has more vim and stick-to-it-iveness. The plodder who goes at things slowly has been given the palm for ages. The man who was quick was considered unstable and hasty. Not so now. Times have changed. The plodder may get a chance to keep books, but he will never be able to get out and build up business in the face of strong competition.

"A man in my employ makes $300 a month, and he has been in the business only a year. I hired him for the reason that he seemed to be boiling over with life and enthusiasm. He says four words to the other fellow's one, yet he tells his little story to the prospective customer in one word to the other fellow's four. He gets orders while the other fellow is unpacking his samples."

The doctors have ever been up in arms against haste, says Modern Methods. But there is a difference between enthusiasm, speed and overexertion. The medical men admit this, but they insist that there is one time, anyway, when a man should be leisurely—that's meal time.

At other times the best maxim is, "Get somewhere!"

The country editor kept nagging at his new apprentice and finding fault with his work, until the criticism became wearisome.

Finally the worm turned.

"D'ye expect to get a second Hor'ce Greeley fer five plunkers a week?" he demanded, sarcastically. "If you do you are barking up the wrong sapling. I can't set type or sling ink with Ben Franklin or Hor'ce Greeley, not on my present recompense, but you make the salary six simoleons, cash down every Saturday night, and I'll pitch in and set the journalistic pinwheels a-buzzing in Punkinville and vicinity, even if I have to stay up seven nights a week to do it.

"There's my offer, blast yer stingy hide! And now if you don't get out a half-way decent journal hereafter, it is the fault of your own meanness!"

A WORD TO DEALERS

Our Stocks of EDISON and VICTOR Goods are Complete.

GIVE US A TRIAL

WRITE FOR OUR Special Lists OF EDISON RECORDS

Published by us Exclusively

"MAGNETIC NEEDLES"

Are THE Best—Three Kinds

MULTI-TONE—LOUD TONE—MELLOW TONE

Write for Free Samples and Prices

You Can Sell This VICTOR-O-OUTFIT For $25.00 Retail

VICTOR

EDISON

OUR MODERATE PRICE

Continuation Top Cabinets

HAVE MADE A BIG HIT

They Match the Victor Machines

They Match Your Customer's Pocketbook

Dealer's Prices of

Our special cabinets

FOR

Victor-O	$5.50
Victor I	5.50
Victor II	6.75
Victor III	7.75
Victor IV	7.75

ORDER A SAMPLE LINE TO-DAY

VICTROLA PROTECTORS

Keep Your Victrolas in Good Condition

PRICES

FOR VICTROLA XII, $1.50 FOR VICTROLA XVI, $2.00

SEND FOR SAMPLES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

SPECIAL

BIG SALE OF HIGH-GRADE CYLINDER CABINETS

Write for Prices and Description at Once

S. B. DAVEGA CO.

126 UNIVERSITY PLACE : NEW YORK

SPECIAL

GENUINE, $2.50 "MEGA" Flower Horns Assorted COLORS

.35 EACH

SOLID WOOD (NOT VENEERED)

Mr. Dealer

THE BETTER CLASS OF GOODS ARE SELLING

Convince yourself that the

MUSIC MASTER WOOD HORN

is the greatest improvement ever made in an amplifying sounding board for talking machines.

HAVE ONE SENT ON APPROVAL

Your choice of ***solid*** Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

WITH THE INDIANAPOLIS TRADE.

Business During Past Few Months Very Good —Weather Interferes Somewhat with Sales —Wulschner-Stewart Co.'s Fine Talker Department—Victor and Edison Lines Handled —Columbia Co. Men Active—Mr. Devine's Experience—Pushing Grand Opera Records Successfully—Other Interesting "Talker" News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 6, 1909.

The talking machine business in Indianapolis and Indiana for the last month has not been up to a very high standard. The wholesale business, generally speaking, was better than during the previous month, but to say that the wholesale business was good in November, it would be necessary to compare it with some very dull months. The greatest drawback on the trade probably has been the weather. Up to this time there have been few cold days in Indiana. Most of the days have been like spring days, and the dealers have found that the people are more anxious to listen to talking machines when they are compelled to sit around the fire at home during the winter nights.

The talking machine department is one of the most interesting departments of the new home of the Wulschner-Stewart Co., which has just been formally opened. It attracted the attention of the hundreds of guests who visited the handsome new home on the opening day. On that day three orchestras were used to furnish music and there was a profusion of flowers for the guests. The talking machines are arranged in the basement in five separate rooms, each opening into a long corridor. On the north of the corridor thousands of records are stacked away. The Wulschner-Stewart Co. handles Victors and Edisons. Mr. Souse, who has been in charge of this department for the company, has gone to Chicago, and Mr. Levy, late of the Lyon & Healy department, has taken up the work with the Wulschner-Stewart Co.

H. H. Myers, traveling representative for the Columbia Phonograph Co. in charge of northern Indiana, stopped off in Indianapolis last week. He reported heavy sales of the new Columbia four-minute machines, attachments and records.

The Columbia Co. here are giving hourly demonstrations of the new line of Grafonolas. The Grafonola Regent is attracting much attention because of its unique design and its exceptional tone quality. These machines are meeting with favor here for use in concerts and vaudeville houses.

Howard Crowe, traveling representative of the Indiana Phonograph Co., is getting ready to open up a talking machine store at Evansville. He expects to be associated in business with William Hollingsworth, who formerly was in the business at Evansville. It is the plan to have the new store opened in time for the best of the holiday trade.

"You never can tell just whom you are going to sell a talking machine to," said Thomas Devine, of the Columbia Co. To prove the truth of the statement, Mr. Devine told a little story, as follows: The other day he was playing a Grafonola for his own amusement. A man passing by heard the music through the transom and came in. He listened a short time and then asked Mr. Devine if the store would be open that night. Mr. Devine told him he would wait for him if he desired to look at the machine. About 10 o'clock that night the man drove up in an automobile, accompanied by some of his friends. To make a long story short, he bought the machine, which cost $225, and had it delivered at his home that night. It was impossible to get a dray, so the machine was delivered in an ordinary top buggy. "He didn't look like he had money, either," said Mr. Devine.

Mr. Devine, as a good Irishman, is jubilant over the fact that the Columbia Co. are handling the records of John McCormick, Irish grand opera tenor.

A talking machine was used in one of the acts at the Colonial Theater, the new vaudeville, house, during the opening week. The theater was well patronized.

One of the display windows of the Wulschner-Stewart Co. contains an elegant mission style Victrola.

The Musical Echo Co. are showing a beautiful Victor Victrola. This company also are pushing the Melba, Caruso and Tetrazinni records and advertising the fact that these singers sing only for the Victor.

The warm weather is proving a boon to the five-cent vaudeville houses and the penny arcades. While these places do a fair business all the week, their chief rush is on Saturday nights when the streets are thronged with people. Warm nights bring out the crowds.

The five-cent vaudeville houses are having no trouble now about keeping their places open on Sunday since their stand has been sustained by a court decision. Their contention was that the houses could remain open lawfully on Sunday provided a part of the proceeds was donated to charity. All of the charity organizations refused to take any of the proceeds, so the five-cent theater men organized a charity society of their own and have been getting along without molestation.

BALTIMORE DEALER MOVES.

D. J. Crowley, the well-known phonograph dealer of Baltimore, Md., has moved from 118 North Liberty street, that city, where he was located for several years, to larger quarters at 218 West Saratoga street. Mr. Crowley handles the Edison line and his normal stock consists of from eight to nine thousand records, as well as all styles of Edison machines.

SNELLENBERG & CO. ORDER COLUMBIAS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 15, 1909.

N. Snellenberg & Co., the well-known department store of this city, recently placed a good-size order with the Columbia Phonograph Co., General, through the wholesale department.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Closing of Year Shows Good Record for Hand Workers—Weaker Element Weeded Out—Liberal Advertising Helps Business—Success of the Twin Records—Gramophone Co.'s Annual Report—Meeting of Lange Creditors a Farce—Record Piracy in Russia; Not England—Latest Gramophone Record List—New Merchandise Marks Bill—Send Photos by Telegraph—New "Pigmy" Machine—National Phonograph Co. of Australia Expand—National Co.'s Excellent List of Christmas Records—Columbia and Rena Companies Amalgamate—Other New Record Lists for Month—An Interesting Suit—Other Items.

(Special to The Talking Machine World.)
69 Basinghall Street, London, E. C.

By the time these lines appear the dawn of another year will not be far off, home and colonial traders will be mentally figuring up their profit and loss account, and speculating upon the prospects of the future. Those who have worked hard, shown enterprise in their methods of trading, and shown a sensible appreciation of the value of publicity, have the satisfaction of knowing their balance at the bank is on the right side, while on the other hand the timorous and dilatory methods or our dabble-in-everything dealer have brought them disaster and in a good many cases ruin. In these times of local trade depression and keen competition, the man that does one thing, and that one thing well, is the man to win out through it all. The trend of talking machine conditions, in this country particularly, during the year, is evidence of confirmation, and from the great provincial centers my reports all go to show that a process of weeding out is having the beneficial result of causing trade to flow in surer channels toward prosperity and stability. A welcome sign, too, is shown by the fact that cycle traders now recognize the necessity of doing things thoroughly or not at all, and although I am not so sanguine of the future as to suppose that cycles will come to be regarded as a side line to talking machines, I am fully convinced that many of our cycle friends now look upon talking machines with more certainty as a commercial asset of great value.

Increased Amount of Talker Advertising.

Yet another welcome sign of recent years is the increased amount of newspaper and magazine publicity which some of the companies, notably the Gramophone, National Phonograph and Columbia put forth with more regularity and persistency. It's a great creating sales force, and dealers appreciate it as such by adopting local schemes calculated to double its value. Only this last week the Gramophone products were displayed in a treble-column space in a leading daily, while monthly lists of records are now frequently advertised in the chief provincial organs. The Edison goods, too, are brought under the notice of thousands of possible buyers, week by week, much to the dealers' advantage. The spirit of the times is progress all along the line.

London Trade Very Good.

Throughout London I find trade generally is on a sound footing, sales are good, and prospects of a booming December is apparent everywhere. Shops are donning their Christmas garb to attract the countless thousands who will want to buy new records or machines, and it is safe to assert that the year will close with expressions of satisfaction all around. In that regard I heartily wish all my readers a right merry and withal prosperous Christmastide and an even better New Year.

Popularity of the Twin Discs.

Several new discs have sustained a precarious existence during this year, but out of a number of failures—in a commercial sense—there stands forth one record which, although but fifteen months old, has made a great name for itself. I refer to the "Twin" double disc selling at half a crown. Wherever I go I find the Twins, who, unlike the human offspring, flood the world with peaceful harmony. The Twin is essentially a record of quality, not harsh or blatant, but of full and rich tonal volume, while only that which is best in the world of music is associated with its name. Some examples of the fine titles recorded I hope to publish next month, but in the meantime, if you want any popular ballads, topical hits, selections from the current musical comedies, write the Twin Record Co., Christopher street, Finsbury, this city.

Annual Meeting of the Gramophone Co.

Presiding at the annual meeting of the Gramophone Co., Ltd., Trevor L. Williams said the accounts of trading (particulars of which I reported last month) showed a comparatively bad year. It was explained by the general trade depression and the greatly reduced profit in Russian territory. The business in England was sound and satisfactory. Competition in foreign countries had affected their profits by the manufacture of cheap records by mechanical means. The effect of this was very similar to what was the case in England in regard to sheet music when pirated cheap copies were largely sold in the streets. In Russia the reductions of their gross profits was serious, not because of any large decrease in actual sales, but principally through the wholesale mechanical copying of their records and the sale of those copies at any sort of price. The law of the land could not help them, and they had to spend a large sum of money to get rid of the mischief, despite the law. In Germany and elsewhere on the continent they could not contend with the prices put upon the cheaper machines and at the same time maintain their standard of excellence, which they did not propose to sacrifice. Upon the question of the trend of copyright legislation in European countries, Mr. Williams said that it was against the "record' trade, and they were therefore opposing any tendency in that direction. The shareholders were reminded that since the formation of the company nine years ago the directors had paid in dividends no less than 45 per cent. on the preference share issue and 160 per cent. on the ordinary shares, thus distributing in cash, less income tax, £845,000, which statement was received with great applause.

That Lange Successors Creditors Meeting.

I reported last month that a meeting of the creditors of H. Lange's Successors, Ltd., was to be held on November 5, when it was understood that a proposal for reconstruction would be submitted. The meeting, however, was nothing but a farce, and as to any question of reconstruction—the directors were as silent as the dead. It is true a certain statement was made by a solicitor on behalf of the Kaisers, but as will be seen hereafter, it proved to be most unsatisfactory. The meeting was convened by Messrs. Kaiser and Wilson, who had been appointed voluntary liquidators. A general statement of affairs was read out by the chairman (Mr. Wilson), who found it necessary to apologize to the meeting for his incomplete and unreliable figures. From the statement submitted I gather that the nominal capital of the company was £20,000. Only 7,050 shares were issued, made up as follows: 3,000 given to the vendor in part payment for the good will, received in cash, £3,932 10s., and £117 10s. owing by the late managing director, Karl Maurice. Of £4,447 1s. allowed to the vendors for the stock at cost price, only £731 14s. 9d. has been paid, and thus they stand as unsecured creditors for the balance. So far as can be ascertained the company's liabilities amount to nearly £10,000, apart from which there are other doubtful claims in respect of goods ordered (but not delivered) amounting to several thousand pounds sterling. The assets are estimated at about £7,305, of which £6,020 stands against the stock, at cost, consisting chiefly of talking machines. The majority of these machines are not made up, and we very much doubt whether they will fetch anything like this amount. For the seven-eight months the company have been in existence their trading account shows a loss of £5,000 odd. A large number of creditors were present, and considerable dis-

Sensational Success

OF THE NEW

Ebonoid Five-Minute Disc Records

(TEN-INCH DOUBLE-SIDED PHONO CUT)

Orders cannot be filled fast enough. This season's great triumph.
No better Disc Records were ever made.

Profitable to you, Mr. Dealer

Clarion Cylinders (2½-minute)

Ebonoid Cylinders (5-minute)

Clarion Discs (2½-minute, double-sided)

The Premier Manufacturing Co.
THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

satisfaction was manifest. Objection was taken to the lack of detail in the chairman's statement, and a creditor made a suggestion that their interests would best be protected under compulsory liquidation. On a resolution, however, that the liquidators appointed by the shareholders should be removed, Mr. Kaiser's solicitor rose to oppose. In the course of his remarks he made the extraordinary statement that under the present arrangement his clients had it in mind to offer part liquidation of the creditor's debts in shares in a new company, but—and here's the rub—if the present liquidators were removed, he had absolutely no proposal to make. Asked to make a definite offer, he said he was not prepared to, which, to say the least, is very remarkable. In the end Percy Mason was appointed liquidator by a majority of the creditors, in place of Messrs. Kaiser and Wilson. A committee of inspection, five in number, including Michael Kaiser, was appointed to act with Mr. Mason, after which the proceedings were rather hurriedly brought to a conclusion.

Death of Lionel Brough, Well-Known Actor.

I regret to announce the death of Lionel Brough, the renowned actor, who passed over on November 8 last, mourned by all who knew him. His popularity was gained not alone on the stage, for we find that no less than six Gramophone records remain to preserve forever the voice which has amused countless thousands of the present generation, as it will thousands in the generation to come. The titles comprise some of his best and most enjoyable stories, faithfully recorded, and are as follows: "A Curate Story," "Triplets," and "Dogs in Church," "A Christian Science Story," "Limberger Cheese," "The Pigeon Story," and "First Sunday After Ascot," "Sampling Beer" and "Cut 'isself Shavin'." Two other good records he made were "Sea Story" and "A Lancashire Story" on Edison-Bell cylinders. A big demand has set in for these records, and dealers would be well advised to make a special showing of them.

Gramophone Co. Discontinues Victor Model.

The Gramophone Co. advise me that their cheapest model for the season is the "Intermediate Monarch" selling at £4 10s. The Victor model has been discontinued.

No Record Piracy in England.

Referring to the statement of the chairman, made at the recent annual meeting of the Gramophone Co., Ltd., as to the wholesale mechanical copying of their records in Russia, our esteemed contemporary, the London Music Trades Review has this to say: "It is somewhat curious to find that our statement to the effect that piracy in the talking machine trade is rife is being corroborated in spite of the emphatic denial in certain quarters. . . . We do not often blow our own trumpets, still, if you see it in the M. T. R., it is so." To make such a statement, in a paper circulating mainly in Great Britain, and without qualifying that statement with the name of the country referred to by the chairman, i. e., Russia, is likely to cause a misconception in the minds of possible investors, and give them a wrong idea of conditions in this country, apart from any other considerations. The emphatic denial, too, was made in this paper, and I repeat that record piracy in England is practically non-existent. I therefore feel called upon to correct my friends in this matter, and trust they will make good the omission at the earliest opportunity.

Gramophone Co.'s Fine Offerings.

Dealers in Gramophones have every reason to be proud not only of the product but of association with a company that fosters and promotes trade in all directions and by every available means. No expense is spared to create sales for the dealer, as witness the generous amount of daily newspaper magazine advertising space which the Gramophone Co.'s announcements occupy, to bring home to the public the merits of their goods. And then, too, they are supplied with the right goods at the right time. Record issues are always up to date, and particularly seasonable are the latest selections of dance music by the famous Iff's Orchestra. There is included in this list excerpts from the current musical comedies, quadrilles, waltzes, reels, lancers, etc. In the ordinary monthly (December) list the following titles figure: "The Coon's Patrol," "The March of the Giants" and "Trafalgar March," by the Band of H. M. Coldstream Guards; "Hunting Scene," by the Black Diamonds Band; "Bells of Dawn," by the Metropolitan Orchestra, who also give us "The Phantom Brigade"; gems from "Our Miss Gibbs," Bohemian Orchestra; "The Ribbon, the Ring, and the Rose," and "I Dreamt of You," by John Harrison; "Hearts of Oak," Robert Radford; "The Enchantress," Miss Edna Thornton; "Arioso," Mme. Jones-Hudson; "It Was a Lover and His Lass," duet by Miss Perceval Allen and John Harrison; "When the Budding Bloom" (Sullivan), quartet, Miss Perceval Allen, Miss Alice Lakin, John Harrison and Robert Radford; "The Bounding Bounder," Harry Lauder; "John Bull's Budget Song," Arthur Gilbert, and "Ungarische Weisen," violin solo, by J. Szigeti.

Imported Goods Must Show Country of Origin.

The text has been issued of the Merchandise Marks Bill introduced in the House of Commons by Staveley Hill. It proposes to amend the act of 1887 in two respects. As the law now stands it is permissible to apply to a foreign article the subject of an expired British patent, the name by which the patented article became known, without any qualification as to the country of origin. A patented article is frequently described by the name of its inventor, and if the inventor be a British subject the name as applied to the article becomes distinctive of British manufacture or production. It is sought by the bill to prevent the "passing off" of foreign goods as British by requiring that where there is applied to such goods the name by which a patented article has become known, such name shall be accompanied by a definite and prominent indication of the foreign origin thereof. The effect

ROYAL APPRECIATION

of the

GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT To H. M. the QUEEN

To T. M. the KING and QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON
15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
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TRY
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It makes a tremendous difference in tone and volume

Disc Sizes, One Dollar Postpaid
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Usual Discount to the Trade

Write for full particulars and testimonials. Also see last issue for particulars of the Needle Tension for making all needles louder

DAWS CLARKE

5 Longford Place, Longsight, Manchester, England

would not be to limit the rights of the world in connection with the expired patent or the name by which it was known, but merely to protect the purchaser against possible fraud or misapprehension as to the country in which the article has been manufactured. The sixteenth section of the Merchandise Marks Act, 1887, provides that imported goods bearing English trade marks or English words tending to show that they were made in the United Kingdom have to bear a definite indication of the country of origin. The Select Committee of 1897 reported that this gave a gratuitous advertisement to foreign trade competitors and had done great harm. It is sought to replace it by the more general indication "Not British" intertwined and interlaced so as to avoid erasure of the word "Not," as recommended by the Chambers of Commerce and Manufactures and the Federated Trades Council.

New Premier Manufacturing Co. Records.

Great things are reported by the Premier Manufacturing Co., business having picked up so well that some very special issues of the two-and-a-half and five-minute "Ebonoid" discs are promised during December, in addition to which the usual issues of the standard cylinders will be made. Some recent impressions of the latter, just to hand are the following: "I Can Picture Polly," by S. Kirkby; "The Girl in the Clogs and Shawl," "I Must Go Home To-night," and "Let's All Go Down the Strand," by Harry Fay; "You Don't Want to Keep on Showing It," by Charles Denton; "Do You Want to Buy any Lavender?" and "When Love Comes Knocking at the Door," both by Frank Miller; and "Two-Step Topeka," by the Premier Bijou Orchestra.

Telegraphing Pictures from New York.

In a lecture before the Royal Society of Arts, Thorne Baker said that Professor Korn was likely to find a practical solution of sending photographs by ordinary cable across the Atlantic, while he himself was endeavoring to perfect a wireless system for the same purpose. It had already given promising results in the laboratory.

Another Hornless Gramophone.

The latest development in the above direction is the introduction of a new model of the "Pigmy" type to give an improved rendering of 12-inch records. It is a beautiful machine and is described as being fitted with a double spring motor, 12-inch turntable, speed indicator, exhibition sound box, large taper arm, screw winding key, etc., while the massive fumed oak cabinet, with curved top and beveled edges makes an imposing piece of work. The retail price is 8 guineas, or in case complete, £10 3s. 6d.

Prosperity Evident in Australia.

The prosperous condition of things in the Australian market is evidenced by the fact that the National Phonograph Co. of Australia, Ltd., have found it necessary to make arrangements for the erection of a building large enough to permit of their transacting the business entirely under one roof. At present the company utilize no less than four separate warehouses.

National Co.'s Xmas Record List a Wonder.

Absolutely *the* Christmas list of cylinder records is that issued by the National Phonograph Co. The Amberol impressions are, of course, the best, but of "Standard" records there is an unlimited variety of titles appropriate to the festive season. It would be useless to itemize each record now, owing to the date of issue of this publication, but I am fortunately in a position to go one better and place before my readers a full selection of the titles for January, which will be issued to the trade on or about the 15th of that month. As will be seen the Edison record caters for everybody's taste in music or songs, while the artistes are, for the most part, drawn from the ranks of those only who have made a name in the people's estimation. Here is the list of Amberol titles: 12119, "The Bounding Sea" (Lauder and King), Harry Lauder; 12120, "Morning, Noon and Night in Vienna" (Suppé), and 12128, "Gems of England" (arranged by Basquit), National Military Band; 12121, "The Light of Day" ("The Blind Boy's Song") (Ainslow and Martin), Herbert Payne; 12122, "Pull Yourselves Together, Girls" (Castling and Murphy), Miss Florrie Forde; 12123, "The Dollar Princess," waltz (Fall-Keifert), Alhambra Orchestra; 12124, "Since Poor Grandfather Died" (Curran), George Formby; 12125, "The White Squall" (Barker), Peter Dawson; 12126, "Do You Want to Buy any Lavender?" (Hyde and Long), Miss Ella Relford; 12127, "A Tale of Paris" (Godfrey and D'Albert), Billy Williams; 12129, "A Diovent Knah" (J. C. Scatter), J. C. Scatter; 12130, "Jack and Georgie at the Smoking Concert" (Foster and Warrington), Eric Forster and Ernest Warrington; 325, "Washington Post" and "The High School Cadets March" (Sousa), Sousa's Band; 327, "Annie Laurie" and "Home, Sweet Home" (a bell solo), John F. Burckhardt; 329, "The Bird with the Broken Wing" (Beveridge), Edison Mixed Quartet; 331, "When You Were Sweet Sixteen" (Thornton), Manuel Romaine; 332, "Gobble Duet" from "The Mascot" (Audran), Miss Elizabeth Wheeler and Harry Anthony; 333, "Monte Cristo Waltz" (Katlar), Jorda-Rocabruna Instrumental Quintet; 336, "Pique Dame Overture" (Suppé), Edison Concert Band; 338, "Flow Gently, Sweet Afton" (Spilman), Metropolitan Quartet; 341, "Lead Kindly Light" (Dykes), Knickerbocker Quartet; 343, "Emmaline" (Jerome and Schwartz), Miss Ada Jones and Billy Murray; and 344, "Maria Theresa March" (J. F. Wagner, United States Marine Band.

Standard Records—13917, "I Must Go Home To-night" (Hargreaves), Billy Williams; 13918, "I've Loved Her Ever Since She Was a Baby" (Lauder and Beaton), Harry Lauder; 13919, "Baden Powell's Scouts March" (Barrett-Seymour), National Military Band; 13920, "I Can Picture Polly" (Rule & Pelham), Miss Rosie Elliott; 13921, "Thistledown Schottische" (Ostlere), Alex. Prince; 13922, "Come Up in My Balloon," Arthur Osmond; 13923, "I Do Like to Be Beside the Seaside" (Glover-Kind), Harry Fay; 13924, "Mary's Ticket" (Wells and Long), Miss Florrie Forde; 13925, "Nelly Bly" (Rick and Formby), George Formby; 13926, "Scotch Country Dances," National Military Band; 10277, "The Summer Girl" (Sousa), Sousa's Band; 10278, "It's Hard to Find a Real Nice Man" (Sherman), Miss Bessie Wynn; 10282, "From Greenland's Icy Mountains" (Mason), Edison Mixed Quartet; 10284, "Medley of Irish Reels," John Kimmble; 10285, "Eiley Riley" (Hubbell), Miss Ada Jones; 10287, "I Wonder Who's Kissing Her Now" (Howard), Manuel Romain; 10290, "Meet Me To-night in Dreamland" (Friedman), Miss Elizabeth Wheeler and Harry Anthony; 10292, "The Portly Major March" (Rolfe), American Symphony Orchestra; 10294, "Wedding Bells" (Helf), Premier Quartet; and 10296, "Kaiser Friedrich March" (Friedemann), United States Marine Band.

An Important Consolidation.

An important trade amalgamation was announced last month between the Columbia Phonograph Co., General, and the Rena Manufacturing Co., in consequence of which the Rena disc machines and Columbia double records have been discontinued. The selling lines now on the market are Columbia disc and cylinder machines and Columbia single discs, in addition to which the Rena double-face discs, 10 and 12-inch, stand as before. Louis Sterling has been appointed British manager of the Columbia Phonograph Co., General, whose city offices and showrooms are now located at 27 Worship St., E. C. The beneficial effects of this amalgamation are likely

LOUIS STERLING, BRITISH MANAGER OF THE COLUMBIA PHONOGRAPH CO., GENERAL.

The
STROH VIOLIN

¶A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.

¶The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

¶Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS

(Successor to CHAS. STROH)

94 Albany St., Regents Park, London, Eng

FROM OUR LONDON HEADQUARTERS—(Continued).

to be felt in many directions, notably that of lessening competition in the trade, which is already overcrowded, and producing greater stability and confidence. Mr. Sterling is naturally proud of his new charges, and enthusiastically descants upon the qualities and good points of the various Columbia goods. They are too well known for me to particularize upon them here; suffice it to say that the splendid reputation achieved by the Rena and Columbia products is certain to be enhanced under the enterprising and able guidance of our old friend, Mr. Sterling. And if any confirmation of this was wanted we have only to glance at the company's record lists, in which intelligent anticipation is apparent, inasmuch as if you don't see it in the Columbia list it's not worth seeing at all. The December impression is teeming with good things, coming pantomime hits, Christmas titles and other up-to-date selections, which should prove good sellers.

New Edison Bell and Sterling Records.

A big list of Edison-Bell and Sterling cylinders, and Edison-Bell disc records, reaches me from J. E. Hough, Ltd., of Peckham. The lists are replete with titles suitable for Christmas use, classical, sentimental, comic and other selections, and I notice that there is a very fair sprinkling of the good old popular ballads which are always in demand. Topical and coming pantomime hits are also well represented. Such comprehensive and varied lists of titles should be in the hands of all up-to-date dealers.

The Cash-on-Delivery Parcel Service.

In a recent report the Postmaster-General of Egypt reminds traders that they should make more use of the cash-on-delivery parcel service which was established last year between that country and Great Britain. A similar service exists between Egypt and most European countries.

"Twin" Records for January.

The "Twin" list for January, containing the usual goodly fare, is already in the hands of traders.

An Interesting Legal Case.

A recent court case of much interest to employers was adjourned for consideration by Judge Rentoul, K.C. The facts briefly were these: Plaintiff was employed by defendant to obtain orders on a commission basis. The agency was terminated after two years, and plaintiff now urged that he was entitled to be paid commissions on orders which came in after he left, because they were obtained by his influence. Counsel for defendant said that it amounted to this, that the plaintiff was entitled to a pension for life. Such a proposal was unreasonable in the great city of London, and if encouraged would spell ruin to any business house.

Quicker Transatlantic Mails.

After January 1 and during the remainder of the winter season, the Cunard mail steamers leaving New York on Wednesdays will sail direct from that port to Fishguard, omitting the call at Queenstown.

The Beka Co.'s Excellent Xmas List.

Teeming with a fine selection of the old favorite carols, hymns, and such like, is the current Beka (Christmas) list just issued. Other impressions worth noting are "Pantomime Hits" Nos. 1 and 2 (Beka London Orchestra) which introduces snatches from all the latest popular songs; "Manuela" intermezzo two-step, and "Carolina Brown," by the Beka London Orchestra; "There's a King in the Land" from "The King of Cardonia," and "Mighty Mother of England," both well sung by Harry Thornton; "There's a Green Hill Far Away," by Harry Thornton, with "O Rest in the Lord" (Elijah), by Miss Jessie Broughton on the reverse side; "Lovely Night" and "The Long Day Closes," by Messrs. Virgo, Pembroke, Thornton and Pringle; "Levinsky Solving the Riddle" and "Serenade Medley" by the Big Four, quartet; "The Girl in Clogs and Shawl" and "Let's All Go Down the Strand," by Bert Alvey (comic); and last, but not least, is the issue of a 12-inch Meister record containing "The Prologue from Pagliacci" by Harry Thornton, and "On with the Motley" from "Pagliacci," by G. Wigley, who by the way is rapidly making a big name as a tenor of the first water. There are other good titles in this list which altogether is an exceptionally good one.

Amberolas on Market by Dec. 15.

The National Phonograph Co. have announced to the trade that their new "Amberola" machine (which was fully described in a previous issue of The World), will be placed on the British market about December 15. An interior horn, cabinet phonograph is, to say the least, original, and for such instrument there has been an undoubted want. It will appeal, of course, only to the upper ten, but for all that a fair demand may be expected. In a later issue I shall no doubt be in a position to discuss this matter more fully.

The Holiday Zonophone Records.

One of the best Christmas lists of records is that issued by the Zonophone Co. It includes the usual Christmassy titles, favorite ballads and other selections, of which the following are good examples: 13th, grand opera record, trio from the last scene of "Faust" (Gounod), by Miss A. Yarrow, Messrs. Ernest Pike and Peter Dawson; "Abide with Me," 12-inch, beautifully rendered by Madame Edna Thornton (of Covent Garden opera), who appears for the first time on Zonophone records; "Little Empty Stockings," by mixed quintets; "The Mill Wheel," Peter Dawson and male quartet; "Lo, Hear the Gentle Lark" (soprano solo with double flute obligato), excellently rendered by Olga, Elga and Eli Hudson; while our old friend, Harry Lauder, sang "The Bounding Bounder," which he left with the Zonophone Co. as a legacy before departing on his American trip.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in

German	Croatian	Siamese
English	Bohemian	Abyssinian
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Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

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Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

Agency for the Favorite Records.

The following circular letter, which is sufficiently self-explanatory, has been issued to the trade from 45 City Road, London:

Dear Sir—I beg to inform you that the agreement between Schallplattenfabrik "Favorite" with H. Lange's Successors, Ltd. (now in liquidation) for the sole selling rights of Favorite records in Great Britain and Ireland, together with the British colonies, has been terminated by the manufacturers, and I have been appointed as London manager for Schallplattenfabrik "Favorite" (Favorite Record Co.), 45 City Road, E. C., for the same places. I take advantage of this opportunity of informing you that my company is prepared to execute any remainders of orders which Messrs. Lange's have not carried out, provided, of course, they are at rates acceptable to my company. If there is a balance of Favorite records still to be supplied to you, and if you will kindly give me particulars, I shall be happy to give your wishes my immediate attention, and submit to you our terms for executing the same. Assuring you at all times of my personal attention, I am, Dear Sir, faithfully yours, SCHALLPLATTENFABRIK, "FAVORITE," (The Favorite Record Co.),

Albert F. Vischer, London Manager.

Interviewed by your correspondent, Mr. Vischer asks me to make known through the columns of The Talking Machine World that he has now a full and complete list, including up-to-date titles, ready for despatch, and that he is prepared to fill all orders not executed by Lange's Successors. The Favorite record is one of the best on this market, and in view of the greatly strengthened repertoire promised under the new regime in conjunction with an assurance of quick deliveries, dealers are justified in placing their orders forthwith.

Krebs & Klenk Also Give Notice.

A similar circular to the foregoing has also been sent out by Henry E. Heyder on behalf of Krebs & Klenk, the manufacturers and patentees of the Klingsor machines. Here again, orders unexecuted by Lange's will receive prompt attention upon particulars being furnished to Mr. Heyder at 45 City Road this city. Will all Klingsor traders—in any part of the world—please take note?

Odeon Co.'s McCormack Records.

It may not be generally known that John McCormack, the famous Covent Garden tenor, who has just recently made a stir in American musical circles, has recorded a number of his splendid selections for the Odeon Co., who hold the exclusive rights of reproducing his voice. The records are wonderfully natural, full in tonal quality, and have achieved enormous success on this side of the water. Foreign and colonial dealers are now offered a line of records which must appeal to all music lovers, and particulars should be sought from Barnett Samuel & Sons, Ltd., of Worship street, London.

Premier Mfg. Co. Cutting Out Titles.

The Premier Mfg. Co., Ltd., have sent the following letter to the trade: "Gentlemen—We beg to advise you that we are cutting titles mentioned hereunder out of the catalog, being of the opinion that our present product is so much in advance in quality that it does not justify us supplying these numbers any longer. Those titles which we consider are sufficiently popular are being remade and will be reissued again at a very early date. 342, "Cinderella"; 338, "Ciribiribin Waltz"; 344, "Take a Pair of Sparkling Eyes"; 345, "Save a Little One for Me"; 347, "Sweet Adeline"; 231, "The Old Rustic Bridge"; 281, "If I Could Plant a Tiny Seed of Love"; 307, "Noontide"; 35, 'In Happy Moments"; 37, "The Heart Bowed Down"; 91, "The Coons Talk"; 134, "Mary"; 21, "The Whippoor Will"; 77, "Dat's the Way You Live and Die"; 82, "Soon I'm Leaving Dublin Town"; 54, "When the Hills Are White with Heather"; 230, "Baby's Picture." Your kind attention to the above when ordering future goods will oblige."

Comments on Provincial Trade.

Owing to several trade-disturbing elements, talking machine business up North is far from satisfactory, and dealers' sales are very little, if any, in advance of same time last year. Yet the characteristics of our north country traders—their optimism and cheerfulness—are assets which will eventually help them over the stile to the fields of prosperity. They are workers and no mistake, and we can admire them all the more since they put up a good fight against such discouragements and loss of trade as results from the continued slackness in the cotton trade industry, for instance. In Manchester and other great cotton mill centers thereabout it is reported that looms are stopped in all directions, and that stoppages on a larger scale will take place before long. Other factories are working short time, and in consequence there is no surplus of spending money with the classes that talking machine and record dealers mainly rely upon. It is all the more unfortunate because, with the majority of English dealers, the month of December, above all others, is their bon temps, so to speak. As a dealer acquaintance said to me recently, "If we don't make money in December there is usually no balance worth speaking of at the end of the season." Whatever may be the condition of things, however, up North, I am fully convinced that the enterprising dealer can largely mitigate the evils of local trade depression by hard work and original methods in operating and extending his connections further afield. Coming South we find trade is much more flourishing in the Midlands, where, as will be seen by the following letter, a gradual weeding-out process is going on among dealers, a condition of things beneficial to factor and legitimate dealer alike. Frank S. Whitworth, manager of the Colmore Depot, Birmingham, writes me as follows:

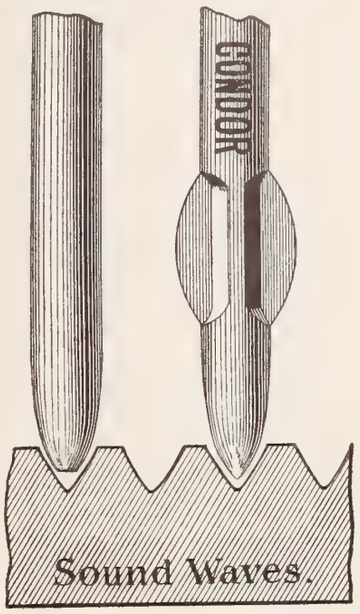
"We are, of course, now in the very thick of the season, with trade increasing by leaps and bounds as the Christmas season approaches. Whatever may be the experience elsewhere, we are ourselves extremely gratified to find that each week shows an increase on the weeks of preceding years, the fact being that compensating influences are at work by which, though many of the other dealers is becoming more solid and

MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph



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Only Needle in the World having

Each Point Warranted

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Best Reproduction

No Ruin of Record

AGENTS WANTED

Sole Manufacturer

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AACHEN, - GERMANY

dealers are giving up the business, yet trade is regular, and, of course, the surviving dealers are those who have done the thing in the best style, and have always formed the backbone of the trade. We do not think any of that class of dealer is having much to complain about.

"The same trend of events is indicated at the other end of the trade, the smaller manufacturers, or, rather, the manufacturers of the lesser-known machines and records, have not done so well, but makers of what might be called the staple lines, should not, if our experience goes for anything, have anything to grumble about.

"Our sales on Edisons are very satisfactory, while the Amberol trade has grown enormously since last year. On the disc side the increased demand for Twins has been phenomenal, and this has not been in the least at the expense of its elder brother, the Zonophone; Zonophone machines and records are still as popular as ever.

"To sum up, we are glad to find that the trade seems to be settling more into a consistently even business, perhaps, with fewer handling it but with more regular profits for all concerned, manufacturer, factor and dealer, and with fewer alarms and excursions to excite and disturb."

UPHOLDS PATENT AGREEMENT.

German Supreme Court Hands Down Decision in Favor of American Concern and Orders Revoked Patent Renewed.

The Imperial Supreme Court in Leipsic on November 26 rendered a decision in a patent case in which it interpreted the patent agreement between Germany and the United States in favor of an American company, which has a branch office in Berlin.

This branch office secured letters patent under the German law on an invention, but it failed to place the invention on the market within three years, the time specified by the German statute for so doing. Thereupon a German brought suit to vacate the patent rights, and the Patent Office decided in his favor. The American firm, however, took an appeal to the Imperial Supreme Court, and while awaiting a decision transferred the patent rights to its parent company in the United States.

The decision of the court declared that the Patent Office had wrongfully revoked the letters of patent and must renew them, as the German-American agreement guaranteed reciprocal treatment of patents.

* * *

The German-American patent agreement was signed at Washington February 23 of this year by Secretary of State Bacon and Count von Bernstorff, the German Ambassador, and, having been duly ratified by the House of Representatives and the German Reichstag, was promulgated simultaneously August 1 by President Taft and the Kaiser. It became effective immed.ately.

Under the convention American manufacturers were relieved of the requirement of the German law that in order to sell their products in Germany they must manufacture them upon the basis of patents in Germany, which called for the investment of large sums of money in maintaining duplicate plants. American inventors also were relieved by the agreement from the German restriction which declared patents forfeited if not actually worked in Germany within three years after letters of patent were granted.

PRESERVING THE INDIAN TONGUE.

The Songs, Legends and Ancient Traditions of the Race Being Preserved by Miss Densmore Under the Auspices of the Bureau of American Ethnology—Uses the Columbia Graphophone in Her Work—Records of Noted Indian Chief Are Interesting.

Out in the western country, where a few of the old Indians are still to be found in their aboriginal state, the Columbia graphophone is playing an important part in one of the most interesting and valuable scientific movements of the present day. This is no less than recording and preserving in an enduring form, the music of the American Indian.

INDIAN CHIEF IN FULL REGALIA.

The Bureau of American Ethnology—a branch of the Smithsonian Institution at Washington— is its sponsor, and executing the work is Miss Frances Densmore, a musician of many attainments and a woman of capability and unfaltering resolution, ideally fitted for the work by her scientific knowledge of the music of primitive tribes and races.

The Columbia cylinder grapnophone, with its recording apparatus, was chosen by Miss Densmore as one well fitted for recording of such delicacy as this, the difficulty of which will be described later.

Realizing that it is only a very short time before the original characteristic songs of the

OJIBWA, A CHIPPEWA CHIEF, MAKING A RECORD.

American Indian will be lost forever, through the gradual dying out of the old members of the tribes—men in whom are still preserved the ancient traditions of the race, and that some well-defined steps should be taken for preserving and perpetuating these songs, the Bureau of Ethnology instituted the present movement, leaving the executive part of the work entirely in Miss Densmore's hands.

It was not an easy task, as may be imagined. The American Red Man is an uncertain quantity. He has no great love for the devices of the white man, and with some reason. Much diplomacy and ingenuity were therefore necessary, and these are exactly the qualities that Miss Densmore brought to the work. She went out to the reservations and studied the situation at close range, familiarizing herself with the language, customs and racial peculiarities, winning the confidence of the Indians and finally effecting the main object of the work, with the result that more than 400 graphophone records have so far been made, from which the songs and melodies are transcribed. Miss Densmore, who is scientifically trained in the theory and practice of music, and who went to the study of Indian music from the giving of lectures on the Wagnerian drama and the study of Brahms under one of the greatest living teachers of that master, does the transcribing herself.

Details of unusual interest are revealed in Miss Densmore's account of her work. Some of the most valuable records have been made by an old and celebrated Chippewa Indian, named Ojibwa, 89 years of age, who is said to be the last great warrior of the Chippewa and is the only surviving leader of the wars between that tribe and the Sioux. Many of the songs sung by this old warrior are probably known to him alone of all the Indians now living. More than fifty of Miss Densmore's records were made by him. The entire collection of records is now the property of the Bureau of Ethnology at Washington.

Accompanying this sketch are illustrations from two photographs of the old warrior, one showing him seated in front of the horn of the Columbia graphophone, during the making of a record, the other in full regalia as in the days when he used to strike out upon the war-path. To say that Ojibwa is blind and that this picture was secured only by taking him five miles by stage-coach and twenty-five miles by rail, is mentioning only one of the difficulties Miss Densmore has found and successfully combated.

As the work must, to a very great extent, be carried on with people whose voices have been weakened by age, it will readily be seen how important it is that the recording apparatus be most sensitive. In this connection, it is gratifying to note the excellent results reported by Miss Densmore in her use of the Columbia graphophone and Columbia recording process.

THE VICTOR CHRISTMAS POSTER.

The Victor Talking Machine Co. have sent their handsome holiday poster for the use of dealers. The poster is sixty inches long and twenty inches wide and shows the Victor artists, bandmaster, negro minstrel, Spanish, French and Italian singers, choir-boys and a violinist issuing from the horn of a Victor machine held in the arms of Santa Claus. The text reads, "Come in and hear the Victor. The best Christmas gift on earth." The color effects in the poster are bound to attract attention.

Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our Famous "Puck Phonograph."

TRADE IN THE QUAKER CITY.

Business for Closing Months of Year Proves Very Satisfactory to Dealers—Worried Over Threatened Shortage of Goods—Jobbers Blamed by Dealers—Lecture Recitals at Wanamakers Prove Strong Attraction—What the Various Houses Have to Report—Heppe & Son Divide Department—Interesting Personalities.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 8, 1909.

The last month of the old year has opened in a most satisfactory way for the talking machine people, and from every aspect of the trade there is only a bright side. The business in November was more than satisfactory, and the current month is expected to go the past month even some better. The only one dark cloud in the horizon is the fear that the men will not get all the goods they may need. They are getting assurances that they will be taken care of, and that there will be enough machines, cabinets, etc., to go around, but they are very slow reaching the jobbers, and stock which should have arrived here nearly a month ago is not yet on the way. Various excuses are made for this condition. The dealers claim the jobbers were late in ordering and that they were not justified in having a big stock on hand. They claim they called the attention of the jobbers already last summer to the advisability of placing their orders early. The jobbers admit this, naturally, but they claim that they are not exactly in a position to order goods several months ahead to any great extent, and have the collector come for his money in a few weeks, and they have to be without a big bulk for a number of months, with their heavy general expense going on just the same. The jobbers feel that the manufacturers should make sufficient stock during the dull season and keep it on hand when the busy season begins so that they will be able to supply all needs. They say the manufacturer has the place to store stock, he has the money and is better able to lay it out than the jobber. If he is not willing to do this, then the jobbers say why don't he sell us goods in the early fall, and date his bills the first of November or December when they will be getting in money to meet them.

Nothing in the way of advertising the talking machines has been more effective than the lecture recitals of the grand operas which have been given at the Wanamaker store ever since the season opened and which is referred to elsewhere.

The Penn Phonograph Co. report that November was a very satisfactory month with them. It was very much ahead of the same month of last year, and one of the largest Novembers they ever had. December has started in most encouragingly, and their wholesale orders are particularly heavy. They are looking for the largest December they have ever had in both their retail and wholesale departments. The general call for goods is for those of the higher prices. E. Smullem and T. R. Clark started, on Monday last, on their last trip of the year, to be gone up to within a day or two of Christmas.

F. K. Dolbeer, of the National Phonograph Co., was here on Tuesday of last week, and he says their business is picking up very nicely, and in some departments they are working full handed at night.

W. H. Doerr, in charge of the talking machine department of H. A. Weymann & Sons reports that things are very much improved, and that it looks like a very big holiday trade. They are selling all the Victrolas they can get. No. 16 is the big seller. The new cabinet for the Victrola 12 has been meeting with general favor. It is ornamental, and very conveniently arranged. The new Cygnet horns are also selling well and they improve the appearance of the machine and its general tone very much. Mr. Doerr has just returned from a successful trip through New Jersey and Delaware, and Norbert Whitley is at present covering Pennsylvania for the firm.

W. J. Elwell, who is in charge of the retail talking machine department of the C. J. Heppe & Son store, reports that his firm are gratified with the November showing in every department. D. D. O'Neill, who is in charge of the Heppe wholesale talking machine department, has just returned from a trip through the State, in which he was able to make contracts with a number of new dealers. Under a new arrangement the Heppes have made two separate departments, with Mr. Elwell and Mr. O'Neill in charge, instead of conducting the wholesale and retail as one department. Clarence Collins is at present traveling through Pennsylvania and is meeting with very good success. The worst trouble the Heppes are experiencing is the shortness of stock, and are sure that they will have to disappoint many of their customers. The retail department of the Heppe store has been very attractively arranged in the 1117 store, and their wholesale department is in the basement. Recently they had very large shelving built to store their stock, which is enormous, and the contractor had turned over the job as being complete. When the men reported to work one day last week they found that one of these large shelves had not been properly fastened, and during the night it had toppled over and had scattered 5,000 Edison records about the floor. It required some time to get things back in shape, and the records have not all been examined to find out just how many of them were damaged. Mr. Heppe will hold the contractor responsible for any loss. They had a record crowd last Friday night at their Auxetophone recital, which was in charge of Messrs. Abbot and Ferris—representing the artistic and the mechanical side of the instrument, and they were very successful. Last Saturday afternoon alone, on the floor of the store, they sold fifteen machine outfits.

L. Buehn & Bro. report that their business in November has been way ahead of anything they had expected, and they are almost entirely sold out on certain of the more popular instruments they handle. They have also been having a wonderful success with the cabinets, particularly their new pegless cabinets, with which they have made a great hit. Mr. Buehn says he is looking for a very good December, and the only sign he sees otherwise is that they will not be able to get the stock.

Thomas K. Henderson, in charge of the Columbia Phonograph Co., reports that their business in November has shown a very great improvement over last year. O. C. Dorian has just come to Philadelphia from the New York office to act as Mr. Henderson's assistant. He is a son of Marion Dorian and is a very successful man in this line. He has brought his wife to Philadelphia to make this their home.

Mr. Henderson says that from the reports he is receiving from the dealers they supply, he is very much more optimistic than he has been for a long time as to the future of the talking machine trade. The increased business has been largely for the four-minute records and for the Grafonola. R. B. Robinson, who recently became connected with the Philadelphia office as traveling representative, has been doing splendid work and promises to become an active factor in the Pennsylvania trade. C. B. Woodhead, who was formerly connected with Kraemer & Gosorn of Norfolk, Va., Columbia jobbers, is now attached to the Philadelphia office. The new records made by John McCormick, the new Irish tenor who was brought to this country by Oscar Hammerstein and listed by the Columbia Co., are meeting with great success. The general demand for grand opera records has been wonderful and the condition of affairs has been helped very largely by the advent of the new Philadelphia Opera House, which recently started its second season.

TALKING MACHINE PLAYER MARCH.

Robert Russell and Miss Annie Hasson were recently married in the piano store of Kenyon-Shirley Co., Morristown, Tenn., while a talking machine played the wedding march.

Let us stock you up after Christmas

Don't monkey with that slow jobber any longer. You've lost enough money through his funeral-movement to build a house. Tell him, "Never again!" and turn your orders over to us.

We'll ship your goods the same day we get the order. We'll not get them all "balled up" either! We have the stock, and the men to get it right out.

Filling orders the same day we get them is the backbone of our business.

And it's made us mighty successful and popular, too! Our customers put confidence in us because we never disappoint them. And they don't have to carry heavy stocks, for they can get everything in the Victor line from us at a minute's notice.

Our quick service doesn't cost you an extra cent.

Send us your after-Christmas order, big or little, and we'll prove to you that you can't get better service anywhere.

Drop us a postal to-day for our catalogues, and for our handsome booklet, "The Cabinet That Matches."

New York Talking Machine Co.
83 Chambers Street
New York
Successors to
Victor Distributing and Export Co.

HOW JOHN WANAMAKER INTERESTS THE PUBLIC

In His Talking Machine Business—Couples the Opera Idea to His Victor Department and Reaches Vast Audiences Two and Three Times Each Week.

In addition to the four-page paper "The Opera" giving full information as to the operatic program for the week as well as a synopsis of the various works, John Wanamaker, at both his New York and Philadelphia stores, has taken advantage of the fast growing demand for opera and music of the better class, by providing lectures on each opera the day preceding the performance.

The Philadelphia lectures by Joseph M. Rogers, are given in Greek Hall and since their inception it has been impossible to obtain a seat unless one arrived before the appointed hour. The lecturer explains fully the theme and story of the opera, describing every little detail, and with the Victor and Red Seal records conveys to the audience a thorough understanding of the music that enables one to more readily understand and enjoy the actual performance.

The same is being done with equal success in the auditorium of the New York store, where the Rev. Henry R. Rose is the lecturer.

The audiences are always large and display the deepest interest, and through these lectures they are materially increasing their sales of Victrolas and Red Seal records. This can best be judged by the photographs taken at one of the Wanamaker concerts in Philadelphia and reproduced herewith. Observe the keen interest and pleasure manifest in the faces of the audience and one can get an idea why these lecture-recitals have such a vogue.

AUDIENCE AT OPERA CONCERT AT WANAMAKER'S, PHILADELPHIA (PHOTOGRAPHED FROM STAGE).

VIEW LOOKING TOWARD STAGE AT VICTOR CONCERT AT WANAMAKER'S.

If any talking machine dealer is at any time in either New York or Philadelphia, it will pay him well to attend as many of these Wanamaker lectures as he can.

PATENT OFFICE CHANGES.

Changes in Classification Division of United States Patent Office Will Save Time and Expense in Examining Patents.

The classification division of the U. S. Patent Office at Washington is undergoing a number of changes which will work advantageously to the interests of inventors throughout the country. Commissioner Moore expects that when the work is completed the time and expense of examining patent applications will be lessened by thirty per cent., and that patents will have a greater degree of validity when issued.

There are now fifteen well trained examiners working on reclassification of patents. Progress is as rapid as is possible with the force available. There are 248 classes of patents, and ninety-three of these, representing about half of the 930,000 United States patents, have been reclassified. When applications are received for patents in any branches reclassified the value of the new classification is at once made evident in the saving of time and expense, and in the far greater accuracy with which the examiners can work.

VANDERBERG MUSIC CO. REINSTATED.

(Special to The Talking Machine World.)

Green Bay, Wis., Dec. 6, 1909.

The National Phonograph Co., Orange, N. J., have reinstated as Edison dealers the Vanderberg Music Co., Frank Vanderberg, proprietor, in this city. The same concern has a store at Marinette, this State, and Mr. Vanderberg is regarded as very enterprising. A full line of pianos, small goods and sheet music is handled in both places.

The traveling corps of the New York Talking Machine Co., 83 Chambers street, New York, are now all in the field and will remain out until Christmas. S. W. Williams started last week to call on his trade in New York State.

THE SOUTHERN CALIFORNIA TRADE.

Decided Improvement Noted in All Branches of the Talking Machine Trade—New Victor Records Help Business—Big Holiday Shipments for Southern California Music Co.—Good Columbia Co. Report—Other Items of Timely Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 3, 1909.

Los Angeles dealers and jobbers are advancing on the holiday trade with great expectations. Statistics indicate a great increase in all branches of the talking machine trade for the coming season. Favorable signs have already made their appearance, although the latter part of November was somewhat quiet, which is to be expected before the big business begins. Stock conditions are very favorable, the jobbers taking extra care to place early orders with the manufacturers.

Sherman, Clay & Co. have already moved some of their surplus stock of Victor goods in orders which are daily increasing. The splendid list of December Victor records will no doubt help the trade for such goods during the holidays. Their supply of Victor machines and Victrolas seems to be in splendid shape and sufficient to meet the growing demand.

The Southern California Music Co. are still receiving holiday shipments of Edison goods, and have a creditable supply of the same on hand. The Christmas advertising matter sent to the dealers for Edison machines and records is greatly appreciated by them. The appearance of the new Amberola has commanded more attention in the trade than any other new instrument in some time past. Demonstrations under the direction of C. E. Lyons, the National Co.'s representative, have been witnessed by most of the dealers in the section, whose approval of its merits seems to mark the era of the greatest advancement in the existence of the Edison phonograph. A great future is expected for this new idea in cylinders.

The Columbia Phonograph Co. are receiving a volume of business through the efforts of W. G. Farquharson, who has lately joined their traveling force in place of A. B. Kaufman, who has left the Columbia Co. to return to his home in Chicago. Although a stranger in the talking machine business, Mr. Farquharson has shown marked ability, and hopes to share a large portion of the Columbia Co.'s holiday trade. Wm. Stidham, manager of the local store, is pleased with the fall prospects and says the stock of machines and records is in excellent condition. The Grafonola "Elite" is expected to arrive at an early date, as well as a shipment of the "Regent." The new style disc graphophones are in great demand, as are the December double records. The recently announced four-minute Columbia Indestructible records are very much in demand, and many inquiries regarding them have been received.

Harry Club, of the Wiley B. Allen Co., reports several good sales of Victrolas, as well as the sale of an Auxetophone to an Arizona customer. He is now working on the perfection of his picture machine, for which he has several patents. Particulars regarding the same will be announced later. The Holmes Music Co. have had a good trade during November, and are ready for the holiday buzz.

All retailers are well supplied with goods and most of them have started the holiday advertising campaign. The recent recital given in this city by George Hamlin has increased the demand for the Red Seal Victor records.

Riverside, San Diego, Santa Barbara, Redlands and other Southern California cities are sending in orders which look as though they were preparing for a larger Christmas trade than ever. Many of the dealers have visited the jobbers to make selection of goods for the occasion.

C. E. Wilson, general manager of the National Phonograph Co., has visited Los Angeles and vicinity, together with Mrs. Wilson. His trip is one of business and pleasure combined, which he expects to continue up the coast to Washington.

The Victor-Columbia litigation is being followed by the local trade with some interest.

HARDY IS A HUSTLER.

Goes After Trade in His Territory and He Gets It Too—Pays Big Tribute to the Phonograph.

One of the talking machine hustlers in Michigan is H. A. Hardy, proprietor of Hardy's music store at Standish, Mich. He has worked up a splendid trade in talking machines, as well as pianos and organs, in his territory, by merely not waiting for trade to come to him, but seeking it. In this connection he utilizes a very bright and intelligent pair of horses and wagon and

HARDY'S EQUIPMENT.

canvasses his territory most assiduously. Mr. Hardy remarked to The World: "I never think of going out with a piano or organ without taking along a phonograph and a good assortment of records, and I seldom ever bring any of the goods back. In the last three years the talking machine business has brought me in more clean cash than all the rest of my business put together. Business this fall looks fine. I am selling more high-priced machines than I ever have before." The goods shown in the picture are eight phonographs and six hundred records, which Mr. Hardy is drawing from the freight office to his store.

The "B. & H." Fibre Manufacturing Co.

extends best wishes for

A MERRY XMAS and HAPPY NEW YEAR

TO YOU ALL

May the year 1910 be as good to you as 1909 has been to us ! !

¶ Fibre Needles bring new customers and Prosperity to the wise dealer—they also make thousands of converts to the **"Talking Machine"** each year.

WE CAN PROVE IT.

"B. & H." FIBRE MFG. CO.

33 W. KINZIE ST. **CHICAGO, ILL.**

PROMINENT MEXICAN ARTISTS

Employed by the National Phonograph Co. During Tours of Recording Experts—Several Prominent in Spanish Speaking Countries, Little Known Here—Some Talented Singers of the "Zarzuela" or Light Opera Whose Voices Will be Heard in Edison Records.

Among the many artists employed by the National Phonograph Co. during the various tours of their experts to Mexico in quest of records are several sopranos who deserve special mention. Not a few are renowned throughout all Spanish-speaking countries, and several have delighted the music-loving public of the great capitals of Europe and the larger cities of the United States.

One of the most popular in Spain, South America and Mexico, although but little known in

EMILIA VERGUERI.

this country, is Emilia Vergueri. She has a fine soprano voice of remarkably clear, rich tone, and her intelligent and expressive interpretation of classical selections is very delightful. She is a lady of unusual personal charm, and her stage presence is quite suited to the fine quality of her voice and high artistic ability. Although primarily a singer of the higher class of music, she is equally famous in the lighter music of the "zarzuela," which may be compared to our light opera or musical comedy, although the music is generally of a higher class than the latter.

There are three classes of "zarzuela," one of three acts, among which are many that approach grand opera in quality, and the others of one and two acts. The one-act "zarzuelas" are the most generally popular. They are very short, each complete in itself, and usually three are given the same evening. Tickets for all, or any particular ones, may be purchased. The music and action of each is entirely different from those of others, and as all the artists have very large repertoires, their versatility is taxed to the utmost.

Particularly famous as a singer of this class of music is Emilia Sanchez, who has a beautiful soprano voice of wide range and exquisite tone.

Of special interest as a singer of the higher class of "zarzuela" music is Sofia Camacho, soprano and elocutionist, well known in Mexico. As a young girl she attracted the attention of one high in authority in Mexico, and later received her musical education at the expense of the Mexican Government.

Another soprano of very wide fame is Soledad Goyzueta, who is well known wherever Spanish is spoken. She has a beautiful voice and possesses remarkable artistic ability.

Also of "zarzuela" fame is Prudencia Grifell, who, besides being a first class soprano, is a gifted comedian. Her husband, F. Martinez, is a comic tenor of note, and they are well known for their duet work. Senoritas Remón and Herrera are sopranos of the very first rank and large reputation, and both are unusually talented. Marîe de Jesús Delgado is a soprano well known throughout all Spanish America, and Adriana Delgado is a mezzo-soprano with a voice of excellent quality and exquisite tone.

AMBITIONLESS DEALERS.

Too Many Retailers Show a Lack of Resourcefulness in Handling Trade Practically Brought to Their Doors by the Advertising of the Manufacturers—A Traveling Man's Views.

A traveling man for one of the manufacturing concerns in discussing conditions said: "The great trouble with the trade has been that there were far two many dealers that could not be considered as giving the proper representation to the line. As a rule, they were of no standing in their business community, and either lacked the means of pushing trade or are totally incompetent. These kind of people have lost money, and, in large measure, have been eliminated from the trade altogether. The dealers who have continued right along, holding their own and increasing their trade, have gone after it with energy and enterprise. They have 'broke in' to a better class of trade among people of means, who were either ignorant or indifferent to the possibilities of the talking machine as a source of endless and delightful entertainment. The hornless cabinet gave these dealers, the backbone and stay of the trade, their opportunity, and they are making the most of it. The manufacturers are spending fortunes in advertising their products, which the little fellows cannot appreciate, nor would they aid and give application to this great campaign of publicity by local work. The resourceful dealer, with capital, of course, is doing all sorts of stunts to assist the selling and exploiting policy of the companies, and they are getting there with both feet. It is these concerns which are making the money, and among them are classed the aggressive music dealers.

MARKER OFF TO THE ORIENT.

Left Nov. 23 to Join John H. Dorian, the Columbia Representative in the Far East—Foreign Sales Active, Says Edward N. Burns.

On Nov. 23 Harry L. Marker, of the Columbia Phonograph Co.'s laboratory recording staff, sails from San Francisco, Cal., to China, where he will remain in the company of John H. Dorian, the company's representative in the Orient, for probably a year. Mr. Marker will record originals in the Chinese Empire, Japan, Siam, Burmah and India, and gradually encircle the globe, following up his special line of work. He will probably be abroad a couple of years. Mr. Marker was for a while in Siam, where he became a welcome guest at the King's palace, making records of the voice of his royal highness and of a great number of the prominent noblemen and scholars of the country.

Mr. Dorian's health, which was none too robust, is now greatly improved. He is in the neighborhood of Hong Kong, and his reports of trade are very favorable.

Edward N. Burns, manager of the Columbia Co.'s export department, stated to The Review that foreign sales were splendid and increasing right along.

LEEDS & CATLIN CO. AFFAIRS.

Ten hearings before a master have been held in the office of Robert G. Perry, 60 Wall street, New York, trustee of the bankrupt estate of the Leeds & Catlin Co., machine and record manufacturers, of the same city, in the proceedings of the American Graphophone Co. for an accounting and damages over the Jones patent process of duplicating records. The last examination was held Monday. It is held the trustee has funds in hand as well as some property in Brooklyn, N. Y., belonging to the bankrupt concern. The trustee opposed this proceeding, claiming the firm, being in bankruptcy, an action of this kind would not lie, but the United States Circuit Court and the Court of Appeals directed otherwise.

The Southern Talking Machine Co., Memphis, Tenn., have incorporated with a capital stock of $10,000. The incorporators are Garfield Fisher, John Holmes, William Pfeister, M. J. Walsh and John T. Schurmeyer.

JOHN F. McCORMACK

The Idol of the Covent Garden and Manhattan Opera Houses : : : :

The Great Irish Tenor with the wonderful Italian voice : : : :

"OUR OFFER"

To bring our beautiful English made Odeon Records before the notice of American dealers we offer to send 12 assorted double records by this great artist to any part of the States, *case free, duty free* and *carriage free,* for $9.50 (not less than 12).

"OUR OFFER"—Continued

Remittances should be sent forthwith (while the Grand Opera Season is in full swing) to the Sole Agents for the English Made Odeon Records: BARNETT SAMUEL & SONS., LTD., Worship St., London, England.

He sings exclusively on DOUBLE SIDED ODEON RECORDS

10¾ INCH and 12-INCH

CINCINNATI'S BUDGET OF NEWS.

Talking Machine Dealers in a Happy Mood—Better Grade of Machines Have the Call—Big Victrola Sales—Wurlitzer Co. Aid Dealers—An Unique Electrical Display—New Columbia Goods Take Well—Edison Cygnet Horns a Hit—What Various Houses Report.

(Special to The Talking Machine World.)

Cincinnati, O., December 2, 1909.

Cincinnati dealers of talking machines and records are in a happy mood. The advance holiday business seems to be far beyond the expectations of a month ago, and there is every indication of all dealers getting a good slice of the general demand for these household necessities. The collections are reported to be above the average.

Cincinnati talking machine men are more intensely interested in the talking machine business than they ever were in the past, and Cincinnati can boast of some excellent talking machine salesmen. The cause of this enthusiasm is the appreciation that the public is showing for the Victor-Victrola, and the great number of sales which are being made. This naturally results to the profit of everybody engaged in the business, and with such good returns that they are encouraged to give the business strenuous and untiring attention. It is a noticeable fact to those who come in contact with these Victrola salesmen that the Victrola and Auxetophone are always in their minds day and night.

Several of the most prominent people in Cincinnati purchased Victrolas during the month of November and the showing for the month was extremely satisfactory. In reply to one of their circulars, the Rudolph Wurlitzer Company received a letter from the White House, thanking them for the offer to install an instrument in that place and advising them that they already had a Victrola. Several Victrolas were sold to rich Cincinnatians and shipped to Florida. The Rudolph Wurlitzer Co. have sent out a number of Victrolas to neighboring towns; some were made direct, while others were turned over to the local dealer.

The dealer ordinarily needs assistance from his jobber to make the first Victrola sale, and The Rudolph Wurlitzer Co. understanding this, have offered the services of their retail salesmen to dealers who are located convenient to Cincinnati. It is undoubtedly merely a question of time according to the opinion of the officers of this company, when every dealer will be able to carry a Victrola in stock. The Rudolph Wurlitzer Co. several weeks ago made arrangements with a dealer in a city which previously had not had any Victor representation. The person in question was induced to stock a Victrola which was duly shipped him several days ago. To-day the company received a letter acknowledging receipt of the Victrola and enclosing an order for two additional Victrolas—and a quantity of Red Seal records.

Last week The Rudolph Witzler Co. had a unique electrical display in the front of their building. The display was arranged to represent a bomb being fired from a motor and exploding in a mass of different colored stars, which finally formed the word "Victor." This week they have on display in a window a Moorish inlaid Victrola with Moorish arms and tapestry. It is attracting a great deal of attention and the price, which is plainly marked $750, does much to make the $200 price of the regular mahogany Victrola look insignificant and small, and there has been a noticeable absence of complaints as to the price of the mahogany Victrola, since this instrument was received by The Rudolph Wurlitzer Co.

The Rudolph Wurlitzer Co. have a big stock of Victrolas on hand, and in spite of this are awaiting very anxiously a further shipment from the factory, in view of the big demand which is now being made upon them, and the tremendous number of orders they expect to receive for Christmas delivery.

Manager S. H. Nichols of the Columbia Phonograph Co. reports excellent business for November, both retail and wholesale; in fact, the month's business ranks with the best November in the history of the Cincinnati store.

Retail business has been particularly good with the Grafonolas, the real serious question being to get the goods to supply the demand. While the retail business in Grafonolas has been excellent, the wholesale has been equally as good, and Grafonolas have been shipped all over the territory subject to the Cincinnati store.

Although the high grade goods have been in demand, an evidence of the return of good times is the general gradual return of the laboring classes as purchasers, and, as predicted before, the laboring classes will soon be a buying factor and the coming year promises to be the largest in the history of the company.

The holiday trade is starting off well, and there is no reason to doubt an excellent business.

The Columbia Co. have put new life into the business with new goods, and the four-minute indestructible records and cylinder graphophones to play the two-minute and four-minute indestructible records have certainly livened things up, and the demand for these goods is way beyond supply. Columbia dealers are reaping the benefit from the demand created by the present line of disc and cylinder graphophones and records.

The lively manner in which the cygnet horn, the new horn manufactured by The National Phonograph Co., has been received by The Milner Musical Co., is shown in the statement of General Manager Walter W. Timmerman, who says: "We disposed of every one of the new Cygnet horns received in our first shipment, within the first week after their arrival. It has been a great stimulant to our old customers, and the many pleased comments from our new customers indicate that the future for this type of horn is already made.

"The sale in the Edison line has been especially good, exceeding our expectations. The demand of records has been the best we have ever had, which speaks well for the November list. We anticipate a great deal more patronage in the month of December, and in view of all the other departments being on the increase, we hope to have our best month in the talking machine department."

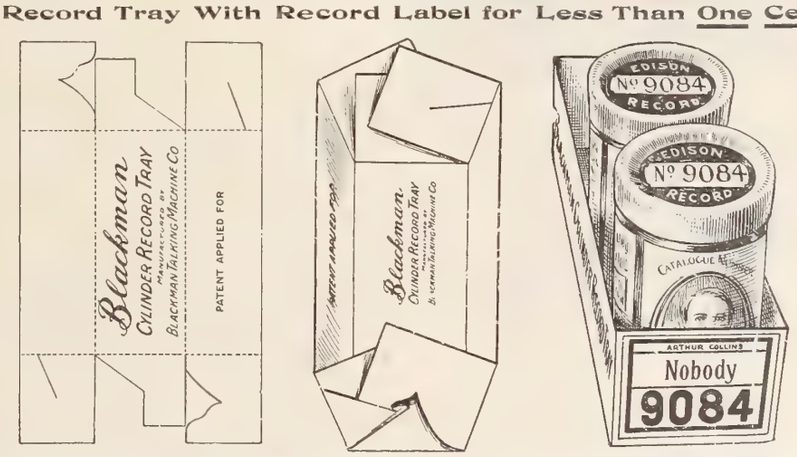
The Milner Co. are daily looking forward to shipments of Edison Amberolas, and anticipating their arrival several sales have been made and many are in prospect of being cinched.

The Red Seal records of the Victor folks held the record for sales last Saturday at the Milner store.

The risk attending want of success is not to be compared with that of neglecting the attempt.
—Beacon.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY
(Patent Applied for)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908..... .....$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

THE BEST TRADE NOW USE

Echo Record Albums

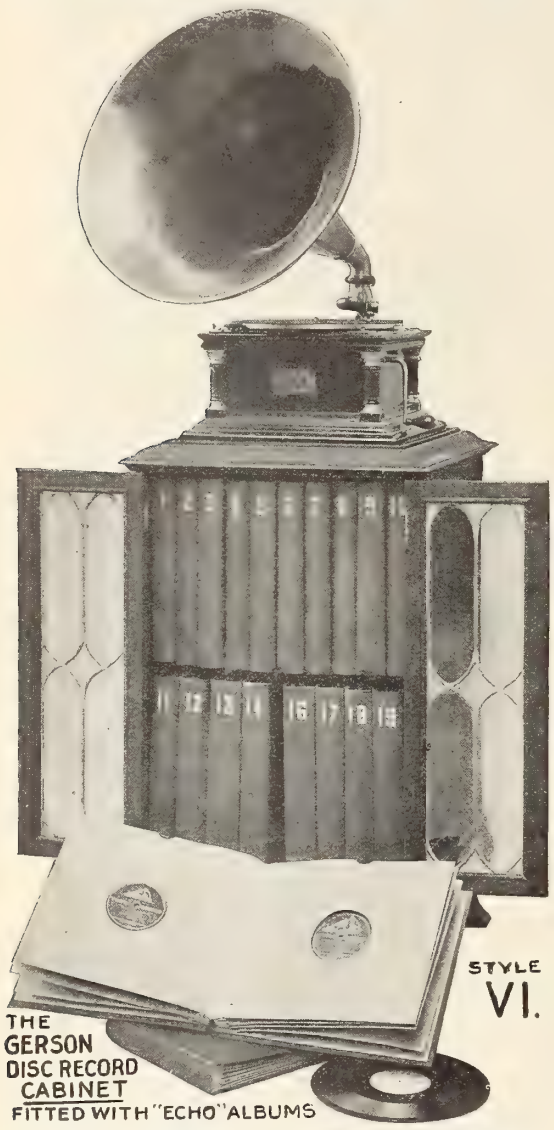
FOR TALKING MACHINE DISCS

ANY CABINET

CAN BE FITTED WITH THESE ALBUMS

Made for Both Single and Double Face Records

VICTOR, COLUMBIA OR ZONOPHONE MAKE

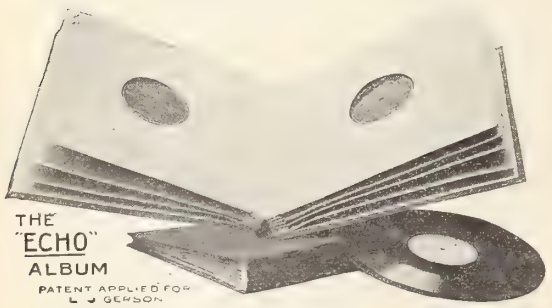


They form a complete system for filing disc records, which can be added to, album by album, on the Library plan.

Just the thing for

RED SEAL COLLECTIONS

Every Record Instantly Available



Ten-Inch Disc Albums $1.25

Twelve-Inch Disc Albums, 1.50

"Echo" Record Albums preserve disc records against dust, careless handling, scratching or breakage.

DISCOUNTS TO THE TRADE

ECHO ALBUM CO.

Sole Manufacturers

926 CHERRY STREET, PHILADELPHIA

TIMELY TALKS ON TIMELY TOPICS

A manufacturer who had noticed the "topic" in last month's World about the scarcity of traveling salesmen pronounced it true in every particular. As additional information on the subject, he said: "What The World remarked cannot be denied. Good salesmen are not to be had for some reason or other. The big companies have room for a number of men of this stamp, but they are not found. There was a time when salesmen of ability were obtainable, but now, what has become of them? Why, when one of the companies launched a new jobber or even a prominent dealer took on the talking machine it was usually with the understanding that a manager would be provided who had a knowledge of the business from a selling point of view. Then one of the men who had traveled the territory where the new jobbing firm was located, and knew every dealer, what stock he carried, his financial, business and perhaps something of his social standing in the community, was the party to fill the bill, and he was drafted to take the position. This occurred not only a few, but many times, and a number of the most successful talking machine managers of jobbing houses and the larger department stores were road salesmen at one time or another for the factories.

"So long as these vacancies could be filled the loss was not felt keenly, though good men were parted with no little regret. As was generally the case the traveler secured an excellent place at a better salary and brighter prospects, besides getting off the road, which every man looks forward to ultimately. But so many of the 'boys' were transferred into managerships that it has become more difficult, if not well near impossible, to find acceptable substitutes. This is the condition at the present. Here is an opportunity for young men of steady habits, made of the right stuff and ambitious to get ahead. The talking machine trade is a fine line to be connected with. The goods are right and the people whom the manufacturers desire to get interested are above the average merchant. As a class, talking machine jobbers and dealers are active, enterprising and progressive, else they are 'in wrong.' The remuneration is also on a higher scale than that paid in other branches of trade to start, and if capability and adaptability are displayed advancement is rapid.

"I should think there were a surplus of traveling salesmen in the piano business who would find it to their advantage to look into this opening," said the manufacturer in conclusion. "Of course, they would be obliged to train themselves to the exigencies of the line and learn its peculiarities, which differ materially from selling musical instruments. At the same time they possess the preliminary experience; the remainder is a detail. Good roadmen are needed, and it has become a really serious matter where to look for them." These suggestions and the opportunity are offered in good faith. The future of the talking machine business is bright with promise and the right kind of men may adopt an honorable and profitable career that would doubtless give the same excellent chances for preferment as have occurred in the past.

Great things have been accomplished in the way of improved trade products—machines, records, horns, needles, etc.—and doubtless still more wonderful developments are to follow. A prophet who talked as with authority declared that sometime in 1910 one of the most marvelour surprises would be sprung by a company recognized the world over as the embodiment of the spirit of progress in all that pertains to the talking machine industry. As in the past, due announcement will be made when the proper time arrives to take the distributers into their confidence. Until that date arrives we must possess our souls in patience.

The so-called combined disc and cylinder machines have not made a popular hit, despite the claims of their inventors. The trade has withheld their approval by not buying in other than an experimental way. Perhaps the price may have had a deterrent influence. At any rate, whatever the reason the demand, if such ever existed, was so slight apparently that further improvements to simplify the device and lessen its cost are seldom heard from. Another combination machine of this type has recently appeared, however, in which a dealer of Brooklyn, N. Y., is interested. It is rather a crude affair, and it may answer for some purpose, but as a machine for a passably clear, not to say brilliant, reproduction of records, it leaves much to be desired. The device requires the service of a mechanical expert to adjust its parts, and this of itself is sufficiently condemnatory to create distrust on the part of the dealer, who is always skeptical of everything in an experimental stage, and properly. The old saying that experiments should be completed in the factory and not in the public eye, has lost none of its force, and applies particularly to talking machine appliances.

Elsewhere extended reference is made to the extraordinary demand this season, which grows more acute as the holidays approach, for the hornless cabinet machines. A great many in the trade believe that the several types of these machines now in the market will not cut into each other's business, as they occupy distinct and separate fields. It is now evident that the respective manufacturers of these splendid lines, actively engaged with their own jobbers and dealers, are working up such a tremendous volume of sales that the orders cannot possibly be filled for a long time ahead. Reports say that orders for 4,000 Victrolas are now on hand. Only samples of Amberolas have reached the entire trade as this issue of The World comes off the press, while the supply of Grafonolas is so inadequate that not even that much has been accomplished. Such a rush for goods of this kind is a reminder of the boom times of 1906, when the factories were so overwhelmed with orders for the regular line of machines and records that they did not hardly know which way to turn. This is auspicious. The public have not tired of the talking machine. Not by a long sight. Perhaps the prosperous years which have been enjoyed may not put in an appearance again immediately, but another happy cycle is on its way, as all signs unmistakably portend.

GEORGE HOWARD IN CHARGE.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1909.

George Howard, well known in talking machine circles, has been engaged to take charge of the talking machine and piano department of J. C. Groene's store at 424 Race street. The former will be on deck after to-morrow. He was formerly with Groene and was at one time with the defunct Cincinnati Talking Machine Co. Mr. Groene is enthused over conditions of the past month, the sales for November being highly pleasing. The piano department of Mr. Groene is an innovation which was just introduced this week. A wareroom has been fitted up on the third floor and on display are makes of Decker & Son, Schumann & Co., and the "Groene," which is a product of the Homer Piano Co., New York.

VISITED VICTOR PLANT.

Recently Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., Victor and Edison jobbers, New York, was in Philadelphia, calling at the plant of the Victor Talking Machine Co. and the Excelsior Drum Works, Camden, N. J.

COLUMBIA CO. SIGN GIPSY SMITH.

The World's Greatest Evangelist Sings His Best Known Revival Songs Exclusively for the Columbia Co.

Gipsy Smith, the world-famous evangelist, has just made three double disc records of his six best known songs at the Columbia laboratory. These records are said to be highly meritorious musically and as sacred songs, apart from the sentimental value attached to Gipsy Smith's name. His voice is marvelously sympathetic and happens to possess wonderful recording properties, for every word in these records can easily be understood from beginning to end.

Gipsy Smith is known all over the English-speaking world, and these records are the same songs that have been associated with his work in England, Wales, Scotland, Ireland, Australia and South Africa.

It is safe to say that no evangelist since Moody

GIPSY SMITH, THE GREAT EVANGELIST.

has ever succeeded in attracting larger audiences than Gipsy Smith. He has spoken to over three million people during his recent American tour and it is the usual thing for him to address audiences of ten thousand people in a night. As a speaker and singer he is unique, and combines the ability of a Moody and a Sankey, with many of their combined personal characteristics and power. He is perhaps the only evangelist who needs no introduction to any person, or class of persons in the United States, for everybody knows him. These records by Gipsy Smith will be announced by the Columbia Co. at an early date.

Just before he sailed for England he wrote the following note to the Columbia Co., which tells its own story:

"After repeated requests in England and America, I have decided to place on record some of the songs of the Gospel, or as I call them, "sermons set to music," which I have found so helpful in my work in England, America, Australia and South Africa. The following songs: 'Saved by Grace,' 'He Lifted Me,' 'Kept for Jesus,' 'The Beautiful City of God,' 'Jesus Is My Light' and 'Pass It On," will all be recognized as old favorites, and as sent forth by the Columbia Co. can be used and preserved long after my voice is far away or no more. My one hope is that they may in this form bring back blessed memories and give new inspiration wherever heard. GIPSY SMITH."

We had an opportunity of listening to the first record made by Gypsy Smith, and unquestionably these records will prove a tremendous hit.

The enunciation is so clear and the voice purity so marvelous that they will appeal to the people who have personally listened to the voice of the famous evangelist.

The Columbia Phonograph Co. have certainly scored a triumph in this latest acquistion to their star list.

BLACKMAN CO.'S PURCHASE.

Stock of Forsyth & Davis, Kingston, N. Y., Bought by New York Jobbers and Shipped to Headquarters—More Improvements in Store—Business Excellent.

The Blackman Talking Machine Co., 99 Chambers street, New York, announce that they have purchased the entire business, stock and goodwill of Forsyth & Davis, Edison jobbers and Victor dealers of Kingston, N. Y. The stock has been shipped to the Blackman headquarters and Forsyth & Davis have formally notified all their dealers of the change.

In line with the other improvements made in the Blackman store—bright blue front, redecorated interior, etc.—there has been installed a private switchboard connecting all departments and presided over by an operator. The new system will do much to facilitate the business of the establishment. Regarding present conditions, J. Newcomb Blackman declared that the chief difficulty was in getting goods from the factories rather than orders from the dealers, and that in Victor machines especially, only their regular dealers could be accommodated, and even they could not be supplied with sufficient Victrolas.

MUSIC IN AMERICA.

Oscar Hammerstein, Famous Impresario in Article in Saturday Evening Post Pays Tribute to Influence of Talking Machine and Player-Piano.

In a recent number of the Saturday Evening Post, Oscar Hammerstein, the famous impresario, contributed an interesting article on his methods of securing operatic stars, and in which he paid the following tribute to American appreciation of music:

"By every possible instinct the native American is musical, and yet only a few people stop to realize it," said Mr. Hammerstein. "They are willing to accept the bald statement that, because refined music—and by this I mean the best modern expressions of it—originated in Europe, the European leads the world in his appreciation of it. Let us see just why and how the American ear gets the prestige that I contend is its own. Go into the average American home and, with few exceptions, you will find some kind of musical instrument there. It may be a piano, or a mechanical piano player, or it may be a humble and complaining accordeon. But certain it is that you will find something with which to make some kind of melodious, or, as the case may be, unmelodious sound.

"Ask any piano manufacturer and he will tell you that more and better pianos are made and sold in the United States than in any two other countries. The phonograph dealers will tell you the same thing. Their instruments go to the farms as well as to the cities. Thus music is part of the home life of the American. An American family that does not boast of at least one member who can play on some kind of instrument, or sing something when a visitor comes to call, is lacking in social standing in the community, whether it be a city or a cross-roads village.

"On the other hand, this particular opportunity does not come to the average European, whose wage is smaller than that of the average American, and whose idea of home comfort and home culture is not so extensive as that of the American. He cannot afford to have a piano or a phonograph as readily as the American. Therefore, the European child, while growing up, lacks the effect of music in the home air."

FILES BANKRUPTCY PETITION.

Louis Rosansky, a dealer in talking machines, having his place of business at 379 Grand street, Manhattan, filed a petition in the United States Circuit Court, of this district, on November 24, to be adjudged a voluntary bankrupt. He gives his liabilities as $3,714.80 and his assets as $1,454.

TALKING MACHINE AT FUNERAL.

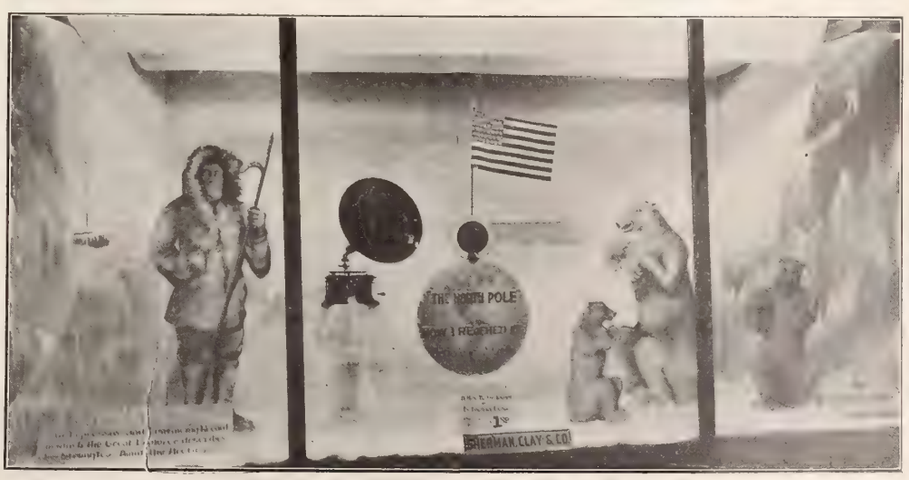
The phonograph was used for the first time in a funeral service in Vineland, N. J., at the funeral of the wife of Councilman A. F. Gutterson on December 7. Mrs. Gutterson in life always said the phonograph could render "Beulah Land" and "The Home Over There" in sweeter tones than any singers of her acquaintance.

NOVEL WINDOW ADVERTISING.

Sherman, Clay & Co. Prepare Attractive Display Which Is Drawing Trade.

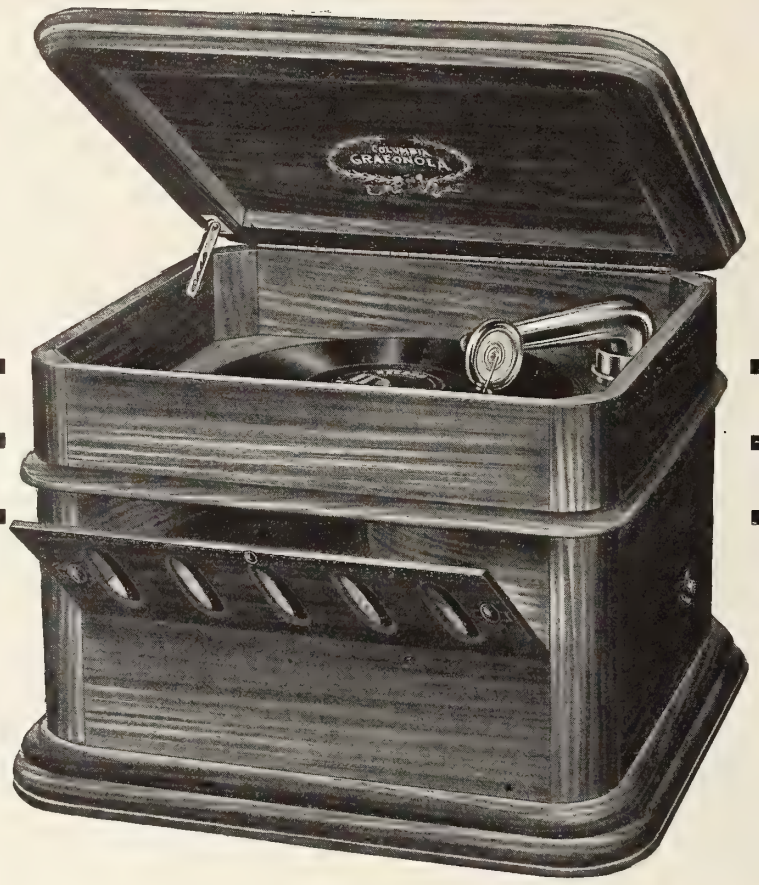
The illustration herewith was reproduced from a photograph received from our San Francisco correspondent. It shows the kind of advertising which the great house of Sherman, Clay & Co. is doing in connection with the Victor records made by Dr. Frederick Cook.

The window was designed by Sherman, Clay & Co.'s window trimmer. The bears and Dr. Cook are cut out of card board, on which the scenery is presented. The cotton on the floor is sprinkled with mica, the sky border of blue cambric. The scenery is made in four pieces and pasted together. It is attracting a good deal of attention and the Victor records made by Dr. Cook are as a consequence in increased demand.



SHERMAN, CLAY & CO.'S COOK RECORD WINDOW.

The Greatest Hundred Dollars' Worth of Music in the World



THE COLUMBIA
Grafonola "Elite"—$100

We are pushing the third large run of these Grafonolas through our assembling rooms as rapidly as possible with product of this high character.

It is too late now to predict that this "smallest cabinet machine" will transform the high-grade talking machine business—for it is already a demonstrated certainty.

Exclusive Columbia dealers wanted—that is, dealers who can handle exclusive Columbia selling rights.

Columbia Phonograph Company, Gen'l

TRIBUNE BUILDING, NEW YORK

DELAY IN SHIPPING AMBEROLAS

Explained by Sales Manager Dolbeer—Doing Everything in Their Power to Satisfl Customers—Congestion Will Be Conquered About the Middle of Next Month.

The delay incident to the anticipated prompt shipment of the Amberola hornless cabinets by the National Phonograph Co., Orange, N. J., so as to meet the date of placing the goods on sale, is thus explained by Sales Manager Dolbeer:

"We have done everything that lay in our power to supply the heavy initial orders of the Amberola, have exhausted every resource that could be brought into requisition to accomplish that end; but we simply could not secure enough cabinets from manufacturers to take care of the unexpected volume of initial orders by the date at first anticipated—December 1.

"The plea of the cabinet manufacturers is the same as is heard among manufacturers everywhere, and bears out the prediction that was freely made at the time of the financial depression—that when the country began to recover its equilibrium the volume of the ensuing business would temporarily embarrass the manufacturing world. The remedy is in sight, but we regret to say that it will not materialize in time to supply the entire requirements of the holiday trade.

"The fraction of the initial orders that we have been able to fill, and can yet supply before Christmas, has been and will be distributed proportionately and without favor among our jobbers. it is but a small proportion of the total, to be sure, but it will at least permit of the securing of some holiday benefits from the new machine, in that the Amberolas that reach the trade in time can be displayed and orders taken from them for future delivery. We are promised a goodly supply of cabinets by the first week in January, which we will equip and ship by January 15. After that time we expect to be in a position to handle the situation more easily.

"The Cygnet horn situation is much the same in many respects as the Amberola, although for obvious reasons hardly as regrettable. We have supplied a great many orders and are shipping as fast as the horns can be rushed to us from the manufacturers, so that the market will be fairly well supplied for the holidays."

BIG DEAL IN BALTIMORE.

Sanders & Stayman Co., Well-Known Piano and Talking Machine Dealers, Buy Out Lertz.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 10, 1909.

An important deal was consummated in this city on December 4, when G. Wright Nichols, president of the Sanders & Stayman Co., secured control, through purchase, of the entire stock, good will and franchises of R. Lertz & Son. The entire stock of Lertz & Son is being disposed of at special sale, which is being widely advertised.

In addition to the agency for several of the leading lines of pianos, including the Steinway and Weber, Sanders & Stayman handle the Victor and Columbia lines of talking machines and records very successfully.

A CONVENIENT HOLIDAY VOLUME.

"Holiday Hints" is the title of a handy little booklet issued by the S. B. Davega Co., 126 University place, New York, in which they furnish an illustrated list of their talking machine and sporting goods specialties. Its style is terse and concentrated, and if a beter grade of cuts had been used the otherwise neat booklet could be commended from a printing viewpoint. In it they declare their selling policy in the following paragraphs, excerpts from the preface:

"It has been our aim during the twenty-nine years we have been in business to handle only the best quality of goods and to give our patrons the lowest prices for the highest grade article. If you are not satisfied with the purchase made at our establishment return it to us at once and we will be only too pleased to exchange it or return the money in case we cannot satisfy you. We want your friendship as well as your trade." The accompanying telegram idea is clever.

CHANGE OF OFFICERS

Of Ludden & Bates Southern Music House Announced to Take Place on January 1—Headquarters to be Moved to Atlanta.

On January 1 there will be considerable change in the affairs of the Ludden & Bates Southern Music House, Savannah, Ga. Leonard Carter will retire from the presidency and will be succeeded by W. P. Dorough, the present vice-president, which office will be assumed by John H. Carter. The other officers of the company are: E. T. Dorough, secretary, and H. P. Mulkey, treasurer. On the first of the year the headquarters of the company will be removed from Savannah to Atlanta. This concern handle talking machines and records very successfully at their various stores.

HOLIDAY TRADE IN FULL SWING.

Jobbers and Dealers Are Ordering Fair Stocks—Hornless Machines in Great Demand—Victor Co.'s Immense Business—Expansion of Manufacturing Resources Continues.

Holiday trade is in swing with the jobbers, and dealers, while not buying as freely as they should, still are in the market ordering a fair stock of machines, records, horns, etc., as well as engaging for a future supply, especially in the high-price hornless cabinets, Victrolas, Amberolas and Grafonolas. In these lines there is developing a serious shortage, despite the best efforts of the manufacturers. Despite the fact that the Victor Talking Machine Co., Camden, N. J., have enlarged their great plant with a view of grappling successfully with the demand—double that of a year ago—of the present season, they are far behind on orders, and there are about two dozen demands from jobbers and dealers for every Victrola turned out.

Of trade in general, W. S. Moffatt, at the head of the New York Talking Machine Co.'s finance department, said: "For three months past we have been doing a fine business. Dealers are placing their holiday orders and goods are going forward. So far we have met every requisition made upon our stock; in other words, giving 100 per cent. of the goods specified. The factory are slowing up a trifle on some types of machines, and we have no complaint to make about Victrolas.

"You see, the business of the Victor Talking Machine Co. has been so tremendous that new additions are constantly being made from sheer necessity to their already mammoth plant. Still, they seem to be unable at times to keep fully abreast of the demand for their line, which is conceded to be the greatest in the world. The Victor is the leader, and its pre-eminence cannot be successfully challenged.

"During the past year their export business has more than doubled under the capable management of Daniel O. Mitchell, with headquarters in Camden, N. J. Charles Ferree Lightner, who makes Rio Janeiro, Brazil, his home address, looks after the Victor business in the eastern cities of all the South American countries, and he is increasing the trade rapidly. He is certainly one of the most capable men in the foreign service. Mr. Lightner will start for the United States in April next, spending his vacation of several months here. Thos. F. Perry is the company's representative on the west coast, and as he works in connection (and on a reciprocal basis) with the agents of the American piano manufacturers traveling through that part of South America, he is not only held in high esteem, but is expanding the Victor sales also."

JACOT MUSIC BOX CO. TO MOVE.

The Jacot Music Box Co. have arranged to vacate their present quarters at 39 Union Square about February 1, 1910, and will announce their future location at a later date. They report an excellent business in their Mira music boxes and Edison and Victor machines and records, which is improving with the approach of the holidays.

HOFFMAN SECURES COLUMBIA LINE.

The Well-Known Piano Dealers of Kansas City Will Give the Columbia a Strong Representation—General Manager Lyle's Views.

The Columbia Phonograph Co., General, have made another important connection in the music trade by signing up Carl Hoffman, the exclusive high-grade retail music house of Kansas City, Mo. The Hoffman concern is pushing the Columbia line with all the vigor and enterprise that has made this one of the finest and most successful music establishments of the Middle West.

George W. Lyle, general manager of the Columbia Phonograph Co., in speaking of this and other like incidents in the trade, expressed himself as follows: "The sooner every music dealer in the country makes a similar choice in the interest of his own individual business, the better it will be for his business, and the less he will have to regret. That live, up-to-date music dealers of the better class all over the country are joining the Columbia ranks all indications combine to show. The business qualities that have made music dealers successful in their own business have made them quick to appreciate the advantages of the complete Columbia line, especially since the introduction of the new and magnificent line of Columbia Grafonolas, and they are profiting by the unfailing source of income to be derived from Columbia double-disc and Columbia indestructible cylinder records. It was no accident that this wide-awake house of Carl Hoffman cast in its lot with the Columbia on the talking machine and record end of the business. It was a matter of deliberate choice, based upon sound judgment as to quality, and discernment of superior advantages in the way of profit to be gained in the future under the liberal and businesslike program of the Columbia Co."

NEW COLUMBIA 4-MINUTE RECORDS.

This week the Columbia Phonograph Co., General, notified their jobbers and dealers that "in addition to the twenty-four two-minute Indestructible cylinder records on our January list, we have added the nine four-minute selections" listed below: "Prologue from Pagliacci"; selections from "Madame Butterfly," (A) "Little Miss Golden Curls," (B) "A Little Ray of Sunshine Follows Each Dark Cloud," "Good-bye," "The Butterfly," "Though Your Sins Be as Scarlet," (A) "The Ghost of the Banjo Coon," (B) "Linder Green," "I Wish I Had My Old Girl Back Again," "Slip On Your Gingham Gown."

These records will go on sale December 24, the same as the other January records. Beginning with the February supplement there will be listed each month ten of the four-minute Indestructible records and twenty of the two-minute Indestructibles.

AN EDISON ANNOUNCEMENT.

In sending out on December 1 the list of "cut-out" and defective 300 two-minute or standard records, that become effective February 1, 1910, the National Phonograph Co. notify Edison dealers in Canada that "under no circumstances are any of these records to be returned to the jobber until you have received proper notification, at which time the regular forms will be sent you, giving instructions as to how the exchange is to be handled. Any records returned prior to the receipt of the papers in question will be returned to the dealer, transportation charges collect."

Dealers in the United States are also informed that "such of these records as you may have in stock may be returned to our factory, under the terms of our continuous exchange." They are cautioned not to ante-date shipments under the same penalty as the Canadian trade.

SIX MILLIO

Will Buy the Magazines that Carr

There are surely two readers to each copy of a magazine purchased. Twelve million people will thus have Columbia Double-Discs, Columbia Grafonolas and Indestructible Records offered to them through the January magazines.

Hundreds of thousands of these millions of people will certainly ***read*** the Columbia advertisements, and on the most conservative estimate tens of thousands will act on the suggestion that the advertisements offer.

We have not made January an extraordinary month in our advertising either —it's just an ordinary, average, Columbia advertising month.

Occupying either the back cover in colors, or two pages in prominent position on the inside, Columbia advertising will in January be presented to the readers of Everybody's, Munsey's, Cosmopolitan, Saturday Evening Post, Collier's Weekly, Century, Scribner's, Harper's, the World's Work, the Review of Reviews, the Outlook, Hampton's, the Red Book, Success, the American, Good Housekeeping, the National, the Columbian, and the Theatre Magazine.

Some of this advertising features the Grafonola "De Luxe," with Double-Disc Records, some of it features the Grafonola "Regent," and some features Indestructible Records and Cylinder Graphophones.

Exclusive Columbia Selling Rights

If it's only to provide against the future, why don't you get yours
Write in! In any case, it ought to be important to you to realize
the Columbia Phonograph Company, and the restrictive and

Columbia Phonograph Company

N PEOPLE

the January Columbia Advertising

The readers of the great magazines nowadays simply cannot get away from the strong and insistently repeated Columbia advertisements. And every day it becomes clearer that the dealer who keeps in touch with the times and who looks a little way into the future, is in the same position—he simply cannot get away from the Columbia line.

What's the use of trying, anyhow?—the right time to take hold of a thing is while it is in the ***ascendant***—not after it has climbed over the highest point. There never was a time in the history of the talking machine business when the dealer who has been putting his capital and his best energy into building up a business which would last, and which he himself could own, has had such a complete and comprehensive offer as that contained in our program of exclusive selling rights to Columbia dealers.

The completeness of the line and its rapidly growing popularity, together with the solid and fair policy of the Company behind that program, cannot safely be ignored either by you or your competitors.

If we, through our dealers, could offer the public Columbia Double-Disc Records ***alone,*** our position would be secure. If the Indestructible 2-Minute and 4-Minute Records were our ***only*** product the Columbia line would still be the biggest factor in the business. The standard of quality of the Columbia line of Disc and Cylinder Graphophones would ***alone*** maintain Columbia pre-eminence. But when you have added to ***all*** these, the magnificent three Grafonolas—the "De Luxe," the "Regent," and the "Elite," you have spread before you a merchandising campaign that is absolutely without equal in the musical field.

ay Be Still Open In Your Locality

ly posted on all that "exclusive Columbia selling rights" means?
the difference between "exclusive selling rights" as granted by
ry competitive plan of selling "one line of goods exclusively."

n'l, Tribune Building, New York

TALKING MACHINE MEN INVITED

To Participate in the Music Trade Exhibition to be Held in Richmond Next May Under the Auspices of the National Piano Dealers' Association—Manager Green Gives Interesting Details.

A preliminary announcement made to The World by Chas. H. Green, manager of the Piano Trades Exhibition, to be held in Richmond, Va., commencing Monday, May 16, states that the talking machine trade is also invited to participate. The exhibition is not a private or money-making enterprise, but is given by the National Piano Dealers' Association in connection with its annual convention, which will be held May 16 to 19, 1910.

The exhibition will be in the Horse Show building, and the floor space has been divided by Manager Green, acting for the association, into 60 soundproof rooms, averaging 300 square feet of floor space. Thirty-six of these are ranged around the sides of the building, and 24 in the center, with a 10-foot continuous aisle or promenade between extending the depth of the floor. Each room or partition has lath and plaster walls, with a half inch of mineral wool sound-deadener between the plastered 10-foot partitions, so that the playing of instruments cannot be heard in the adjoining compartments. In front of each space, office room of between 60 to 80 square feet will be provided, enclosed by a substantial wood railing, with posts 7 feet high, surmounted by glass globes.

The decorative scheme will be gold and white, and the interior lighting effects of the rooms will be tungsten electric bulbs on a white bunting ceiling, making the illumination all that could be desired. The front of each room facing the separate offices will be a plate glass store front, which may be closed off into complete privacy by drawing a heavy shade. On the outside top of the rooms a heavy fancy balustrade is provided, also having the ornamental glass globes on the posts.

Above and behind the booths or soundproof demonstrating rooms seats run around three sides of the large hall, with a capacity of 3,000. It is the purpose of the management to have a celebrated band in attendance during the evenings only, when the public will be admitted by paid tickets. Thursday evening, May 19, will be known as "Society Night," in compliment to the people of Richmond, when the admission will be $1, and in addition to the band a number of prominent vocal artists will take part in the special program. During convention days the exhibition will be open to the trade only from 2 to 6 o'clock in the afternoon.

The charge for space will range from $300 to $375, according to location, with an average price of $350. This will be the entire cost to an exhibitor, excepting the carrying charges each way, and a small amount for unpacking and repacking. J. D. Corley, the State commissioner, will take charge of all exhibits as they arrive in Richmond, and will see that the cost of handling is kept at the lowest possible figure. The funds realized by the sale of space and admissions will be applied to defraying the expenses of the exhibition, and all over and above the actual cost of its maintenance will be rebated to exhibitors. The ornamentation of the hall will be on a lavish scale, white bunting with gold trimmings, with a thousand or more electric lights flashing from the ceiling. Manager Green stated he proposed inaugurating the finest and most elaborate trade exhibition ever held in this country, if not in the world; to demonstrate such a thing is not only possible and practical, but profitable for exhibitors in every branch of the music instrument business.

The prospectus, photographs of the building, floor plan and general literature of the Association will be mailed the trade on or about January 1 by Manager Green.

EDISON BUSINESS PHONOGRAPH

An Absolute Essential in Every Business Office.

Business men who recognize the value of system and time saving methods in the conduct of their business are keenly appreciative of the value of the Edison business phonograph, which is rapidly being installed by the managers of all the progressive institutions throughout the country. It has proven its worth time and time again, virtually acting as a valuable assistant to the busy man and taking the place of a large staff of expert stenographers which cannot always be at his elbow. Ministers and clergymen generally find the business phonograph a tremendous aid in getting out their sermons, while almost every progressive court stenographer finds it a necessary equipment. To all interested, Nelson C. Durand, manager of sales, will be pleased to send a copy of the Christmas number of "Tips," the bright little paper which the National Business Phonograph Co. get out occasionally, or any other information desired.

"THREE THINGS YOU OUGHT TO KNOW."

The Columbia Phonograph Co., General, under date of December 11, sent their trade a folder entitled "Three Things You Ought to Know," accompanied by an explanatory and argumentative circular letter in which they point out the profits of selling on the instalment plan, if properly handled. On these lines they say in part, as follows:

"We have proved over and over again that an instalment business carried on with 10 per cent. added to the list price, and with a reasonable first payment, is just as good as cash business at list price—and not only is just as good, but there's a lot more of it. This 10 per cent. not only makes room for a cash-in offer at list price, but covers the cost of collection. No theory—we are proving it every day. Of course, you have to keep in touch with the buyer, and the 10 per cent. covers the cost of doing it. Moreover, don't forget that when you have a customer coming to the store every week to make payments, you can almost always sell him records."

NEW POSTAL CARD DESIGNS.

Approved by Postmaster General—More Convenient Sizes and Better Paper the Chief Features.

Designs for the new postal cards have been approved by Postmaster-General Hitchcock. They will be printed at the Government Printing Office.

On the ordinary card, the head of the late President McKinley will appear, as now, but a much better likeness has been chosen. On the new small card, intended for index purposes and for social correspondence, a picture of President Lincoln will appear. The two-cent international card will bear a portrait of General Grant.

On the double, or reply, postal card, will appear a portrait of George Washington, while the stamp on the reply half will have a likeness of Martha Washington.

The borders of the stamps on all the cards will be diversified in design. On all of the cards the words "Postal Card," required by the Universal Postal Union Convention, will appear on the borders of the stamp and not, as now, as a separate inscription. The paper to be used is the best for the purpose yet manufactured.

KUNDE BUYS COLUMBIA STORE.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 15, 1909.

Last week A. G. Kunde, 1316 Fond du Lac avenue, who has been doing a nice business, bought out the local store of the Columbia Phonograph Co., 413 Grand avenue, this city, taking over their good will, stock, fixtures, etc., and assuming the lease of the premises. He placed a substantial order for new goods with the transfer of the business. Mr. Kunde will continue both places and will handle the Columbia line exclusively as a jobber and dealer in control of the city of Milwaukee.

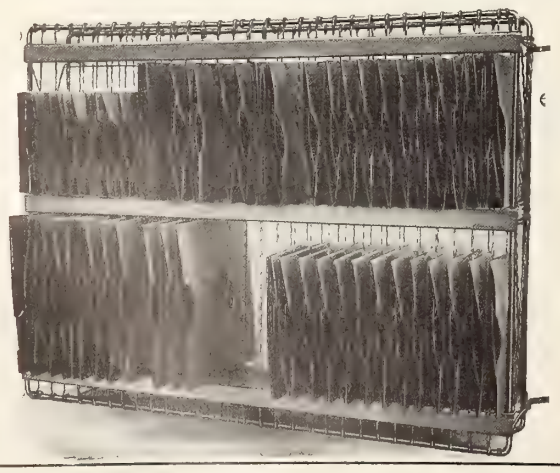
AN INTERESTING PUBLICATION.

The Christmas number of the Edison Phonograph Monthly is a most interesting publication. As a trade helper and stimulator this volume is of immense value. The latest issue is admirably balanced and reflects the greatest credit, both for its make-up and general contents, on L. C. McChesney, manager of the advertising department.

INCORPORATED IN NEWARK, N. J.

The Rawson Talking Machine Co., Newark, N. J., have incorporated with capital stock of $5,000. Incorporators: Frank T. Rawson, Geo. D. Ackerman, and William R. Williams.

SYRACUSE WIRE RECORD RACK No. 2A WITH BOARD SHELVES



This illustration shows our 2A rack with board shelving so that the envelope system for carrying the records can be used. This rack is an exact duplicate of our 2A with the addition of the wood shelving. If you have our catalog compare it with our 2A; if you have no catalog get one to-day.

Price of the Rack as Shown $5.25 (envelopes NOT included)

SYRACUSE WIRE WORKS, Syracuse, N. Y.

The R. S. Williams & Sons Co., Toronto and Winnipeg, Canadian Representatives

FILING RECORDS AN ART.

An Ingenious Method by the Use of Albums Has Been Successfully Worked Out—The Scheme Will Interest Dealers.

An ingenious method of filing disc records by the use of albums has been worked out by the inventor of the Echo record album, Louis Jay Gerson, buyer for talking machine departments for the Wanamaker stores, New York and Philadelphia, Pa.

The filing away of talking machine records is an art, and when developed to that happy condition where any particular record can be instantly found when wanted, and at the same time maintain a system of classification which will group records into classes of either composers, opera, singers, players, or style of composition, at the same time dispose of the records each in its particular place without confusion, this arrangement becomes most remarkable and convenient. It is a boon and indeed fills a long-felt want. This is just what the Gerson disc cabinet does.

Any cabinet becomes a Gerson cabinet when the old style racks are removed, and the space on the shelves is filled with Echo record albums. The average record cabinet designed to hold 200 10 or 12-inch disc records will hold eighteen Echo albums, nine on each shelf. As each album holds twelve records, the total capacity of the cabinet is increased to 216 records.

The style VI, herewith, is similar to the usual type of cabinet, but is fitted with leaded glass doors through which the backs of the albums may be seen. Its utility is apparent, and its beauty is much enhanced by the glass effect. These particular cabinets were designed for the trade of the Wanamaker stores, where many are being sold because of the convenience of handling records that are filed in these albums.

Sometimes albums are numbered consecutively 1, 2, 3 and upward, and other times, A, B, C, etc. In some cases customers prefer the albums labeled on the back with the names of the talent, for instance: "Caruso," "Melba," "Williams," sometimes "Sousa's Band," "Dance Music," "Sacred Selections," "Rag Time," "Harry Lauder." The arrangement can be followed in innumerable ways. Some record customers whose collections of records are numbered in the hundreds use the albums in connection with a card system. The albums are put in consecutive order and filed in the unit bookcase systems.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

NOVEMBER 17.

Amapala, 2 pkgs., $110; Belfast, 25 pkgs., $150; Beira, 1 pkg., $110; Berlin, 42 pkgs., $784; Callao, 2 pkgs., $113; Cape Town, 133 pkgs., $2,649; Cardiff, 20 pkgs., $150; Demerara, 8 pkgs., $276; Havana 4 pkgs., $252; Havre, 20 pkgs., $415; Kingston, 10 pkgs., $1,258; London, 35 pkgs., $4,386; 5 pkgs., $820; 338 pkgs., $9,589; Montevideo, 1 pkg., $101; Rio de Janeiro, 5 pkgs., $477; St. Petersburg, 8 pkgs., $107; 1 pkg., $137; Sydney, 12 pkgs., $253; Trinidad, 7 pkgs., $333; Valparaiso, 14 pkgs $1,471; Vera Cruz, 8 pkgs., $282.

NOVEMBER 24.

Berlin, 9 pkgs., $195; Guayaquil, 13 pkgs., $181; Havana, 4 pkgs., $175; Havre, 2 pkgs., $420; Kingston, 2 pkgs., $272; London, 24 pkgs., $2,051; 514 pkgs., $11,839; 4 pkgs., $600; Manaos, 7 pkgs., $539; Melbourne, 2 pkgs., $173; Progreso, 10 pkgs., $253; Puerto Barrios, 13 pkgs., $679; Rio de Janeiro, 5 pkgs., $228; 15 pkgs., $1,291; Savanilla, 24 pkgs., $1,493; Sydney, 42 pkgs., $1,125; Trinidad, 1 pkg., $215; Vera Cruz, 92 pkgs., $1,119; 289 pkgs., $5,701.

DECEMBER 1.

Berlin, 15 pkgs., $324; Buenos Ayres, 60 pkgs., $1,630; Cape Town, 121 pkgs., $4,813; Colon, 16 pkgs. $558; Demerara, 4 pkgs., $164; Havana, 5 pkgs., $142; London, 512 pkgs., $15,748; 2,708 pkgs., $24,043; Manchester, 9 pkgs., $900; Melbourne, 63 pkgs., $473; St. Petersburg, 7 pkgs., $123; Valparaiso, 21 pkgs., $1,035; Vera Cruz, 7 pkgs., $678; Vienna 1 pkg., $198.

DECEMBER 8.

Belize, 5 pkgs., $160; Berlin, 46 pkgs., $933; Bombay, 1 pkg., $100; Buenos Ayres, 85 pkgs. $10,149; Cartagena, 14 pkgs., $1,290; Hamburg, 35 pkgs., $833; Havana, 14 pkgs., $486; 2 pkgs., $324; Havre, 25 pkgs., $2,273; Kobe, 5 pkgs., $386; London, 806 pkgs., $12,336; 23 pkgs., $2,145; 6 pkgs., $104; 10 pkgs., $1,200; Rio de Janeiro, 12 pkgs., $1,240; Santos, 21 pkgs., $514; Shanghai, 3 pkgs., $164; Sydney, 58 pkgs., $3,158; 16 pkgs., $1,517; Tampico, 5 pkgs., $325; Trinidad 2 pkgs., $160; Valparaiso, 3 pkgs., $213; Vera Cruz, 268 pkgs., $8,222.

C. H. WILSON RETURNS FROM TRIP.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., who has been traveling through the West to the Coast with Mrs. Wilson since October 15, got back home December 10. The journey was one of business and pleasure combined, and in lieu of his customary summer vacation, which he was unable to take owing to the pressure of special business requiring his personal attention at the factory.

Such business as Mr. Wilson attended to was merely calling on a few of the prominent Edison jobbers as he passed through their part of the country to shake hands, feel the pulse of the trade, inquire about conditions, and size up the general phonographic situation. Mr. Wilson occasionally communicated with Orange by wire to tell the staff what a good time he and Mrs. Wilson were having. He went as far North as Winnipeg, Canada, and Tacoma, in the States, and South to San Diego, Cal. Coming East via the Santa Fe route they stopped to visit and view the wonders of the Grand Canyon in Colorado and other noted points of interest, and passed through Chicago, their last stop before reaching Jersey City, N. J.

Replying to an inquiry of The World regarding his trip, Mr. Wilson said Monday: "We had a splendid time, saw everything worth seeing, and are feeling fine. I met a lot of good people among our jobbers and dealers in a social way only, but found time to talk business a little also. I found conditions not only satisfactory, but the outlook very bright. I have not much that is new to say, but things are all right from a business standpoint. Found the factory away behind on orders when I got home, and I am afraid we will not catch up until after the first of the year."

EXTENSIVE COLUMBIA PUBLICITY.

January Announcements to Appear in 6,000,000 Magazines Read by Nearly One-Third of the Country's Population—Great Aid to the Dealer.

As is well known, the Columbia Co. have been and are carrying on a national campaign of advertising of wonderful scope in the interests of their varied lines of machines and records. The extent of the campaign can be realized from the announcement in this month's World that during January the Columbia advertising will appear in magazines with a total circulation of 6,000,000 copies. As it is claimed that each magazine is read by at least five people, it means that between twenty-five and thirty million people, nearly a third of the total population of the United States, will see the Columbia announcements. Just what this vast amount of publicity means to the dealers handling the Columbia line can readily be appreciated.

THE TALKER IN POLITICS.

Both Parties in Great Britain Use Machines in Campaigning for General Election.

The coming general election in Great Britain is particularly interesting from the fact that both the Tariff Reform League and the Liberals are using talking machines to a large extent in their campaigning and are finding the machines almost invaluable allies. The League was the first to adopt the talker and the idea was laughed at by the Liberals for a time, but the latter soon appreciated the value of the inanimate adjunct to the meetings of their opponents, and adopted the innovation themselves. Records were obtained from the Prime Minister, the Chancellor of the Exchequer and the President of the Board of Trade airing their views in favor of the Budget, and were scattered broadcast. As the records (Gramophone) were excellent and reproduced the voices of the prominent men perfectly, they have found a ready sale in all sections of the country.

NEW CONCERN IN EVANSVILLE, IND.

The Talking Machine Shop is the latest addition to the retail trade in Evansville, Ind., having opened temporary quarters at 513½ Main street, where they handle a complete line of Victor and Edison goods. W. N. Hollingsworth is manager of the business.

BUSINESS FOR SALE

FOR SALE—Music Business with Exclusive sale of Victor and Edison Phonographs; city 12,000; also, Pianos, Organs and Sewing Machines; doing fine business. Reason for selling, poor health. A money-maker for the right party. Store 24 x 80; steam heat; rent very reasonable. Address "Bargain," care Talking Machine World, 1 Madison Ave., New York.

Manager Desires Position

Position desired as manager of Wholesale Talking Machine Department, either Edison, Columbia or Victor. At present in charge of one of the largest Wholesale Talking Machine Businesses in the West. Desires a change as soon as possible. Best of references from present employers.

Address "MANAGER"

Care of Talking Machine World, 1 Madison Avenue, New York

RECORDS BY

McCORMACK

The Great Irish Tenor

Announced for Sale in America Exclusively by the

COLUMBIA

PHONOGRAPH COMPANY

We announce herewith an exclusive series of Fonotipia records by the great Irish tenor, John McCormack, who appeared for the first time in America, November 10th, at the Manhattan Opera House, New York City, making an extraordinary impression. The records, which are with but one exception sung in English, are unmistakably the greatest of their kind yet issued.

McCormack is a native of Athlone, Ireland, and is the youngest of the really great tenors, being but twenty-five years of age. His success has been rapid and most pronounced. Leaping into fame in one night at a ballad concert in London, three seasons ago, he was at once thereafter engaged for operatic appearances in Covent Garden, and has been the idol of opera-goers in the British metropolis since that time. McCormack is an artist of exceptional versatility, having received his vocal training in Italy and singing Italian like a native, while at the same time it is said that there is no other living tenor comparable to him in the singing of Irish songs. His voice is a pure lyric tenor of remarkable sweetness, flexibility and power.

McCormack is a man of magnetic personality, entirely unspoiled by the wonderful success that has come to him and by the attention shown him by King Edward, with whom he is a great favorite. He is Irish to the core, and nothing apparently can alienate his affections from his native country.

The profound impression made upon the occasion of his American debut has been steadily strengthened by his subsequent performances, and with each new appearance his fame grows apace.

The charm of this young singer's personality and stage presence, the pure lyric sweetness of his voice, and his absolutely perfect mastery of vocal technique, have created a furore of enthusiasm among opera-goers in New York.

Double-Disc Records (Fonotipia Series) 10¾ inch, $2.50

F117	**Cavalleria Rusticana.** (Mascagni.) Siciliana. Sung in English. Orchestra accompaniment. **Tosca.** (Puccini.) "E lucevan le stelle." Sung in Italian. Orchestra accompaniment.
F118	**"I'll Sing Thee Songs of Araby."** (Clay.) Orchestra accompaniment. **Bohemian Girl.** (Balfe.) "When Other Lips." Orchestra accompaniment.
F119	**"Come Back To Erin."** Orchestra accompaniment. **"Killarney."** (Balfe.) Orchestra accompaniment.
F120	**"Mary of Allendale."** Arranged by H. Lane Wilson. Orchestra accompaniment. **"Savourneen Deelish."** Orchestra accompaniment.
F121	**"Like Stars Above."** (Squire.) Orchestra accompaniment. **"Roses."** (Adams.) Orchestra accompaniment.

Columbia Phonograph Company, Gen'l

TRIBUNE BUILDING, NEW YORK

THE TRADE IN THE HUB.

Entertainment for Employes and Friends of Eastern Talking Machine Co.—Library Style Grafonolas In Good Demand—New Caruso Records Provoke Enthusiasm—"The E. T. M. Associates"—A Case of Faulty Repairing—What Various Dealers Report.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 8, 1909.

The Eastern Talking Machine Co. Associates and their friends spent a very enjoyable evening on December 2. The entertainment committee of the Associates have for some time been planning a surprise for the remaining members and in its results it left nothing to be desired. The entertainment consisted of vocal and instrumental solos by the following artists: Joseph Daly, piano solo; Fred Bond, selected songs, accompanied by Mr. Buitikan; Miss Florence Marble (of the office force), piano solo; moving pictures, courtesy of Mr. Downing; G. E. Reilly, comedian (enough said); Thomas Allen, of the Majestic Theater, and of "Lindy Lou" and "Any Rags" fame, contributed selections on the violin, and a few dialogue stories; illustrated songs, Joseph Kellar; Mr. and Mrs. Albert E. Brown in dramatic songs. Mr. Brown, by the way, is familiar to talking machine owners through the medium of the splendid recording of his fine "baritone voice." During intermission refreshments were served. The Victor Victrola entertained the audience with "I Wish I Had a Girl" and "The Hat My Father Wore," with incidental music by Mr. Allen and appropriate pictures by Mr. Downing. At the conclusion of the evening's entertainment it was unanimously voted to give the entertainment committee a wreath of roses spelled Success. W. J. Fitzgerald, chairman of the committee, was ably assisted by S. H. Brown, M. L. Read and E. A. Welch. The feature of the entertainment was the happy spirit that prevailed throughout the audience during the evening. The committee promises to be heard from in the near future.

Manager Erisman, at the Columbia warerooms, reports an exceptionally good business on the Grafonola Library style instrument, and says that the Grafonola cabinet style with Regina attachment is taking hold especially well. The Columbia's window display this month is rather odd, records and cabinets in it being frosted and the whole window arranged to represent a snow scene.

At the Oliver Ditson Co. Manager Winkelman is enthusiastic over the new Caruso records just received, and says the demand for them has taken a big jump this fall as the result of the opening of the new Boston Opera Co. He says that business as a whole is excellent.

The employes of the Eastern Talking Machine Co., who have formed what they call the E. T. M. Associates, had as their guest at the last meeting President William H. Beck, of the company. The old gentleman was greatly pleased with his reception and the enthusiasm of the members, and when he left Boston he declared with fervor that he had never before spent such a pleasant time in the city. He spoke particularly of the co-operation that exists among the employes. On the wall of the Victrola room, in which the meetings of the Associates are held, is shown the fine big moose's head that was presented to Manager Taft by a friend recently.

An evidence of the cause for failure on the part of some men in business was unearthed this week by the boys in the talking machine department of Houghton & Dutton's, when they were asked to locate the trouble in an Edison machine that had previously been repaired (?) by a small dealer in a suburban town. After much trouble and infinite pains, they found that the man had put in a weak faulty spring into the Edison machine, with the result that the owner had lost faith in the machine.

Business with the Eastern Talking Machine Co. is much improved over that of the corresponding month of last year. It has been found necessary to increase the space for Victor Victrolas owing to the increase in the sale of this particular type of instrument. A handsome department for Victrolas exclusively has been arranged on the third floor, finished in Mission, where they display all the different finishes of Victrolas, which makes a very attractive display. They expect that this year will close much more satisfactorily than that experienced in 1908.

The C. E. Osgood Co., of Boston, report a very healthy growth in their talking machine business and look for the future to demand additional space for the talking machine department of their business. Mr. Sylvester has been working very hard, but is much pleased with his results.

The Jordan-Marsh Co. have increased their space for the talking machine department since the erection of their new building, and intend to go out more actively for the talking machine business.

The Iver Johnson Sporting Goods Co. report a very satisfactory Edison business and are quite satisfied with the addition of their Victor department.

The Houghton & Dutton Co. report a considerable increase in their talking machine business over that of last year and predict that this will be their banner year in the talking machine business up to the present time.

It is reported that the Henry F. Miller Piano Co., of Boston, intend taking on the Victor line of talking machines and intend making extensive alterations to meet the requirements of that business.

GINGER FOR EDISON DEALERS.

National Phonograph Co. Offer Some Valuable Suggestions Applicable to the Trade During the Holiday Season—Should Push the Amberol Record Line.

The National Phonograph Co., Orange, N. J., recently sent the appended letter to Edison jobbers and dealers, apropos to the current season:

"To the Trade:—Edison dealers should now be alive to the fact that with the approach of the 'holiday season,' the possibilities of the Edison line are almost without limit, and while we feel assured our dealers will make an aggressive effort to obtain for themselves all the 'business in sight,' a few suggestions will doubtless be acceptable from us, in calling prominently to your attention a real money-maker—the 'combination attachment.'

"That numbered among your customers are possibly many who are still using the older type machines, adapted only for the two minute records, and we believe surprising results would be obtained if the combination attachment was called to their notice, pointing out that it would not interfere in any way with the use of standard records, but in addition would permit of the use of Amberol records, which play, sing or talk twice as long as the standard records; in fact—longer than any other record made. That the strongest argument you can offer to effect the sale of a combination attachment is on the record proposition, as the Amberol record costs but slightly more than the two-minute type, and affords double the amount of amusement, and as 'value received' is what the public is looking for, this feature can be used with telling results.

"That the Edison Amberol record list embraces such eminent artists as Victor Herbert, Johann Strauss, John Philip Sousa, Harry Lauder, Nat M. Wills, Bessie Wynn, Constantino, Riccardo Martin, Slezak and a host of other high-priced stars of the operatic, concert and vaudeville stage. That the sale of an attachment means a new and lasting customer for Amberol records, which, as you know, afford a profit of over 78½ per cent. and which should be an incentive for your most strenuous endeavors."

SPECIAL MULTINOLA EXPOSITION.

Representatives of the Daily Press and a Number of Talking Machine Men Enjoy Hearing This Instrument as the Guest of the Inventor, Dr. Geo. S. Iddings.

A special exhibition of the Multinola, the automatic multiple continuous phonograph, was given by Dr. George S. Iddings, the inventor, of Cleveland, O., at the Hoffman House, New York, on November 16, from 3 to 6 o'clock, to the representatives of the metropolitan newspapers and a few invited guests from the talking machine trade. The machine was shown in the Moorish room, and about 125 people attended, including a half-dozen women reporters. The doctor acted as host and provided a liberal supply of the creature comforts for the benefit of his visitors, who pronounced the fine work of the Multinola in connection with the clear and brilliant reproduction of the records very enjoyable. Those from the trade gave expert opinions in praise of his invention that pleased the doctor.

TALKER PLANT FOR SOUTH AMERICA.

Plans are now under way for the establishment of a manufacturing plant in one of the South American countries by a member of the "big three" companies. The cost of the factory, equipment and installation of the machinery, etc., will be a duplicate of the parent American company's recording laboratory, pressing and machine departments.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

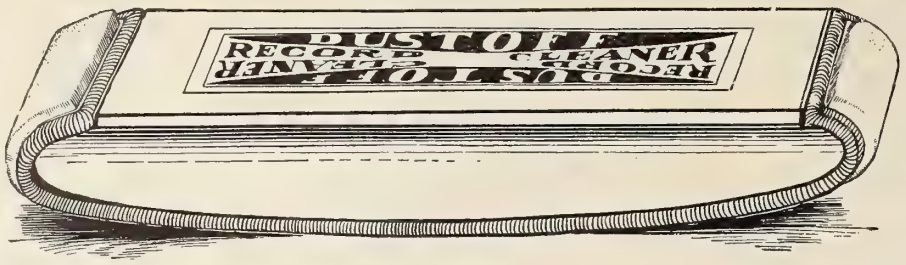
J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET NEW YORK CITY

Here's Something New—A Necessity to All Owners of Records

Its use keeps the tone of the reproduction pure and clear, free from all blurs, scrapings and harsh sounds caused by the settling of dust in the sound grooves of the records. The use of the "Dustoff" adds life to records, for by keeping them absolutely clean, only the minimum wear occurs, while they are being played.

THE VICTOR TALKING MACHINE CO. SAYS: "A piece of velvet carpet makes an excellent and cheap record cleaner, and should be used on all records before playing."



"DUSTOFF" RECORD CLEANER

A PROVEN SUCCESS — BIG SELLER EVERYWHERE

They retail at 15c. each and give you a good wide margin of profit. **Send to us for FREE samples, then order through your jobber,** as we do not supply the trade direct

TONE CONTROLLER COMPANY, - PROVIDENCE, R. I.

FREE CIRCULARS TO HELP YOU SELL "DUSTOFF" RECORD CLEANERS

We ship free circulars with your goods which tell all about "DUSTOFF" Record Cleaners and which will make many a sale for you.

TAKE HOLD OF THESE GOODS NOW THEY ARE PROFITABLE

"Dustoff" Record Cleaners are made of especially selected high grade velvet carpeting, having a soft, fine texture and a high nap which accommodates itself perfectly to the surface of all records. It is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching the record in the least.

CARUSO STILL THE WORLD'S GREATEST TENOR

After Caruso's engagement last year at the Metropolitan it was greatly feared that his voice was somewhat impaired, but the great tenor has given ample proofs that his voice is as great and as beautiful as ever in the five exquisite records which he has made for the Victor Talking Machine Co. and which were just issued. Indeed, his voice is not only absolutely unimpaired, but it possesses an added beauty and softness, which is the result of his complete rest during the summer.

The skeptics have only to listen to these records to have all doubts removed, and to be convinced that the artist's voice is still unique and unequalled. These records were made immediately after the return of Caruso to this country, and before his appearance at the Metropolitan; therefore, they represent the artist at his very best. Nothing more beautiful, probably, can be imagined than his singing of "Mamma mia," a Neapolitan song. It is full of color and charm. In fact, discrimination is unfair for the other records—a ballad by Tosti, in French, and three superb operatic airs from "Forza del Destino" (The Force of Destiny), "Regina di Saba" (Queen of Sheba) and "Carmen"—are equally beautiful. It is not merely a pleasure, but a privilege, to have such a voice in the home.

We present herewith a picture of Sig. Caruso arriving at the Victor recording laboratory for the purpose of making these records. It may be well to state that Sig. Caruso has expressed the greatest satisfaction with the results of his latest efforts, and this is not to be marveled at, for they are indeed a revelation in the perfection of record making, both in the superb quality of voice and the freedom from imperfections of any kind.

CARUSO'S ARRIVAL AT RECORDING LABORATORY.
Front seat—Comm. Enrico Caruso; C. G. Child, Manager Recording Laboratory.
Rear seat—Harry O. Sooy, Chief Recording Staff, and Walter B. Rogers, Conductor Victor Orchestra.

DISC RECORD STOP

The Chambers Automatic Stop for Disc Records

Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action. Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT

CHAMBERS AUTOMATIC STOP CO.

Factory, 1793 Weeks Avenue, Bronx, NEW YORK

The building of Cohen & Hughes, Victor and Edison dealers in Baltimore, Md., was damaged by fire on Sunday, causing $50,000 loss.

ANENT NEW EDISON RECORD PRICES.

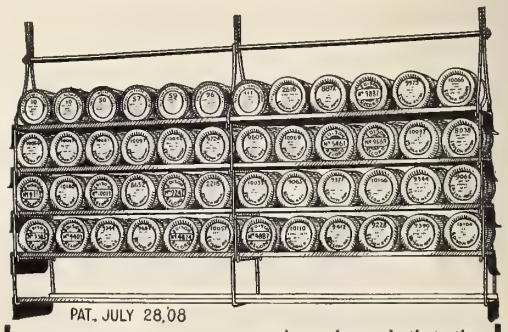
Notification Sent Out by National Phonograph Co. to the Effect That New Prices Will Be In Force After Dec. 31, 1909.

According to a recent notification sent out to their trade by the National Phonograph Co., Orange, N. J., relative to the new record prices that become effective on the first of the year, "jobbers will accept for as complete shipment as their stocks will allow, all bona fide orders for records, received up to and including Saturday, December 18, 1909, at present prices, subject to existing terms and delivery. Orders received on and after December 20 will be accepted subject to the express condition that such numbers as it is possible for the jobbers to ship up to and including December 31 will be billed at present prices, with usual terms and delivery; all unfilled balances to be cancelled. Positively no Edison records of any kind will be billed at old prices after December 31, 1909."

The company have also announced the list of two-minute records that will be dropped from their next catalog on February 1, 1910. This will give dealers ample time to dispose of any stock of those selections they may have on hand. The company add there need be no hurry in sending back this stock of cut-outs, as they may be returned for exchange at any time they may feel inclined.

LANDAY BROS. REMODEL QUARTERS.

Landay Bros., exclusive Victor distributers and dealers, 400 Fifth avenue, New York, have remodeled, refurnished and redecorated their place in a manner that reflects credit upon the judgment and excellent taste of James B. and Max Landay. Their floor is made more accessible from the avenue, and other improvements introduced that will be of material benefit to the business.



LIVE DEALERS have learned that the **SCHUBERT EXTENSIBLE RACK** is one of the best methods to start patrons to take care of their records, because it can be started with as few or as many shelves as may be needed and then added to as records accumulate.

Shelves are made of sheet metal, nicely black enameled, forming racks of any size ranging from 1 to 20 or more shelves, holding from 12 to 240 or more records in the most compact, safe, convenient place, at the least cost. Write your jobber for particulars, or to

G. H. SCHUBERT, 818 Madison St., Chicago

REVIEW OF DECEMBER RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The new Victor list for January contains a number of magnificent Red Seal selections which are destined unquestionably to add to the artistic value of the talking machine. These include the great "Aida" duet in two selections by Gadski and Caruso (89028-89029). These great artists are heard at their very best in these wonderful examples of Verdi's skill as a composer. Antonio Scotti, baritone, is represented by "Dio Possente" from "Faust" (88203). Scotti's "Valentine" is always a delight both vocally and dramatically, and this record presents him at his best. The latest and perhaps one of the most important acquisitions to the Red Seal galaxy is Nicola Zerola, the new tenor of the Manhattan Opera House, who is represented by two numbers, "The Barcarolle" (87036), and "La Rivedra Nell Estasi" (87037) from "Ballo in Maschera," and "Morte d' Otello" (88202) from "Otello." The list contains three new records by Gerville Reache, the famous contralto, "The Slavonic Song" by Chaminade and the "Card Song" from Carmen (87035-87039), and a selection from "The Queen of Sheba" (88205). Evan Williams, the favorite tenor, is represented by an English song "Absent" by Metcalf (64109). Liszt and Saint-Saens are featured by Louise Homer, contralto, in the "The Loreley" in German, and "Love Lend Me Thy Might" from "Samson and Delilah" (88204 88201). In the instrumental list two records by the Vienna Quartet are of special excellence—the favorite "Barcarolle" from "Comtes de Hoffman" (5754) and "Poeme Erotique" by Grieg (31760). Other instrumentals are the ballet music from "Faust" (58020) played by the Symphony Orchestra of Paris and a "Vision from Salome" (52023) by the Bohemian Orchestra of London. Two numbers from Pryor's Band which should interest are the "Festival Overture," Tschaikowsky (31759) and the Washington Gray's March" (5755). In the light operatic line there are potpourris sung by the Victor Light Opera Co. from "The Bohemian Girl," (31761) and "The Golden Girl" (31758). Reed Miller, the well known concert tenor, who has a big following in this country, is represented by "Roses in June," a charming song by Edward German (5753). The double faced record list for January contains many excellent numbers for orchestra and various special instruments. The list which appears elsewhere is worthy the close study of dealers. Taken as a whole it is an unusually strong one.

* * * *

A feature of the Columbia Phonograph Co.'s record list for December is ten records by John McCormick, the famous Irish tenor, who has scored such a great success at the Manhattan Opera House, who is represented by a number of well-known Irish and English ballads, as well as selections from Mascagni and Puccini. These are Fonotipia double-disc records running from F-117 to F-121. Two other Fonotipia double-discs are those made by Ferruccio Corradetti (baritone), and Francisco Vignas (tenor). The first-named sings "Il balen" from "Il Trovatore" and Reyer's "Ave Maria" (F-122) and Walter's song from Wagner's "The Meistersinger," and "O Paradiso," Meyerbeer (F-123). The Columbia 12-inch double-disc list includes selections from "Tannhauser" (Wagner), parts one and two, by Prince's Military Band (A5139); "Tyrolean Echoes," a trio for violin, flute and harp, and "Idilio," Lack (A5140). Two Christmas numbers which should have a wide popularity are to be found in the 12-inch Symphony double-disc list: "Nazareth" (Gounod), and "The Birthday of the King," by Neidlinger, both sung by Kirk Towns, baritone, with splendid effect. In the 10-inch double-disc list are also to be found a number of favorites embracing many well-known vocal and instrumental numbers which are in great favor these days. The double-disc list as a whole is up to the Columbia standard. In the Columbia Indestructible cylinder column twenty-four new numbers are listed, and represent many standard vocal numbers which will ever prove popular, like "The Last Rose of Summer," Mrs. Wheeler (1239); "Annie Laurie," quartet (1255); "Believe Me If All Those Endearing Young Charms," Mrs. Wheeler (1256). The list is well balanced between standard, popular and minstrel, or rag-time numbers. Nine special four-minute numbers have been added to the Columbia Indestructible list for January, two notable ones being the prologue from "Pagliacci" (3021), and selections from "Madame Butterfly" (3022).

* * * *

The National Phonograph Co. have started the New Year with an interesting budget of records. Their Amberol list for January contains three records in Italian: "Solenne in Guest Ora," La Forza del Destino (5002), by Francesco Daddi and Vincenzo Reschiglian; "Ciribiribin" (5010), by Maria Avezza and Francesco Daddi; "Alla Stella Confidante" (5014), by Francesco Daddi. This well-known opera singer and his associates have produced three excellent numbers which are destined to have a wide popularity. Another vocal number which should prove a favorite, in view of the renaissance now so evident in light opera in this city, is the "Gobble Duet" from "The Mascot" (332), by Elizabeth Wheeler and Harry Anthony. The same singers are heard in "The Ring o' Roses" from "The Dollar Princess" (328). "Lead Kindly Light" (341), by the Knickerbocker Quintet, affords an excellent record of this immortal sacred hymn by Cardinal Newman. Other Amberol records worthy of special commendation are Godard's "Berceuse" (339), played delightfully as a 'cello solo by Jean Schwiller; "The Monte Cristo Waltz" (333), played with rare abandon and finish by Jorda-Rocabruna Instrumental Quintet of Mexico. Victor Herbert's Orchestra is heard in the ballet music from "Mlle. Modiste" (330), which expresses the composer-conductor's idea of how this number should be played. Sousa's Band is represented in the "Washington Post" and "High School Cadets" marches (325), and the United States Marine Band have made a very excellent record in Wagner's "Maria Theresa March" (344). In the Standard record list there is also an excellent variety. The instrumental numbers which should meet with immediate consideration are a series of three numbers under the caption of "The Summer Girl" (10277), by Sousa's Band; "The Oriental March" (10280), by Victor Herbert and his orchestra; the "Kaiser Frederick March" (10296), by the United States Marine Band, and "Territorial March" (10288), by the National (London) Military Band. Mabel McKinley is in evidence with one of those ever delightful "mammy" songs entitled "My Li'l Sweet Sunbeam" (10289). Space forbids only a reference to some of the forty-five records listed, which include a medley of Irish reels as an accordeon solo (10284), by John Kimble, and two Edison Amberol records in Hebrew, made by Regina Prager (10000-10001).

* * * *

The list of zonophone double record discs for January, issued by the Universal Talking Machine Mfg. Co., contains four instrumentals—that is eight records in all—among which are Herbert's famous "Algeria" march (5574) and Linck's polka, "Take Me Along" (5576). In the vocal list there is a strong representation of the popular favorites of the day, including Herbert's "Rose of the World" from "Algeria" (5582), a Christmas double "Holy Night" and "I Look to Jesus" (5587). The latter is a duet by Stanley and Burr. Two old favorites are "Mary of Argyle" and "Gentle Annie" (5583), which always have followers, and two character sketches by Ada Jones and Len Spencer—"Queen of the Ranch" and "A Rag Time Tragedy" (5584). The list, which appears elsewhere in full, is worthy of consideration.

BALTIMORE TRADE GLEANINGS.

High Priced Machines Have the Call—This Is True of the Hornless Machines of All the Leading Makers—Expect a Good Holiday Trade—Other Items of Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 6, 1909.

High priced machines and records of every description have taken Baltimoreans by storm in recent months. Their increased popularity is shown by the reports of the dealers, all of whom declare that there has been quite a boom in the trade. In fact, the statements of the tradesmen are to the effect that the holiday business this year will surpass that of several years past. Already the buyers have made their purchases, while there are any number who have signified their intention of selecting one or the other makes of talking machines as presents for friends.

Manager M. Silverstein, of the local branch of the Columbia Phonograph Co., declares that business has been remarkably brisk for this particular season of the year. He has a number of the high priced Columbia machines—the Grafonola De Luxe, Grafonola Regent and the Grafonola Elite in stock, and these have attracted the attention of prospective buyers more than the lower priced machines, although Mr. Silverstein reports a good sale of the cheaper instruments. The Grafonola Elite machine has proved especially popular, and the local manager expects them to make a creditable showing during the holiday sales. Operatic records have kept the Columbia force busy. This is due to the fact that Baltimore for the first time in many years has been favored by the inauguration of a season of grand opera. Those who attend the performances become so enthused with the musical productions that they take advantage of the first opportunity to buy records of the operatic selections they have heard.

The Victor and Edison dealers also report big demands for these high priced records. Manager Grottendick, of E. F. Droop Sons Co., states that the business for the month has been encouraging both with the Victors and Edisons. It has shown such an improvement in fact that the store has started to keep open at nights until after the holidays earlier than in former years. Other dealers, also, have started in with the holiday night work. The Victrolas are in great demand.

Manager Albert Bowden, of Sanders & Stayman's talking machine department, gives similar encouraging trade reports concerning Victor and Columbia machines and records. The firm have just received an allotment of the Grafonola instruments, which have proved to be big attractions.

Cohen & Hughes report a good trade for the month in connection with the sale of Victor machines and records.

HOW EVAN WILLIAMS GOT A JOB.

An interesting incident that shows the immense influence of the Victor is told by Evan Williams in his characteristic manner, as follows:

"While passing through a corridor in the Waldorf-Astoria, a man stopped me and asked if I was Evan Williams. He was the president of the Cincinnati Musical Festival, and he told me he was in search of a tenor. He brought Mr. Krehbiel, the musical critic of the Tribune, with him, and I sang 'Sound an Alarm' for them. On Sunday I went to Cincinnati, sang, and landed the festival."

Now follows the interesting part, which explains why they started after Evan Williams. He had been abroad to get a tenor, but returned without finding one. On his return, his son-in-law said, "Father, I have a tenor for the Festival—best in the world. His name is Evan Williams; come over and hear him." While abroad his son-in-law had bought a Victor and found for the Cincinnati Musical Festival the tenor they sought.—The Voice of the Victor.

"XMAS JUST A STARTER"

January, February and March our biggest months.

Wire us, "at our expense" *that order* you have been delayed on.

Don't these views spell *S-T-O-C-K—clean stock—WHOLESALE STOCK?*

The Reason:—

We sell our goods to *dealers* only!

Not a dollars worth at retail!

If it is in the house, you can have it!

The Talking Machine Co.

72-74 Wabash Avenue, Chicago, Illinois.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Volume of Business During November Proves Satisfactory to Jobbers—1906 Records Broken in Some Instances—Jobbers Report Increasing Demand for Higher Priced Goods—Geo. M. Nisbett Popular in Mexico—Various New Machines and Attachments Finding Ready Sale—Changes Among the Managers—Evan Williams a Lively Corpse—New Wurlitzer Quarters Attract Attention—B. & H. Fibre Needles Grow in Favor—Malecki & Co. Moving—Personal Items of Interest—Advance Orders for Amberolas—Sell Four Victrolas in One Day—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 8, 1909.

The November talking machine business with the jobbers is generally reported to have been of a goodly and satisfactory volume. The latter part of the year has each month been better than the preceding one and infinitely better than the corresponding period of last year. With this gathering momentum as a criterion, the year promises to round out in a manner gratifying to even the most conservative. In several instances business during November is said to have eclipsed that of the same month of 1906, which was an exceptional month of a peculiarly strong year.

Jobbers have constantly noted the ever-increasing demand for the higher priced goods, which this year has perhaps reached a degree never before realized. Especially is this true of the goods ordered for holiday use. In fact, it has been so great that these departments of the great Eastern factories have been tested to their capacity and the procrastinating dealer this year will probably meet with futile attempts in trying to secure goods at his usual buying period.

Local retail trade, especially the latter part of November, has been excellent. The slogan of the daily papers, "Do Your Buying Early," is having its effect on the talking machine trade and a large volume of this business has already been done, the goods in many instances being held for delivery until after the 20th of the month.

Bouquets for George M. Nisbett.

That the citizens of our sister Republic are not devoid of the faculty that recognizes genius is noted by the following article, which appeared in the "Mexican Herald" issue of November 21, under the caption, "Mexico's Leading Entertainer," the photo of George M. Nisbett accompanying the article.

"Mr. Nisbett's claim for distinction is due to the fact that he has devoted his life to the pleasant task of bringing joy into the homes of the nation by means of the phonograph, which has become an almost indispensable article in every home that ranks above the very poorest. Mr. Nisbett thinks of the phonograph by day, and at night his dreams are filled with visions of what Mexico will be when, from one end of the nation to the other, there will be heard the melodious strains of the Edison phonograph playing the latest sections from the operas of the world. His idea of the millenium is that every man, woman and child shall have an individual Edison phonograph, and, by the way, Mr. Nisbett works for the spread of his cherished instrument there is no doubt that he is sincerely convinced that the possession of a phonograph by the family is the greatest guarantee of happiness, good will, long life and freedom from vice that can be had in any land. Statistics have amply proved that wherever the phonograph has been installed in a family the father and sons stay at home at nights and the girls have no trouble in getting sweethearts.

"Mr. Nisbett is the general manager of the Mexican National Phonograph Co., of Fourth Tacuba street, No. 33, this city. Just now he is very enthusiastic over the Amberol Edison records, which play twice as long as any others. Mr. Nisbett came to Mexico as general manager of the company last February. He has made lots of friends here, and he is looking forward to 1910 as the greatest banner year for the phonograph business. A notable instance of the pushing qualities of Mr. Nisbett was given when he secured the first and only record of the voice of President Diaz for the Edison phonograph, a feat which was accomplished a few months ago."

Immense Victrola Business.

Arthur D. Geissler, general manager of the Talking Machine Co., states that business the past month has been the largest in the history of the company. "Our Victrola business especially has been enormous," said Mr. Geissler. "The call for these goods, to an increasing degree, has been general from our trade throughout the country." As an instance of the territory covered Mr. Geissler cited a substantial order recently received from a prominent dealer of Newark, N. J.

Waters Succeeds Schofield as Manager.

The Dictaphone Co. of America, distributers of the commercial product of the American Graphophone Co., with offices in the Heyworth Building, whither they moved last spring, has just undergone a change of management. M. C. Waters, after a period of long and eminently successful service with the Cameron-Amberg File Co., of this city, succeeded Manager G. L. Schofield, who recently resigned to engage in the automobile business under his own cognomen. Mr. Waters assumed his new duties Dec. 1.

Lyon & Healy Figures Tell the Story.

Manager L. C. Wiswell, of the talking machine department of Lyon & Healy, when seen this month, had just received the figures of his department for November. He stated that the amount of business done last month was best realized by the fact that the total of the extraordinary November of 1906 was exceeded by a large margin. This increase, Mr. Wiswell says, was noted in both the Victor and Edison lines.

Alterations which have been in progress in the department for the past month are almost completed and the painters are now applying the finishing touches. The space occupied by the offices has been materially increased and Manager Wiswell now occupies a private sanctum sanctorum that has been fitted in an exceedingly attractive manner.

Ambassador McMenimen a Visitor.

Mr. McMenimen, sales manager for Sheip & Vandegrift, makers of the Music Master wood horn, spent a few days in the trade this month, leaving here for the West after booking a nice bunch of orders.

Columbia Indestructible 4-minute Records Liked

The new four-minute indestructible record of the Columbia Phonograph Co. is making quite a hit with the trade and sales to date have been very large. Wholesale Manager E. C. Plume placed one of the first orders for the product with the Schubert Drug Co., of Butte, Mont., who ordered 200 each of the first 20 records without even seeing them, so impressed were they by Mr. Plume's description of them. Substantial records from this concern have since been received.

Bissell-Cowan Co. Changes.

O. G. Searles has just succeeded E. R. Sues as manager of the talking machine department of the Bissell-Cowan Piano Co. Mr. Searles has been associated with the department since its opening and has shown himself to be ably fitted for the position. He made his debut in the talking machine business several years ago with the Talking Machine Co., leaving them to open a music store in his home town of Miami, Okla., which he disposed of a few months ago.

Arnold Off to Los Angeles.

A. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Ia., was in Chicago recently, and incidentally informed his friends that he had disposed of his interest in the company and would go to Los Angeles, where he would probably engage in the jewelry and talking machine business.

Rodgers Attends Freight Conference.

Mr. Rodgers, traffic manager of the National Phonograph Co., was in Chicago this month attending a meeting of the freight committee of the Trans-Continental Freight Bureau, which was in session here.

Evan Williams Hears Himself Sing.

Evan Williams, the noted tenor and Red Seal artist, called on Manager Wiswell, of the talking machine department of Lyon & Healy, the latter part of the month. He spent a very pleasant two hours and was very much impressed with the department and its employes. For Mr. Williams' edification, his well-known songs, "A Dream" and "Love Abiding," were placed on a Victrola. He subsequently left for the West, being booked for a recital tour.

He Is Not Dead but Singeth.

Mr. Williams, looking over the papers of his home city, Akron, O., about a month ago, was startled to see what appeared to be his own death notice, the name and initials being identical, the only discrepancy being in the age. Investigation proved that Mr. Williams' double unknown to him had lived at no great distanc from the artist's own domicile. Others besides Mr. Williams had already taken cognizance of the notice, and the rumor circulated that the Victor artist had passed away. He still meets people who for the moment think they are in touch with the spirit world.

Good Reports from Wurlitzer Co.

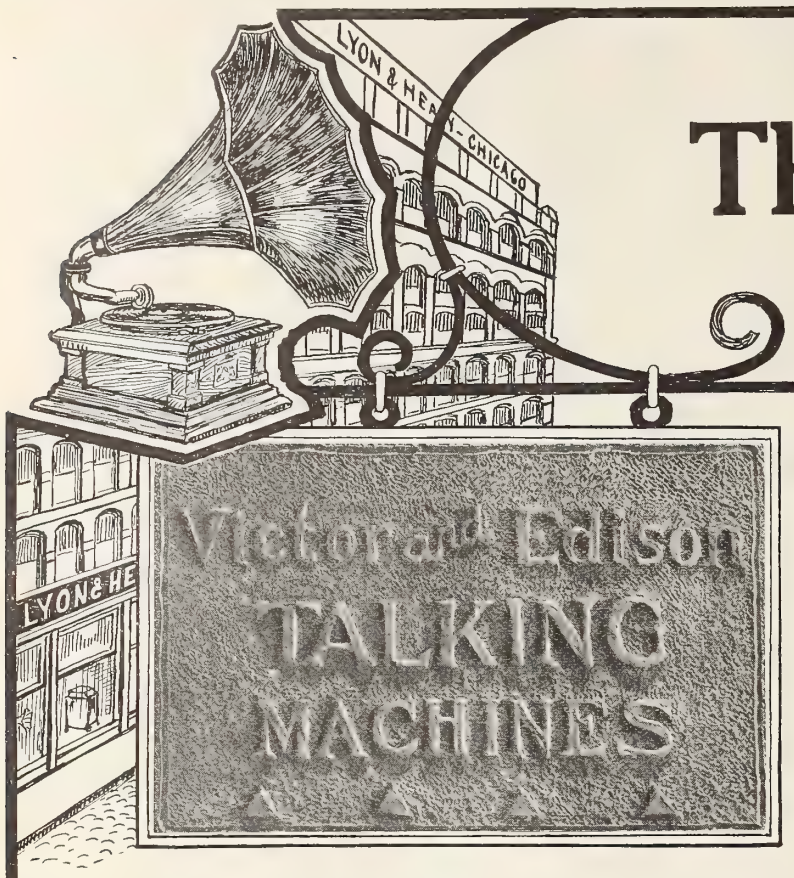
The handsome new quarters of the Rudolph Wurlitzer Co. are attracting considerable attention in the trade. Manager E. H. Uhl reports business as exceptionally good. F. H. Siemon was found inspecting the first shipment of the new Amberol grand opera records to arrive, and the assistant manager waxed enthusiastic in their behalf. L. Kean Cameron, manager of the retail talking machine department, has just had the scope of his activities increased and he now looks after all the retail business of the house. He has a handsome private office on the first floor. Recent acquisitions to the forces of the talking machine department are Bert Conroy, who though new to the "Talkers," possesses good selling ability; Dwight Watson, formerly associated with his uncle in the music business in Guthrie, Okla., and Miss Heller as record clerk.

E. C. Plume Always on the Go.

E. C. Plume, Western wholesale manager of the Columbia Co., left this week for Milwaukee. He will call on H. E. Kundy, the exclusive Columbia agent there, who recently purchased the branch store in the Cream City. Mr. Kundy, by the way, paid a visit to the Columbia headquarters the first part of the month.

Great Sales of "B. & H." Fiber Needles.

The B. & H. Fibre Mfg. Co. have everything to congratulate themselves on the business done in 1909. They have sold more needles this year than in the two preceding years combined, which certainly is evidence of the increasing popularity of the meritorious needle. They have letters on file written by some of the largest jobbers and dealers in the country congratulating them on the success of the fiber needle as evidenced by the sales made in their departments. The company are continually making efforts towards further improvement and development of the product. F. D. Hall, president of the company, intends leaving shortly for the East and



There Are Excellent Signs

of continued prosperity after the holiday season, and you, Mr. Dealer, can assure yourself of more than full measure, if you look after the expense "cuts" in addition to your gross sales.

¶ If you sell both the Victor and Edison goods, you will find that buying from LYON & HEALY means a saving in freight costs alone, worth while. The additional saving in time and money made possible, by the elimination of an extra order, or an extra letter, an extra unpacking, and an extra checking up, is also a matter worth considering.

¶ The LYON & HEALY stock of Victor and Edison machines and equipment is complete in every detail. This enables us to fill every order without any delay of any kind.

¶ Whether your want is a hundred needles or a car load of machines, we can and will handle it quickly and satisfactorily.

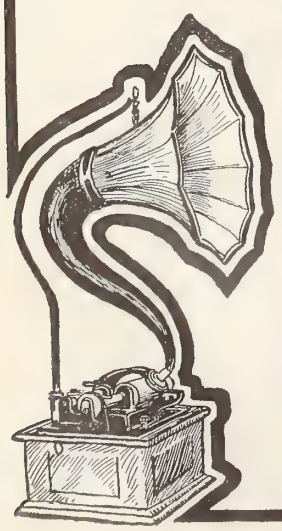
¶ Let us have the next "hurry-up-out-of-stock" order, which means more big business for you if filled promptly, and without chance of your customers finding fault. It isn't even necessary to state that it is a "hurry-up," for it will be taken care of as promptly as is possible under any circumstances, and remember that "Time is Money" to you as it is to us.

Our methods are appreciated by those who try them, as is evidenced by the fact that the November just passed shows a 22 per cent. increase over our best previous November, that of 1906

All Orders are Shipped on Day of Receipt

¶ Even if you don't place your orders with us, ask to be placed on our mailing list; you will see for yourself how we are continually on the alert to help our dealers garner the good things of life.

Write for our Liberal Terms to Dealers



Lyon & Healy

CHICAGO

states that he will try to call on as many "B. & H." dealers as possible.

Starck Department Panning Out Well.

H. D. Bently, in charge of the talking machine department of the P. A. Starck Piano Co., reports business as coming to hand in a very gratifying manner and that the holiday trade is starting with a rush. The company are keeping up a rapid fire of strong advertising in the dailies. The two handsome demonstrating booths which have just been completed add to the already attractive appearance of the warerooms.

Malecki & Co. Moving to Ground Floor.

Louis B. Malecki & Co., dealers in musical instruments at 206 Wabash avenue, are preparing to move to their new ground floor location in the recently remodeled building at 272 Wabash avenue. Here they will handle, in addition to their regular line of pianos, a goodly outfit of Victor talking machines, cabinets and records. They expect to be in their new quarters in time to corral some of the holiday trade.

Oversold on Grafonolas.

Retail business with the Columbia Co. has been excellent this month and Manager Baer announces that they are heavily oversold on Grafonolas.

Arthur D. Geissler Enjoys Outing.

Arthur D. Geissler, general manager of the Talking Machine Co., returned this week from a ten days' hunting and golf trip in the vicinity of French Lick Springs, Ind. The country abounds with quail and 'possum, and Mr. Geissler enjoyed his first repast of the latter delicacy. It was a regular, old-fashioned Southern dinner, 'possum and sweet potatoes, but Mr. Geissler felt obliged to confess that it was not up to expectations.

Cooper & Co. Open New Department.

The new quarters of the talking machine department of Siegel, Cooper & Co. were formally opened on Saturday of this week. The main room, which is of substantial size, is flanked on either side by two sound-proof rooms, the Victor and Columbia on the left and the Edison and a recital hall on the right. The latter, by the way, will not be utilized for concerts until after the holidays, and in the meanwhile will be used as salesrooms for Victrolas, Grafonolas and Amberolas, a stock of each being kept there.

The Missing Link

WHICH ?

This is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.

IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at $3.60.

Kreiling & Company

Inventors and Sole Manufacturers

1504 NORTH 40th AVENUE

CHICAGO, U. S. A.

Louis F. Geissler on a Flying Visit.

Louis F. Geissler, of the Victor Co., was a Chicago visitor the first of the month, calling to see his grandchildren.

Orders Booked for 25 Amberolas.

Manager L. C. Wiswell, of the talking machine department of Lyon & Healy, says that they have already secured orders for 25 of the new Amberolas, which will be on sale about Dec. 15.

Has Recourse to Primitive Candle.

On Thursday of this week, about two hours before closing time, the quarters of the Columbia Co. were suddenly enveloped in a cloak of darkness, caused by the breaking of one of the electric wires. In spite of the fact that "Let the Lower Lights Be Burning" and "Lead, Kindly Light" were then being rendered, material rather than spiritual illumination was felt to be needed and recourse was made to the "primitive" candle, a substantial supply of the latter being hastily secured from a nearby store.

A Good Day's Sale.

An evidence of what is being done by the talking machine department of the Bissell-Cowan Piano Co. was noted this week in a single day's sales, which included two Victrola XVI., one Victrola XII. and one Victrola V. The company secured some strong publicity on the evenings of the 2d and 3d, when the Fine Arts Building, in which they are located, was thrown open for public inspection.

McCormack Records Will Be in Demand.

On the January lists of the Columbia Co. are a series of records by John McCormack, the well-known Irish tenor who, as recently as last week, appeared in recital in Chicago. Three of the winners on the list are "Come Back to Erin," "Mary of Allendale," and "Killarney."

NATIONAL CO.'S SALES FORCE.

List Printed in Full for the Benefit of the Trade.

In order to protect the trade by eliminating the possibility of any misrepresentation, the National Phonograph Co., Orange, N. J., announce an official list of their salesmen and the territory assigned to each as follows: J. H. Allgaier, Missouri; B. R. Barklow, Manhattan and all south of Albany, N. Y.; A. V. Chandler, Illinois; H. D. Clark, New Jersey, Delaware, Maryland and District of Columbia; A. H. Curry, Arkansas and Oklahoma; F. W. Ewan, Toronto and Provinces of Ontario, Canada; F. E. Gage, West Virginia, Kentucky and Tennessee; J. H. Gill, California, Arizona and southern New Mexico; G. A. Hedden, New Hampshire, eastern New York and Vermont; F. H. Hird, Iowa; W. P. Hope, Wisconsin, upper Michigan, Alberta, Manitoba and Saskatchewan, Canada; F. L. Hough, Minnesota; W. H. Hug, Ohio; W. A. Idle, northern Wyoming, Montana, Idaho and Utah; A. H. Kloehr, Kansas; M. G. Kreusch, Indiana; C. E. Lyons, Washington and Oregon; L. W. McDonald, eastern Provinces of Canada; E. A. Neff, Texas; C. W. Phillips, North and South Dakota; G. A. Renner, Nebraska, Colorado, southern Wyoming and northern New Mexico; J. W. Scott, Connecticutt, Rhode Island, Massachusetts and Maine; H. R. Skelton, Michigan; F. H. Stewart, Mississippi and Louisiana; J. F. Stanton, Pennsylvania; C. P. Trundy, western New York; C. D. Warren, Virginia, North and South Carolina.

SAVING TIME A SUCCESS FACTOR.

Time saving, which means the intelligent use of time, is undoubtedly one of the great factors of success in any walk of life; and that is why inventive genius is kept busy devising means to multiply the values of a day. Anything that enables a man to do more with less effort saves time and energy, and permits him to undertake much that was impossible before. The steam engine, the telegraph, the telephone, the automobile, the electric motor, the typewriter, the perfected printing press, etc., are time savers that in fifty years have done more toward the development of civilization and the increase of the world's wealth than had been accomplished in 1,000 years of effort before these economists of time were introduced. Whatever saves time increases convenience and limits the waste of mental or physical energy, adds to the money making power of the world and becomes a business necessity. And as new inventions are put upon the market, new needs arise and new methods must be introduced to utilize them.

THE PHONOGRAPH IN THE ORGAN LOFT.

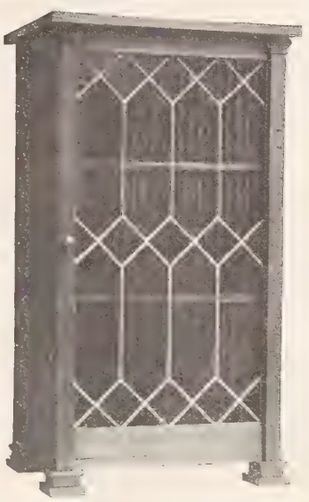
"I hear that your church has installed a phonograph stuffed with sacred music."

"Yes. Had to do it. Choir had struck."

"New scheme work all right?"

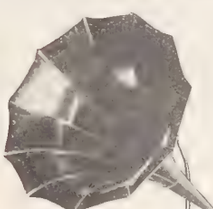
"It's beautiful. Never quarrels with itself, has no skirts to rustle, doesn't fret about the angle of its hat, refrains from giggling or powdering its nose, and if it gets out of order a mechanic can repair it."—The Edison Phonogram.

(TRADE MARK) **"COMPARTOLA"**

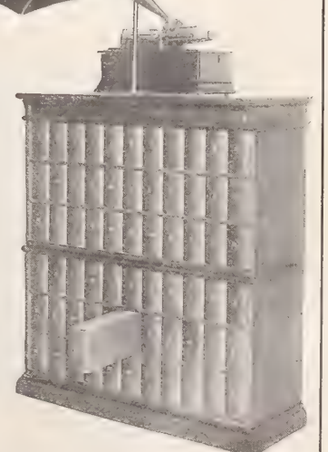


Disc Cylinder Record Cabinets

Quarter-Sawed Oak or African Mahogany, Art Glass Doors, Equipped with our Patent Compartments for Systematic Keeping of Records.



Sectional Record Cabinets for Disc or Cylinder

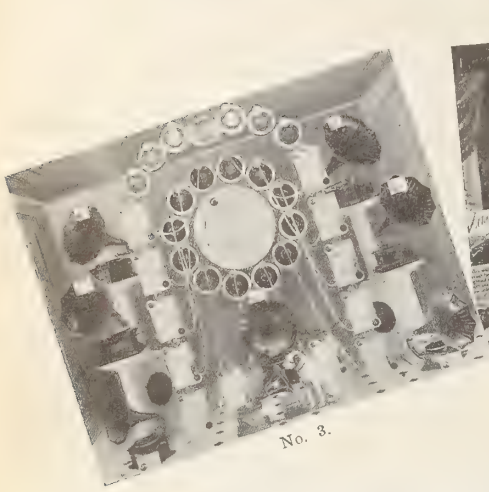


GET OUR PRICES

—

Compartment Filing Cabinet Co.

316-320 West 29th St. Chicago, Ill.



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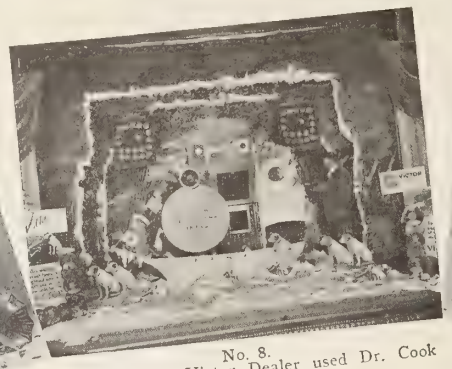


No. 8.
Showing how Victor Dealer used Dr. Cook Window Display.

No. 1.

No. 11.
Small Christmas Window.

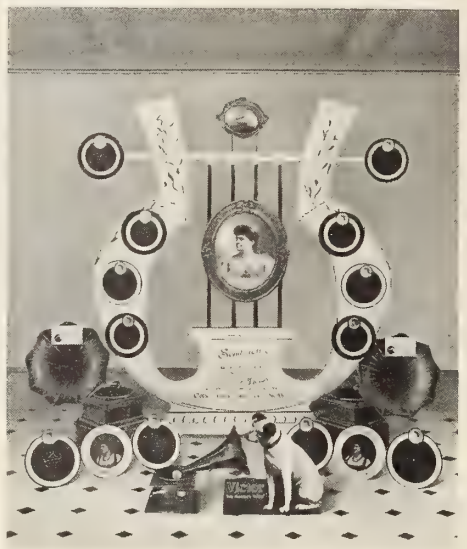
THE GROWTH OF AN IDEA.

How Victor Ready-Made Window Displays Jumped Into Immediate Popularity.

The great improvement in the art of window dressing is really remarkable. Like department store advertising in the daily newspapers it has grown steadily and artistically until it has come to be a most important adjunct of the up-to-date and modern retailer. To-day one may walk along the great retail streets in any city in the United States and see artistically displayed almost everything from a penny necessity to a collection of priceless luxuries. Even the big hotels and restaurants have the interior of their dining rooms exposed to passers-by as a temptation to indulge in the viands of their establishment.

It has always been generally accepted that the Victor Co. never do anything by halves, but particularly is this assertion applicable regarding the wonderful advertising that has, in so short a time, spread the fame of the Victor to every corner of the globe.

Realizing that the established and rigid policy of selling nothing direct to the consumer makes their success wholly dependent on the success of their dealers, the Victor Co. have spared no expense or effort to give to every dealer a thorough knowledge of the Victor and of Victor records, and to lend to dealers every assistance possible in marketing the product of their factories.



No. 14.
SembrichWindow.

Not overlooking the Victor Co.'s salesmanship lessons (now published in book form)—how to sell Victors on the instalment plan—their immense distribution of ready-made newspaper advertisements (electrotypes being furnished to all dealers on request), there can be no question but that the window display idea recently inaugurated is one of the biggest helps ever rendered the dealer. For it has well been said that almost every dealer's biggest opportunity is right at the front of his store—his show windows.

Less than a year ago they engaged Ellis Hansen—undoubtedly one of the best window dressers in America—and it was originally intended that Mr. Hansen should visit cities and towns and demonstrate to dealers the advertising value of their show windows by giving practical instructions in window decoration. In this way it was thought to develop and improve window dressing generally, with the hope that it would ultimately extend beyond the cities visited.

While preliminary arrangements were under way the possibilities of the proposition became more apparent and the original plans gave way to the more advanced idea of reaching the entire

trade simultaneously and as a whole. Then it was a boy and a card writer was added to Mr. Hansen's workshop. Shortly thereafter, a carpenter and one painter brought the window display force up to five people. This proved to be only the beginning.

One week after the issuance of their catalog of the first ready-made windows, it was necessary to augment the working force materially and to add a packing and shipping department to handle window displays exclusively, and at the present time there are twenty-seven people employed in this window display department alone.

The rapid expansion of this branch of the Victor Co.'s publicity department is well understood on referring to the series of accompanying photographs.

The ready-made window display, issued in connection with the record made by Dr. Cook, demonstrated conclusively that the special window, devoted to one particular thing, or artist, or in commemoration of one particular time, such as Thanksgiving day or Christmas, is the true way for the dealer to gather the real profits from the show window display.

The group of windows Nos. 1, 3, 8 and 11 are examples of ready-made window displays that have enjoyed the largest demand. Hundreds of these windows have been shipped to Victor dealers, and each day many orders are received for the three special Christmas windows that were announced by a circular printed in colors. The cost of issuing this circular alone was in excess of $500.

They are at present at work on a series of windows, covering the concert tours of Sembrich, Maud Powell, Mischa Elman, Whitney Bros.' Quartette, etc., to be brought to the attention of dealers one to two months in advance of the date they are to appear in each city, so that dealers may have ample time to obtain the material in advance of the concert, and make their display just at the time when the advertising of the concert has made it an event in each locality. The Sembrich window, No. 14, is a specimen concert artist window.

The success of the Victor Co.'s ready-made window display idea is assured, and the only wonder is that they are able to supply the demand. They certainly would not be if every dealer took advantage of this great opportunity.

The Victor Co. are maintaining at a big expense for the benefit of their dealers what is probably the most extensive and best-equipped window display department in the whole world; and dealers, for an almost insignificant sum, are enabled to secure all the benefits of this up-to-date window display department, just as though it was part of their own store.

Some of the plans the Victor Co. have under way for the show windows of their dealers will certainly attract widespread and universal attention, and it behooves every dealer to wake up and get next to this exceptional opportunity to make his show window return a lot of interested customers.

CHRISTMAS RECORDS.

A Specially Prepared List for the Benefit of Edison Dealers—Suggestion Worth Following Up—Will Benefit Customers.

The National Phonograph Co. have prepared a special list of records for the holiday season, which will be found most convenient for dealers desiring to offer suggestions to their customers as to what they should buy for their Christmas reunions. The list is as follows:

Amberol—62, Calvary, Harry Anthony; 124, Jerusalem, Edison Mixed Quartette; 188, Holy, Holy, Lord God Almighty, Edison Mixed Quartette; 305, Angels from the Realms of Glory, Edison Concert Band; 12,098, The Dawn of Light, Elite Mixed Quartette; 12,099, Nazareth, Peter Dawson; 12,100, Sweet Christmas Bells, Ernest Pike and Peter Dawson; 12,101, Christmas Morn, National (London) Military Band; 12,102, Star of Bethlehem, Ernest Pike; 12,103, A Miner's Dream of Home, Peter Dawson and Mixed Quartette.

Standard—8,270, Santa Claus Song, George P. Watsin; 8,708, Old Jim's Christmas Hymn, Campbell and Harrison; 8,837, O Come, All Ye Faithful, Edison Male Quartette; 8,854, Ring the Bells of Heaven, Edison Chimes; 9,156, Star, Beautiful Star, Anthony and Harrison; 9,168, Silent Night, Edison Male Quartette; 9,410, Joy to the World, Edison Concert Band; 9,431, Down on the Farm, Ada Jones and Len Spencer; 9,703, Ring Out the Bells for Christmas, Edison Concert Band; 10,008, Christ Is Come, Edison Concert Band; 10,030, Christmas Morning at Clancy's, Steve Porter; 10,257, While Shepherds Watched, Edison Concert Band.

Apart from the publicity which these records will have through the usual printed matter sent out by the National Phonograph Co., it would be a good idea for dealers to send special letters to their customers, in which they could emphasize that the enjoyment of the Christmas season could be made still keener by having in their possession the list of Christmas records, of which a list might be enclosed.

NEWS OF THE TWIN CITY TRADE.

Best Talking Machine Season Ever Experienced in the Northwest Keeps Dealers Moving Lively—What the Various Houses Have to Report Anent Conditions.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, Dec. 8, 1909.

Never in the chronicles of the Northwest have talking machines produced so much activity as at present. All those whose income depends wholly or in part on talking machines are extremely glad that they are financially interested in these contrivances. The busiest people in the Northwest, and this statement is made without reservation, are those who devote a major share of their time to talking machines.

A few interviews obtained to-day will quickly substantiate any statement contained in the foregoing:

"Our talking machine force has been working overtime for some time," said W. J. Dyer, of W. J. Dyer & Bro., 'and the month of November will easily show a banner record. Last Saturday, for instance, the cash business amounted to $1,100. This may not be so much in the East, but it helps some in St. Paul."

"We have doubled our force, and still we can't keep pace with the business," said Lawrence H. Lucker, of the Minnesota Phonograph Co. "We can't begin to fill orders within the specified time. Both the jobbing and retail trade is good. There is considerable interest in the much-advertised Amberolas, and we expect to do a nice business in that line if we can ever get any."

J. H. Wheeler, northwestern representative for the Columbia Phonograph Co., says that the jobbing business is better than the retail business. The former is the greatest in the history of the home house in the Northwest. "There is only one complaint," says Mr. Wheeler, "and that is that we can't get certain supplies fast enough. The new four-minute indestructible records are having a great vogue here, but we could use 100 per cent. more than we are getting."

PETMECKY SUPPLY CO. ORGANIZED.

The Petmecky Co., of Austin, Tex., Victor distributers, have incorporated under the title of the Petmecky Supply Co., Inc., with a capital stock of $50,000, with the following incorporators: President, Fred Petmecky; vice-president and general manager, B. F. Reeves; secretary and treasurer, E. E. Hill. The new company will devote their entire time and capital in exploiting and promoting the Victor line in Texas and Oklahoma.

Wurlitzer

53 YEARS LEADERS IN MUSIC

THE HOLIDAY SEASON finds us with every facility for taking care of your orders on Victor Talking Machines, Edison Phonographs, Regina Music Boxes and talking machine supplies of every description.

Now, when every minute counts, is a good time to get acquainted with the Wurlitzer Hurry-Up Service that gets your order out on time—every time.

We have accumulated a large stock of all types of Victor, Victrola and Edison machines and can "deliver the goods" promptly.

WIRE US YOUR RUSH ORDERS!

The Rudolph Wurlitzer Co.

VICTOR, EDISON AND REGINA JOBBERS

Cincinnati **Chicago**

☞ *Two points of supply; order from the nearer.*

1866 1909

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

TRADE NEWS FROM ST. LOUIS.

Reports Indicate That December Will Break Business Records—Columbia Grafonolas in Great Demand—St. Louis Talking Machine Co. Selling All Victrolas They Can Get Hold Of—New Caruso Records Liked—Johnson Giving Victrola Concerts—Recent Visitors—Black a Victor Hustler.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 8, 1909.

General trade conditions in the talking machine business are reported to be excellent, and it looks as if the month of December stands to break all previous records for a similar length of time. High-priced machines are selling well and the record trade is brisk.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their wholesale trade all over the territory is very good, and that their retail trade for November was splendid, with a strong demand for the high-priced goods. He states that they have been unable to fill orders for the De Luxe and Regent $200 and $225 machines. Mr. Walthall also states that the trade outlook for December is very bright, and that they are figuring on having the banner month in the history of the local store.

F. G. Cook, traveling salesman for the Columbia Phonograph Co., has been taking some good orders on the trip he is now on.

The St. Louis Talking Machine Co. report the largest volume of business ever done in the month of November, both wholesale and retail. The demand was greater for the higher-priced instruments, the Victrola leading. Both the style XIV and style XII Victrolas were ready sellers, and orders were taken for special wood finishes in the style XVI. These were ordered for Christmas delivery.

O. A. Gressing, manager of the St. Louis Talking Machine Co., is enthusiastic over the outlook for the holiday season. Their dealers are ordering in a most liberal and gratifying manner. In spite of their tremendous stock, Mr. Gressing's only apprehensions are for lack of machines and records to supply their dealers, and no fears whatever for the volume of business that will be done.

The new Caruso records were received with a rush by the customers of the St. Louis Talking Machine Co. On the morning of the 27th, when their customers were in receipt of the regular monthly letter which this company issues, and in which the new Caruso records were announced, upwards of seventy-five orders were received by telephone before 11 o'clock.

The Victor Ready-Made Thanksgiving window display which the St. Louis Talking Machine Co. had in their window was one of the most striking ever seen on Olive street. These Ready-Made displays have proven a great attraction and, no doubt, the most profitable of advertising. The displays are changed weekly by this wide-awake firm, and it seems that every new one outdoes the one which preceded it. Manager Gressing promises that their Ready-Made display for Christmas will outdo them all.

L. A. Cummins, traveler for this company, returned from one of the most successful trips he ever made with an order book filled to the brim, in which were included a number of Victrolas and an Auxetophone. Mr. Cummins will confine himself to the immediate neighborhood of St. Louis until the holidays.

S. H. Johnson, of this company, has been devoting a great deal of time after business hours to giving Auxetophone and Victrola concerts. Among those given were:—one to the St. Louis Credit Men's Association, at their regular monthly meeting; also the Missouri Pharmaceutical Association, and several of the most exclusive West End clubs.

Recent visitors to the St. Louis Talking Machine Co. were Joseph Hilliard, Hot Springs, Ark.; S. M. Field, of S. M. Field & Bros., Little Rock, Ark., who stopped off for Thanksgiving on his way home from a hurried trip to New York; W. W. Fisher, Murphysboro, Ill.; F. C. Cochran, manager of the Piggott Music and Novelty Co., Piggott, Ark.; Chas. A. Tate, Flora, Ill.; Mr. Thorne, of the Globe Mercantile Co., Moberly, Mo.; Mr. Robinson, of the Dale Hardware and Implement Co., Fayette, Mo., and C. M. Boyer, Pacific, Mo.

W. A. Brenner, of the Koerber-Brenner Music Co., returned recently from a ten days' business trip to Kansas City. This firm report that their talking machine business for November has been very satisfactory, and they look for a big trade through December.

The Knight Mercantile Co. report their trade to be fairly good. This firm recently filled an order from Panama.

The Thiebes-Stierlin Music Co. report an active trade in their talking machine department, and that it favors the high-priced machines.

H. J. Berlin, manager of the talking machine department of the J. H. Buettner Furniture and Carpet Co., reports that they are having a nice trade. They are giving recitals on high-class records from time to time and with good success.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the May-Stern Co., has resigned and is now with the talking machine department of the J. H. Buettner Furniture and Carpet Co.

J. Ed. Black, of Springfield, Mo., has proven one of the most wide-awake and enthusiastic exponents of the Victor that the St. Louis Talking Machine Co. has among their list of dealers. Mr. Black has been conducting a series of Victrola recitals and has been giving these before the most prominent club women, churches and schools in Springfield. On November 10 Mr. Black gave a concert for the members of the Drury Chapel. On November 15 he gave a concert under the auspices of the Delta Theta of the Teachers' Training Class. On November 17 he conducted a Victrola recital at the Bowerman School, and on November 19 Mr. Black gave a grand opera concert under the auspices of the Pilgrim Sunday School. Mr. Black has also arranged for several concerts during the month of December. He reports the greatest results imaginable, and is greatly pleased with his success.

O. A. Gressing, manager of the St. Louis Talking Machine Co., returned recently from a week's successful business trip to Evansville, Ind., and other points.

D. K. Myers, the well-known Zonophone jobber, reports trade for November fair, and he looks for a good trade during the month of December.

100% Service
is
Heppe Service

¶ Our stocks of Victor and Edison goods are unlimited, and we make shipment same day orders are received.

¶ We have a department organized to coach you in making retail sales.

¶ Worth writing us about.

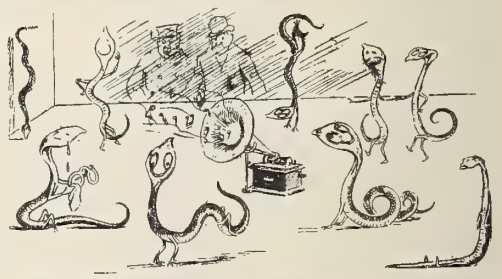
C. J. HEPPE & SON
1117-1119 Chestnut Street
PHILADELPHIA, PA.

Established 1865

PHONOGRAPH CHARMS SNAKES.

Curator Ditmars Gives the Cobras a Homelike Sunday Concert.

They had a real snake-charming party at the Bronx Park Zoo recently, and when it was over Curator Ditmars voted it a great success. Several months ago Mr. Ditmars, who has got together an animal and reptile circus, sent to Singapore and obtained several phonographic records of the music made by Hindu snake charmers in performing their tricks with reptiles. The records arrived on Saturday.



Mr. Ditmars gathered some of the keepers the next day, got out a few cobras and other poisonous snakes from the Far East, and turned on his music. The snakes began to take notice right away. One of the big king cobras raised his head high in the air and glided across to where the phonograph rested. The reptile eyed the machine curiously, and its head began to wave to and fro, keeping time to the weird strains of music.

Several of the other snakes joined him, just in front of the metal horn from which the music emerged. Mr. Ditmars turned on record after record, and after a while the snakes seemed to be in a hypnotic state. They did not wake up until they had been put back in their cages.

Sunday is usually a busy day for news in the reptile house, and the last was no exception. When the keepers arrived in the morning and started to enter a small annex to the east of the building, they drew back in alarm. On the floor of the annex was a heap of straw and shavings, which seemed to move up and down, as though some monster was beneath and breathing heavily. The woodwork in the room appeared to have been chipped, as though by a chisel. Here and there on the floor were chips of wood.

One of the keepers got a steel net. This was placed over the pile of straw and shavings. There was quite a commotion, and a big sabre-toothed rat, a pet of Mr. Ditmars, emerged from the heap. It had escaped from its cage during the night.

RECORD BULLETINS FOR JANUARY, 1910

EDISON AMBEROL RECORDS.

325 Washington Post and The High School Cadets March ..... Sousa's Band
326 Redhead ..... Ada Jones
327 Annie Laurie and Home, Sweet Home..... John F. Burckhardt
328 Ring of Roses..Elizabeth Wheeler, Harry Anthony
329 The Bird with the Broken Wing..... Edison Mixed Quartet
330 Ballet Music from "Mlle. Modiste"..... Victor Herbert and His Orchestra
331 When You Were Sweet Sixteen..... Manuel Romain
332 Gobble Duet from "The Mascot"..... Elizabeth Wheeler and Harry Anthony
333 Monte Cristo Waltz..... Jorda-Rocabruna Instrumental Quintet
334 Don't Be an Old Maid, Molly.....Byron G. Harlan
335 A Race for a Wife....Ada Jones and Len Spencer
336 Pique Dame Overture.....Edison Concert Band
337 Down in Sunshine Alley, Sally..... Billy Murray and Chorus
338 Flow Gently, Sweet Afton....Metropolitan Quartet
339 Berceuse De Jocelyn..... Jean Schwiller
340 From Time to Time.....Thomas Chalmers
341 Lead Kindly Light.....Knickerbocker Quintet
342 Selection from "The Dollar Princess"..... American Symphony Orchestra
343 Emmaline .....Ada Jones and Billy Murray
344 Maria Theresa March.....U. S. Marine Band

EDISON AMBEROL RECORDS IN HEBREW.

10,000 Schenkt A Neduwe (Perlmutter & Wohl).. Regina Prager
10,001 Arie aus die Zwei Tanuim (Perlmutter & Wohl)..... Regina Prager

EDISON AMBEROL RECORDS IN ITALIAN.

5,002 Solenne in guest ora-La Forza del Destino (Verdi).Francesco Daddi, Vincenzo Reschiglian
5,010 Ciribiribin (Bolognese)..... Maria Avezza and Francesco Daddi
5,014 Alla Stella confidente (Robandi).Francesco Daddi

EDISON STANDARD RECORDS.

10277 The Summer Girl.....Sousa's Band
10278 It's Hard to Find a Real Nice Man.Bessie Wynn
10279 Sweetheart's a Pretty Name When It Is Y-O-U ..... Manuel Romain
10280 Oriental March. Victor Herbert and His Orchestra
10281 Funny Nursery Rhymes..... Billy Murray and Chorus
10282 From Greenland's Icy Mountains..... Edison Mixed Quartet
10283 Have You Got Another Girl at Home Like Mary? ..... Harry Fay
10284 Medley of Irish Reels.....John Kimmble
10285 Eiley Riley.....Ada Jones
10286 Ting Tang Sang.....Collins and Harlan
10287 I Wonder Who's Kissing Her Now..... Manuel Romain
10288 Territorial March. National (London) Mil. Band
10289 Ma Li'l Sweet Sunbeam.....Mabel McKinley
10290 Meet To-night in Dreamland..... Elizabeth Wheeler and Harry Anthony
10291 Wild Cherries—Coony, Spoony Rag..... Edward Meeker
10292 The Portly Major March..... American Symphony Orchestra
10293 I Said Hooray .....Jack Pleasants
10294 Wedding Bells.....Premier Quartet
10295 Flannagan and His Motor Car.....Steve Porter
10296 Kaiser Friedrich March.....U. S. Marine Band

NEW VICTOR RECORDS.

No.			Size.
		ARTHUR PRYOR'S BAND.	
5755		Washington Grays March.....Grafulla	10
31759		Festival Overture.....Tschaikowsky	12
		L'ORCHESTRE SYMPHONIQUE, PARIS.	
58020		Faust—Ballet Music, Nos. 5 and 6..Gounod	12
		SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH.	
5752		His Buttons are Marked U. S..Bradford-Bond	10
		VICTOR LIGHT OPERA CO., WITH ORCH.	
31758		Gems from the Golden Girl.....Howard	12
		BOHEMIAN ORCHESTRA, LONDON.	
52023		A Vision of Salome.....Joyce	10
		TENOR SOLO BY REED MILLER, WITH ORCH.	
5753		Roses in June.....Bingham-German	10
		THE VIENNA QUARTET.	
5754		Barcarolle—Contes d'Hoffman....Offenbach	10
31760		Poeme Erotique.....Grieg	12
		Double Faced Records.	
16425	(a)	Assembly March (Seltzer).Pryor's Band	10
	(b)	Haviland's Harmonies.....Pryor's Band	10
16427	(a)	Snow Queen—Novelette (Selzer-Fulton) .....Pryor's Band	10
	(b)	Serenade Elegante (Osiier)..Victor Orch.	10
16431	(a)	Throw Out the Life Line (Ufford-Stebbins) .....Macdonough and Haydn Quartet	10
	(b)	Onward Christian Soldiers.....Westminster Cathedral Choir (with band)	10
35091	(a)	Love Light Waltzes (Bloom)..... Victor Orch.	12
	(b)	Reminiscences of Meyerbeer (Godfrey) .....Pryor's Band	12
16371	(a)	Miserere from Il Trovatore (Verdi) Trombone and Cornet ..... Pryor and Keneke	10
	(b)	Spring Song (Mendelssohn)..... Victor String Quartet	10
16433	(a)	When I Marry You (Bryan-Gumble).. ...Wheeler, Macdonough and Quartet	10
	(b)	Swanee Babe (Drislane-Richards)..... American Quartet	10
16346	(a)	Father Was Out (Hill)..Murray K. Hill	10
	(b)	Flanagan's Motor Car (Porter)..... Steve Porter	10
16437	(a)	Molly Lee (Mahoney-Morse)..... Murray and Haydn Quartet	10
	(b)	Little Miss Golden Curls (Drislane-Meyer).....Byron G. Harlan	10
35093	(a)	Hortense at Sea.....Nat M. Wills	12
	(b)	The Tale of the Cheese..Murray K. Hill	12
16435	(a)	Dublin Daisies March (Wenrich)..... Pryor's Band	10
	(b)	Coon's Birthday—Cakewalk—Two-Step (Lincke).....Victor Orchestra	10
35092	(a)	Joyous Vienna Waltz (Fidelis Wien) (Komzák)....Victor Dance Orchestra	12
	(b)	Flowers of St. Petersburg Waltzes (Reasch)....Victor Dance Orchestra	12
16428	(a)	Dream After the Ball (Xylophone) (Broustet).....William H. Reitz	10
	(b)	Brightest Days Gavotte (Bell Solo) (Michaelis).....William H. Reitz	10
16434	(a)	Amoureuse Waltz (Berger) (Concertina) .....P. Frosini	10
	(b)	The Swiss Shepherd (Morlacchi) (Ocarina) .....Mose Tapiero	10
16429	(a)	She Sells Sea Shells (Clifford) from "The Beauty Spot"....Billy Murray	10
	(b)	Oh, You Candy Kid (Golden-Adams) from "The Candy Kid"....Ada Jones	10
16432	(a)	Remembrance(Pinsuti)Heime and Lyons	10
	(b)	March Lorraine (Ganne)..Victor Orch.	10
16426	(a)	I Wonder Who's Kissing Her Now? (Howard) from "The Prince of To-night" .....Billy Murray	10
	(b)	On a Monkey Honeymoon (Mahoney-Morse).....Collins and Harlan	10
16430	(a)	Remember Me, O Mighty One (Soldier's Farewell, with sacred words) .....Whitney Brothers Quartet	10
	(b)	Galilee.....Whitney Brothers Quartet	10
		BY BILLY MURRAY, WITH ORCH.	
5758		Carrie ("Carrie Marry Harry").....Albert Von Tilzer-Junie McCree	10
		Red Seal Records.	
		JOHANNA GADSKI—ENRICO CARUSO. Twelve-inch, with Orch.—In Italian.	
89028		Aida—Finale ultimo. Part I—La fatal pietra (The Fatal Stone).....Verdi	
89029		Aida—Finale ultimo. Part II—O terra addio (Farewell, Oh Earth).....Verdi	
		ANTONIO SCOTTI, BARITONE. Twelve-inch, with Orch.—In Italian.	
88203		Faust—Dio possente (The Bravest Heart Shall Swell) .....Gounod	
		NICOLA ZEROLA, TENOR. Ten-inch, with Orch.—In Italian.	
87036		Ballo in Maschera—Barcarolle, "Di' tu se fidele" (The Waves Will Bear Me).....Verdi	
87037		Ballo in Maschera—La rivedra nell' estasi (I Shall Behold Her).....Verdi	
		Twelve-inch, with Orch.—In Italian.	
88202		Otello—Morte d'Otello (Death of Othello) ..... Verdi	
		JEANNE GERVILLE-REACHE, CONTRALTO. Ten-inch, with Orch.—In French.	
87035		Chanson Slave (Slavonic Song).....Chaminade	
87039		Carmen—En vain pour éviter (Card Song)..Bizet	
		Twelve-inch, with Orch.—In French.	
88205		Reine de Saba—Plus grand dans son obscurite ("More Regal than a King").....Gounod	
		EVAN WILLIAMS, TENOR.	
64109		Absent .....Metcalf	
		LOUISE HOMER, CONTRALTO. Twelve-inch, with Orch.—In German.	
88204		Die Lorelei (The Loreley).....Liszt	
		In French.	
88201		Samson et Dalila—Amour viens aider (Love, Lend Me Thy Might).....Saint Saens	
		NEW SELECTIONS BY ENRICO CARUSO, TENOR. Ten-inch, with Orch.	
87041		Regina di Saba—Magiche note (Magic Tones)—In Italian.....Goldmark	
87042		Pour un baiser (For a Kiss)—In French....Tosti	
		Twelve-inch, with Orch.	
88206		Mamma mia che vo sape? (Neapolitan Song) .....Nutile	
88207		Forza del Destino—O tu che in segno agl' angeli .....Verdi	
88208		Carmen—Air de la fleur (Flower Song)...Bizet	

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A766 All I Want Is One Loving Smile from You-oo-oo (Meyers), Baritone and Soprano Duet, orch. accomp.....Stanley and Stevenson
Games of Childhood Days (Robinson), Soprano Solo, orch. accomp.....Ada Jones
A767 Wedding Bells (Helf), Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
A Bushel of Kisses (Helf), Baritone and Tenor Duet, orch. accomp..Stanley and Burr
(Two sides copyrighted, additional price, 4c.)
A768 Lonesome Land (H. Blanke-Belcher), Soprano Solo, orch. accomp.....Ada Jones
The Postman (Patter) (Alf. Ellerton), Comic Song, orch. accomp.....Harry Bluff
(One side copyrighted, additional price, 2c.)
A769 The Island of Dreams (Stephen Adams), Tenor Solo, orch. accomp.....W. Francis Firth
I Know of Two Bright Eyes (Clutsam), Tenor Solo, orch. accomp.....Henry Burr
A770 Darling Nellie Gray (Hanby), Baritone Solo, orch. accomp.....Carroll Clark
If I Could Gain the World by Wishing (Buckman), Tenor Solo, orch. accomp..... Harvey Hindermeyer
A771 Mike's the Boy (Helf), Baritone Solo, orch. accomp. .....Arthur Collins
Arrah Wanna (Morse), Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
(One side copyrighted, additional price, 2c.)
A772 Sweet Genevieve (Tucker), Mezzo Soprano
Bonnie Sweet Bessie (Gilbert), Mezzo Soprano Solo, orch. accomp.....Merle Tillotson
A773 Sans Souci (Bucalossi), Orchestra Bells, orch. accomp. .....Charles Adams
The Dollar Princess—Selections (Leo Fall).. .....Prince's Orchestra
A774 Come Where My Love Lies Dreaming (S. C. Foster), Vocal Quartet, Male Voices..... Columbia Quartet
In the Gloaming (Annie E. Harrison), Vocal Trio, Mixed Voices, orch. accomp..... Metropolitan Trio
A775 Serenata Amorosa (Leyton Potter), Violin Duet .....Stehl and Biederman
The Birds in Springtime (Alfred Wiggert), Piccolo Duet, orch. accomp..... .....Henneberg and Fritze
A776 Hong Kong Cake Walk (Raf. Gascon) .....Prince's Military Band
The Teddy Bears' Picnic (John W. Bratton) .....Royal Regimental Band

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5138 Down Where the Big Bananas Grow (Baron), Baritone and Tenor Duet, orch. accomp. .....Collins and Harlan
"Virginia" (Opening Chorus)—Solo by Arthur Collins with Quartet Chorus "The Humming Coon"—Smith and Bowman—Closing Chorus "Climb Up Ye Children Climb"—Minstrels, orch. accomp. .....Rambler Minstrels
A5139 Tannhauser—Selections, Part 1 (Wagner) .....Prince's Military Band
Tannhauser—Selections, Part 2 (Wagner) .....Prince's Military Band
A5140 Tyrolean Echoes (George Stehl), Violin, Flute and Harp Trio.....George Stehl, Paul Henneberg and Charles Schuetze
Idilio (Lack).....Prince's Orchestra

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5141 Nazareth (Gounod), Baritone Solo, orch. accomp. .....Kirk Towns
The Birthday of the King (Neidlinger), Baritone Solo, orch. accomp.....Kirk Towns

COLUMBIA 10 3-4-INCH FONOTIPIA DOUBLE DISC RECORDS.

F117 Cavalleria Rusticana—Siciliana (Mascagni), Tenor Solo, orch. accomp....John McCormack
La Tosca—E lecevan le Stelle (Puccini), Tenor Solo, orch. accomp...John McCormack
F118 I'll Sing Thee Songs of Araby (Clay), Tenor Solo, orch. accomp.....John McCormack
When Other Lips (Balfe), Tenor Solo, orch. accomp. .....John McCormack

Just One (1) Udell Value

The Cabinet illustrated lists at $223.501 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price $11.75. You can have the Cabinet in Quartered Oak all over or Mahogany Top, Front and Back. Swell Door. Every stock order has one (1) of these. We have Cabinets higher and lower in price.

Udell Cabinets can be had for Disc Records, Cylinder Records, Piano Player Rolls and Sheet Music.

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INDIANAPOLIS, IND.

436 Cabinet with a capacity of 190 12-inch Disc Records. Height 34 inches. Width 24 inches. Depth 20 inches.

F119 Come Back to Erin, Tenor Solo, orch. accomp. .....John McCormack
Killarney, Tenor Solo, orch. accomp..... John McCormack
F120 Mary of Allendale (Arranged by H. Lane Wilson), Tenor Solo, orch accomp..... John McCormack
Savourneen Deelish, Tenor Solo, orch. accomp. .....John McCormack
F121 Like Stars Above (Squire), Tenor Solo, orch. accomp. .....John McCormack
Roses (Stephen Adams), Tenor Solo, orch. accomp. .....John McCormack
F122 Il Trovatore—Aria del Conte di Luna—Il balen del suo sorriso (Verdi), Baritone Solo, orch. accomp.....Ferruccio Corradetti
Ave Maria (Reyer), Baritone Solo, organ accomp. .....Ferruccio Corradetti
F123 I Maestri Cantori Di Norimberga—Canto di Walter—Dall 'alba tinto (Wagner), Tenor Solo, orch. accomp.....Francisco Vignas
L'Africana—Aria di Vasco di Gama—O Paradiso (Meyerbeer), Tenor Solo, orch. accomp. .....Francisco Vignas

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

1238 Blue and Gray Patrol (Dalvey).....Band
1239 The Last Rose of Summer (Moore), Soprano Solo.....Mrs. Elizabeth Wheeler
1240 John Anderson, My Jo (Pirani), Tenor Solo ..... Henry Burr
1241 The Newly Weds—Can't You See I Love You? (Ayer), Soprano and Tenor Duet..... .....Jones and Van Brunt
1242 Ebenezer Julius Caesar Washington Gray (Westman) (copyright number), Baritone Solo .....Arthur Collins
1243 The Star Spangled Banner (Francis Scott Key), Baritone Solo.....Frank C. Stanley
1244 Silver Heels—March (Moret).....Band
1245 Questions, or Things I Should Like to Know (Murry), Tenor Solo.....Ed. M. Favor
1246 Wedding Bells (Helf) (copyright), Tenor Solo.....Walter Van Brunt
1247 Dinah Dear (Larkins and Smith), Baritone and Tenor Duet.....Collins and Harlan
1248 The Isle of Man—Has Anybody Here Seen Kelly? (Murphy and Letters), Soprano Solo .....Ada Jones
1249 The Moose—March (Flath), Banjo Solo..... .....Vess L. Ossman
1250 Pennyland (Helf), Tenor Solo...Byron G. Harlan
1251 Homage to the Ladies (Waldenfel)....Orchestra
1252 It Sounds Good to Me (Gideon), Vaudeville ..... Fred Duprez
1253 O Morning Land (Phelps), Soprano and Contralto Duet..Mrs. Wheeler and Miss Patterson
1254 Mike's the Boy (Helf) (copyright number), Baritone Solo .....Rob Roberts
1255 Annie Laurie (Geibel), Vocal Quartet, Male Voices ..... Quartet
1256 Believe Me if All Those Endearing Young Charms (Stevenson), Soprano Solo)..... ..... Mrs. Elizabeth Wheeler
1257 March De Molay Commandery (Hall).....Band
1258 I Wonder Who's Kissing Her Now (Howard), Tenor Solo.....Henry Burr
1259 He Falls for the Ladies Every Time (Solman) .....Adeline Francis
1260 King Arthur—Hunting Song (Bullard), Baritone and Tenor Duet.....Stanley and Burr
1261 Village Bells—Barn Dance (Kendall).....Band

ZONOPHONE 10-INCH DOUBLE RECORD DISCS.

ZONOPHONE CONCERT BAND.

5574 (a) The Southerner March.....Alexander
(b) Algeria March .....Herbert
5575 (a) Peggy O'Neal—Waltzes.....Blanke
(b) Kerry Mills Ragtime Dance.....Mills
ZONOPHONE ORCHESTRA.
5576 (a) Honeysuckle .....A. Von Tilzer
(b) Nimm Mich Mit! (Take Me Along)—Polka ..... Lincke
5577 (a) Popular Chorus Medley Waltz—No. 3.
(b) Danse Ecossais—Schottische.....Baker
VOCAL SOLOS WITH ORCH. ACCOMPANIMENT.
ARTHUR COLLINS.
5578 (a) Let Me Down Easy.....Farrel
(b) Nobody Knows Where John Brown Went .....Longbrake
HENRY BURR.
5579 (a) My World Is a Dream of You.....Morse
(b) I Know of Two Bright Eyes.....Clutsam
ADA JONES.
5580 (a) Redhead .....Franklin-Green
(b) Life's Highway.....McGlennon
FRED LAMBERT.
5581 (a) Where Were You Last Night?.....Mills
(b) Perfectly Terrible.....Caldwell
ALICE C. STEVENSON.
5582 (a) Rose of the World—Song from "The Rose of Algeria".....Herbert
(b) A Little China Doll....Williams-Van Alstyne
WM. WHEELER.
5583 (a) Gentle Annie .....Foster
(b) Mary of Argyle.....Nelson
ADA JONES AND LEN SPENCER.
5584 (a) The Queen of the Ranch—Character Sketch
(b) A Ragtime Tragedy—Coon Character Sketch
ADA JONES AND WALTER VAN BRUNT.
5585 (a) Take Me on a Honeymoon.....Meyer
(b) I Love You .....Mack
FRANK C. STANLEY AND HENRY BURR.
5586 (a) If I Had a Thousand Lives to Live..Solman
(b) Hunting Song.....Bullard
MISCELLANEOUS VOCAL SELECTIONS.
FRANK C. STANLEY AND HENRY BURR.
5587 (a) I Looked to Jesus—Duet.....McGranahan
METROPOLITAN TRIO.
(b) Holy Night—Christmas Carol .....

HAWTHORNE & SHEBLE CO. AFFAIRS.

The meeting of the creditors of the Hawthorne & Sheble Mfg. Co., bankrupts, was held at the office of Joseph Mellors, referee in bankruptcy, 5-8 Walnut street, Philadelphia, Pa., on December 10 at 10.30 a. m., for the purpose of considering petitions of trustee for leave to sell a portion of the personal property of this estate at private sale.

LEO SLEZAK A SENSATION.

The National Phonograph Co.'s Prophecy Fulfilled—Slezak Stirs Metropolitan Audiences as Has No Other Tenor Since the Days of Tamagno—Records Will Be Big Sellers.

When the National Phonograph Co., in announcing that they had entered into an exclusive contract with Leo Slezak, the giant Czech tenor, predicted that his appearance in grand opera circles in this country would be in the nature of a sensation, very few of its dealers, or in fact of the trade in general, realized how much truth that prophecy held. Many, perhaps, attributed the statement to enthusiasm caused by

LEO SLEZAK.

the flattering reports of his success across the water that accompanied the announcement. That the company knew whereof it spoke was most convincingly proved on the night of November 17, when he made his initial appearance at the Metropolitan Opera House, New York City.

The opera in which Slezak elected to make his American debut was "Otello," revived after an interval of seven years, and in which he sang the exacting part of the jealous Moor. When he strode upon the stage, his six feet five inches of stalwart manhood emphasized by his flowing robes, the audience fairly gasped its astonishment at a spectacle so prodigious. Being a tenor, it might have been expected that the high notes would emerge with almost ludicrous effect from so tremendous a frame, for more often than not the voice of a physical giant is thin and piping.

His very first notes, however, set all doubts at rest. He fairly electrified his audience as the performance proceeded by his magnificent presence, his splendid tones and perfect control. With equal beauty and facility his voice expressed the tenderest passion or dramatic intensity the part demanded, while his enunciation at all times was a constant delight. Dramatically his performance was pronounced superior to anything ever seen on the stage of the Metropolitan. The following extracts from the New York press criticisms will convey some idea of the impression he created upon his audience.

Out of the aggregation of singers, his gigantic figure looming high like a giant of mythology, emerged victoriously Leo Slezak, the most imposing dramatic tenor New Yorkers have heard since the days of Tamagno. In the intermission his name was on every lip and his appearance before the curtain at the end of each act was a signal for tumultous applause.—New York Press.

His voice is tremendous in its dramatic moments, and when he employs it lyrically it is fresh and beautiful in its quality. He has been compared to Tamagno and his voice has some of the brutal dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness.—New York Herald.

His second appearance in the same role was the occasion of an even more remarkable demonstration than that which greeted his first triumph, while his singing of the difficult declamatory aria, Di quella Pira, in Verdi's "Il Trovatore" on the evening of December 1 effectually removed any suspicion of his being a one-part singer. Of his performance on that occasion the New York Globe and Commercial Advertiser said in part:

"As on the occasion of his first appearance here, he disclosed a full, powerful, vibrant and manly voice of fine dramatic quality, while both his phrasing and enunciation commanded something more than mere respect. He sang all the famous airs of Manrico with fine effect, concluding the 'Di quella pira' with a high C that brought the curtain down with a storm of applause in which even the members of the orchestra joined. Seven curtain calls followed this act."

The National Co. can feel justly proud of their enterprise in securing so magnificent a voice for their records, and the jobbers and dealers are to be congratulated on the fact that, through the company's admirable foresight, ten Amberol records, comprising some of the great tenor's best selections, became available on December 1. Their sale value will be immensely increased by reason of this opportune arrival. Six of the records are sung in Italian and four in German, two of the former being the famous Morte di Otello and Ora a per Semper from "Otello."

The National Co. state "These records are perfect in every essential of rendition and reproduction and they will undoubtedly command a heavy sale. Their appearance, coincident with the formal introduction of the company's handsome new machine, the Amberola, to the public, places the Edison dealer in a position to make an irresistible appeal to lovers of high grade music who cannot fail to be impressed by the superior tone quality and artistic appearance of the Amberola and by the fact that the Amberola grand opera records are the longest playing records on the market."

The National Co. holds a contract with Slezak, covering a number of years, by the terms of which it has exclusive right, for talking machine record purposes, to his entire Italian and French repertoire, as well as to all selections used by him on his present American tour.

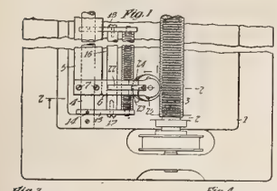
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Dec. 10, 1909.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,271.

This invention relates to phonographs and has for its object the provision of means whereby the traveling carriage which carries the reproducer or recorder may be fed at either of two desired rates of speed, so as to adapt it to operate, for example, upon records having one hundred and two hundred threads per inch, and said means are preferably designed so that they may be readily applied to phonographs of ordinary construction, such as are now in general use throughout this and other countries.



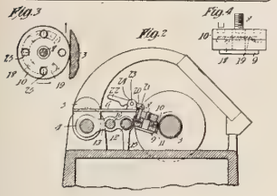
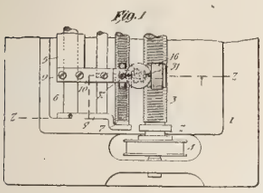


Figure 1 is a plan view of a portion of a phonograph to which the invention is applied; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a detail plan view of the rotary member which engages the feed screw of the phonograph, and Fig. 4 is a side elevation of the same.

PHONOGRAPH.. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,272.

This invention relates to means adapted to cooperate with the feed screw of a phonograph for imparting a progressive movement to the sound box carriage and comprises interchangeable means for feeding the same at either of two desired rates of speed, as, for example, at speeds suitable for operating upon records having either one hundred or two hundred threads per inch.



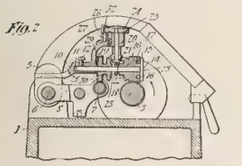
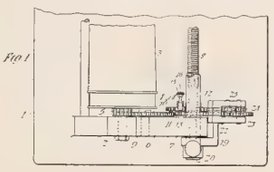


Figure 1 is a plan view of a portion of a phonograph showing the invention applied thereto, and Fig. 2 is a section on line 2—2 of Fig. 1.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,265.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which advances the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may be readily applied to such phonographs whereby the feed screw may be driven at one-half the speed at which it has heretofore been driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.



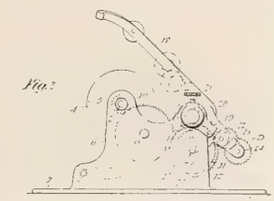


Figure 1 is a plan view, partly in section, showing a portion of a phonograph constructed in accordance with the invention, and Fig. 2 is an end elevation of the same.

FEEDING MECHANISM FOR PHONOGRAPHS. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,273.

This invention relates to useful improvements in phonographs, and particularly to mechanism by which a variable feed may be imparted to the carriage, whereby the instruments may be employed for the reproduction of records, for example, of the present standard pitch of one hundred threads per inch, as well as records of a different pitch, say, two hundred threads per inch, and designed for use with the Standard type.

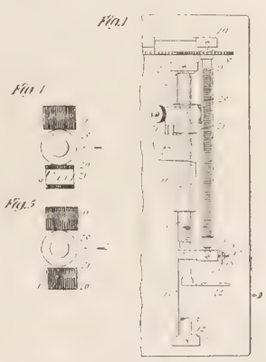
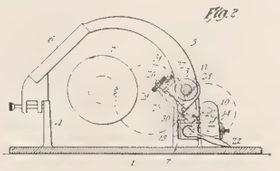
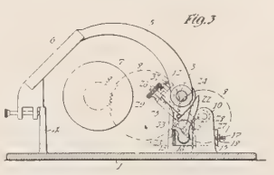


Figure 1 is a plan view of a portion of a Standard phonograph with the present improvements applied thereto; Fig. 2 a cross-sectional view showing the parts in the position which they occupy when a differential feed movement is applied to the carriage, for instance two hundred threads per inch; Fig. 3 a corresponding view showing the parts in position to be fed directly by the feed screw; Fig. 4 an enlarged detail view illustrating the feed screw, worm, and abutment, in position to effect a differential feed; and Fig. 5 a corresponding view showing the same parts in position to effect a direct feed. In all of these views, corresponding parts are represented by the same numerals of reference.

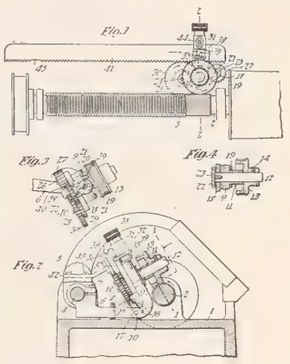




PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,269.

This invention relates to phonographs, and has for its object the provision of means whereby the traveling carriage which carries the reproducer or recorder, may be fed at either of two desired rates of speed, so as to adapt it to operate, for example, upon records having, respectively, one hundred and two hundred threads per inch, and said means are preferably designed so that they may be readily applied to phonographs of ordinary construction, such as are now in general use throughout this and other countries.

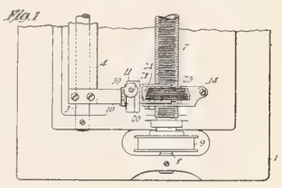
Figure 1 is a section on line 1—1 of Fig. 2, viewed in the direction indicated by the arrow; Fig. 2 is a section on line 2—2 of Fig. 1, showing the invention applied to a phonograph of well-known form; Fig. 3 is a detail view of the gears for feeding the traveling carriage, as viewed in a direction at right angles to Fig. 2, and Fig. 4 is a sectional detail of the worm gear and adjacent parts.



FEEDING MECHANISM FOR PHONOGRAPHS. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,274.

This invention relates to improvements in feed mechanisms for phonographs of the type disclosed in applications for Letters Patent, filed January 3, 1907, Serial No. 350,648 and Serial No. 350,649.

The present invention provides an arrangement by means of which variations in the diameters of the feed screws can be properly compensated and in a broad sense the invention consists in effecting this compensation by varying the diameter of the rotating nut. Preferably, this is effected by providing the nut with a convex threaded surface, the maximum and minimum diameters of which shall be sufficient to include the extreme variations in diameter of the screw encountered in practice, whereby the position of the nut may be adjusted to permit an engagement of its threaded part at the desired diameter to secure the exact feed required. This adjustment of the threaded nut is preferably effected by varying its angle to permit the convex threaded surface thereof to engage the feed screw at the desired point, corresponding to the diameter of the nut.



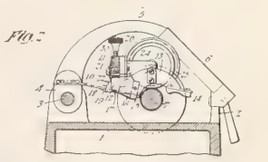
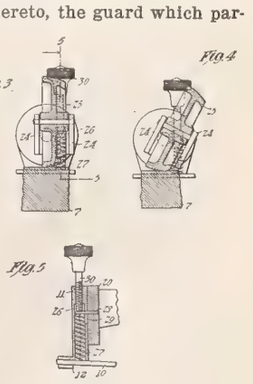


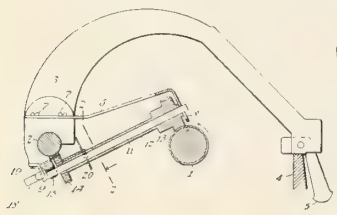
Figure 1 represents a plan view of a portion of the Home phonograph with the present improvements applied thereto, the guard which partially encircles the threaded nut being removed for the purpose of clearness; Fig. 2 a sectional view of the same with the guard in place; Fig. 3 an enlarged sectional view illustrating the feed screw and rotating nut, with the latter engaging the feed screw on the line of its maximum diameter· Fig. 4 a corresponding view showing the nut engaging the feed



screw on the line of its minimum diameter; and Fig. 5 a section of the line 5—5 of Fig. 3.

GEARING. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,264.

The object of this invention is the production of improved means whereby the carriage may be advanced, either directly by the rotating feed screw, as has hitherto been the practice, or whereby, at the will of the operator, the carriage may be advanced at each revolution of the feed screw, a distance bearing any desired ratio to the pitch of the said feed screw. This is desirable in order that a single instrument may be used for the recording or reproduction of records, the record grooves whereof have different pitches. The ordinary phonographs now in use are adapted for the reproduction of the ordinary standard sound record, the grooves whereof have a pitch of substantially one one-hundredth of an inch. As records can now be produced with a very much smaller pitch, preferably one two-hundredths of an inch, and since it is impracticable to manufacture feed screws with so small a pitch, it is an object of the invention to adapt the phonograph for the recording or reproduction of records of either of the sorts above mentioned, by means of a simple adjustment and with as little change as possible from the present form of this instrument.



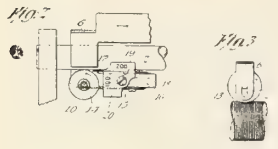
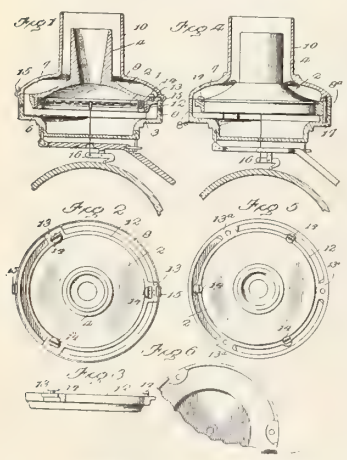


Figure 1 is a cross-sectional view of one form of device constructed in accordance with the invention; Fig. 2 is a cross-sectional view, taken at right angles to Fig. 1 and on the line 2—2 in the said figure, and looking in the direction of the arrow, and Fig. 3 is a detail showing the manner in which the worm gear is journaled in the carriage.

ATTACHMENT FOR PHONOGRAPHS. John Georigi, Philadelphia, Pa. Patent No. 936,115.

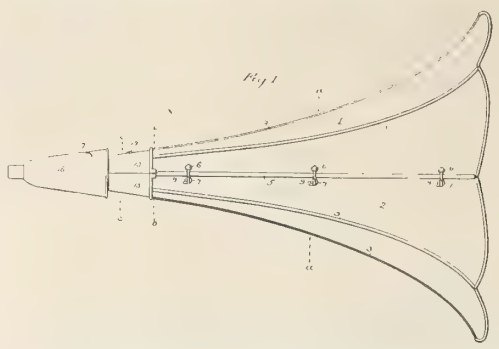
The primary object of this invention is to provide a simple device for increasing the volume of sound waves in reproducers of talking machines. Ordinarily the sound waves are collected only from above the diaphragm from which the stylus is suspended, sound from beneath the diaphragm being lost. By means of this invention the ordinary diaphragm and the sound wave collector are enclosed in a casing having a chamber for collecting the sound waves from beneath the diaphragm and transferring them independently of the sound waves of the upper collector to a common point where the conjoint sound waves of greatly increased volume may be transmitted through a tube or horn.



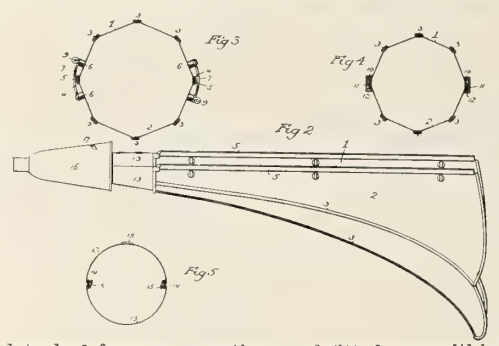
In the accompanying drawings Figure 1 is a vertical longitudinal sectional view. Fig. 2 is a plan view with the top and the ordinary reproducer removed. Fig. 3 is a detail. Fig. 4 shows a slight modification. Fig. 5 is a plan view of the form shown in Fig. 4 with top removed. Fig.6 is an inverted fragmentary view of the top shown in Fig. 4.

SECTIONAL HORN FOR TALKING MACHINES. Ellsworth A. Hawthorne, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 935,980.

One object of the invention is to so construct such a horn that its parts can be easily fitted together and taken apart, and, when so fitted together, will be rigidly held in their proper relation one to another; a further object being to so construct the sectional members of the horn that when they are fitted together, the horn will present, both interiorly and exteriorly, a symmetrical appearance.



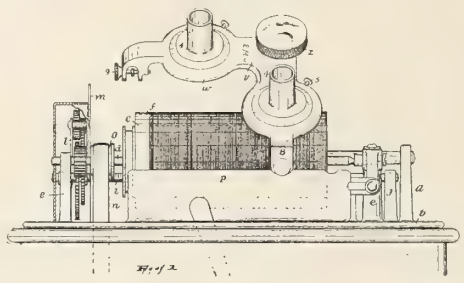
In the accompanying drawings—Figure 1 is a side elevation of my improved sectional horn showing the members of the same fitted together for use, but illustrating the mouthpiece detached from the bell portion of the horn; Fig. 2 is a similar view illustrating the sections of the horn



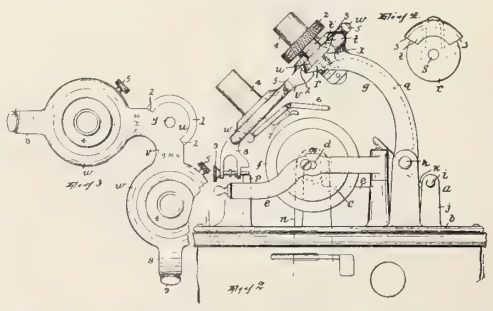
detached from one another, and fitted one within the other; Fig. 3 is a transverse section on the line a—a, Fig. 1; Fig. 4 is a transverse section on the line b—b, Fig. 1, but on an enlarged scale, and Fig. 5 is a transverse section on the line c—c, Fig. 1, likewise on an enlarged scale.

PHONOGRAPH MACHINE. Thomas J. Blanch, Highland Falls, N. Y. Patent No. 935,773.

This invention relates to phonograph machines, and particularly to that class of such machines in which are used cylindrical records, and it has for its object to provide a practical and novel construction of carriage or slide whereby either of two reproducers or "speakers" arranged therein may be quickly and readily thrown into, and the other out of, working position relatively to the record.



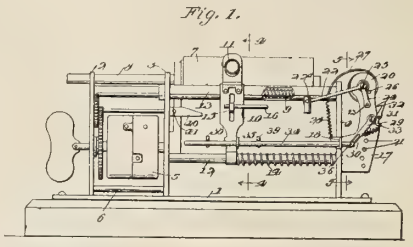
It being predicated that there are now in use two general kinds of records, to wit, one having one number of threads to the inch, say 100, and the other having another number of threads to the inch, say 200, and that these two kinds



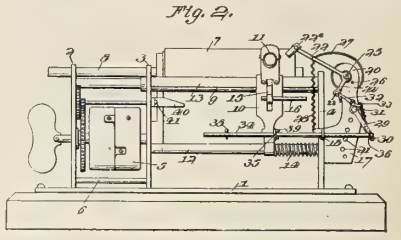
of records require distinct kinds of styluses, the advantages gained in associating the two different speakers or reproducers in a single structure so that the change from the one to the other may be accomplished quickly and conveniently will be apparent.

In the accompanying drawings, in which the invention is fully illustrated, Figure 1 is a front view of a phonograph machine constructed in accordance with this invention; Fig. 2 is a side view thereof; Fig. 3 shows the pivoted reproducer support in plan; and Fig. 4 is a plan of the end of the arm of the carriage or slide.

ATTACHMENT FOR PHONOGRAPHS, ETC. George F. Perrenot, Yoakum, Tex., assignor of one-fourth to Robt. William Easterling, same place. Patent No. 937,641.



One of the objects of this invention is the construction of a repeating device for phonographs which may be applied to cylindrical machines, which is capable of being automatically



operated by the reproducer moving arm of a phonograph, which provides means for returning a reproducer to its starting position and to automatically hold the reproducer out of engagement with its driving shaft.

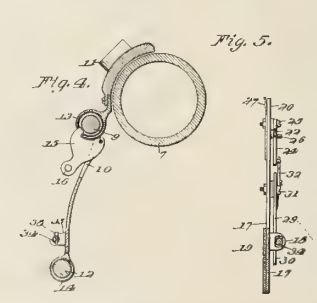
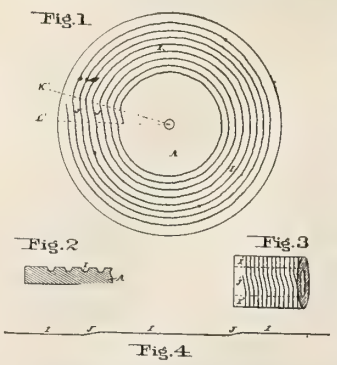


Figure 1 is a side elevation showing the improved mechanism in its normal position; Fig. 2 is a side elevation showing the improved mechanism in a raised position; Fig. 3 is a plan view; Fig. 4 is a transverse section taken on line 4—4 of Fig. 1; and Fig. 5 is a detail vertical sectional view taken on line 5—5 of Fig. 1.

RECORD FOR SOUND-REPRODUCING MACHINES. Rudolph M. Hunter, Philadelphia, Pa. Patent No. 937,680.

The object of this invention is to provide a construction of sound record tablet which, when operating in conjunction with the sound box and stylus, will, during the greater part of the time, cause a reproduction of the sounds without any feeding or propelling action upon the sound box and stylus or upon the record relatively to the sound box so that for about 95 per cent. of the time required to reproduce any piece the stylus simply responds to the reproducing of sound and is not influenced by lateral feeding across the record tablet.



The result of the above described method of reproducing sound is that less scratchy tones result and the reproduction is more accurate, because there are no continuous lateral strains caused by the transverse feeding or propelling of the stylus by the groove, and hence the lateral vibrations of the stylus are equally free in both directions.

Figure 1 is a plan view of a disc record embodying the invention; Fig. 2 is a cross-section of a portion of the same but on a larger scale; Fig. 3 is an elevation of a portion of a cylindrical record tablet embodying the invention; and Fig. 4 is a diagram illustrating the arrangement of the grooves when stretched out.

PHONOGRAPHIC RECORDING AND REPRODUCING MACHINE. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 939,992.

In an application for Letters Patent Serial No. 362,597 filed on even date herewith, there are described and claimed certain improvements in phonographic recording and reproducing mechanism, in which use is made of a vibrating piston which connects with the stylus lever and wherein an independent tension device is employed for maintaining the stylus in engagement with the recording or record surface. These are pointed out in said application, the advantages of a vibrating piston as compared to a diaphragm, and two specific forms of devices embodying the new improvements are illustrated, one form, specifically claimed therein, employing a compensating weight so that the fulcrum of the stylus lever will be always maintained in proper relation to the record surface, notwithstanding mechanical variations or eccentricities therein, and the other employing no compensating weight, as may be done if the surface is fairly true. In the present application the device embodying the said improvements in which the compensating weight is dispensed with is claimed and described.

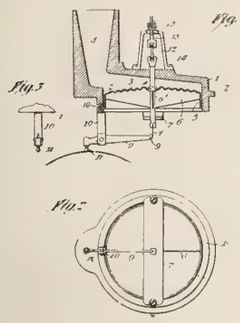
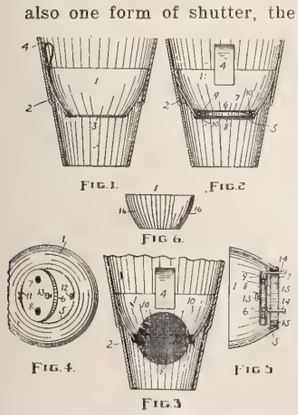


Figure 1 is a vertical sectional view of a reproducing mechanism embodying the improvements; Fig. 2, a bottom view of the same, and Fig. 3, a detail view of the hinge connection between the stylus lever and the casing.

SOUND-REGULATOR. William W. Young, Springfield, Mass. Patent No. 940,109.

The objects of the invention are to produce a device, especially intended for use in horns of talking machines and in the capacity of mutes in wind instruments, whereby the sound waves are more or less modified in their passage through a tubular member containing said device so that a softened and mellowed tone is given off.

Figure 1 is a sectional view of the neck of a horn and of one form of the improved holder in such neck; Fig. 2, a similar view showing also one form of shutter, the same being in its closed position; Fig. 3, a view like the preceding one except that the shutter is shown open; Fig. 4, an outside view of a holder and shutter showing the diaphragmal or movable shutter member hinged to the supporting ring or collar instead of being pivotally mounted therein as in Figs. 2 and 3; Fig. 5, a sectional view of a holder and shutter showing the movable shutter member slidingly mounted relative to the collar, and Fig. 6 a side elevation on a reduced scale and partly in section of a slightly modified form of holder.



APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 940,631.

The present invention relates to an improved apparatus of the general type disclosed in said application, but wherein provision is made whereby the material of which the record is to be made may be introduced within the mold in a solid condition, preferably in the form of a powder or small granules. Such a mode of operation is especially advantageous in connection with the molding of materials having a high melting point, or which are stringy or extremely viscid when molten so as to be difficult of manipulation in that condition, such as asphalt, shellac compositions, copal gum or compounds employing these ingredients. Even for the molding of records from ordinary wax-like compositions of the type disclosed in my Patent No. 782,375, dated February 14, 1905, it may in some instances be desirable to effect the molding from the solid state, owing to the ease with which a definite quantity of such materials can be measured and the inconvenience of working with the material in a molten state.

In carrying the present invention into effect means are provided for rotating a hot mold at high speed and for introducing a fusible material therein in the solid state, preferably in the form of powder or small granules, whereby the fusible material will be uniformly distributed over the bore of the mold by the centrifugal force developed and will be melted by the heat of the mold, so as to become fluid and take a very perfect impression from the record surface, at the same time displacing any air or gas bubbles and forcing the same inwardly; after which the mold will be cooled, so as to chill or set the material while the mold is being continuously rotated.

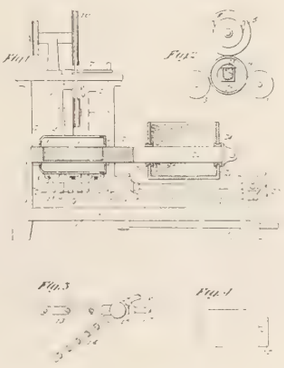


Figure 1 is a longitudinal sectional view of an apparatus constructed in accordance with this invention; Fig. 2, a sectional view on the line 2—2 of Fig. 1; Fig. 3, a plan view, showing the heating and cooling mechanism, and Fig. 4, an elevation of the complete mold.

PHONOGRAPHIC NEEDLE. Andrew J. Smith, Chicago, Ill., assignor of one-half to Frederick R. Baker, same place. Patent No. 940,486.

In the making of phonograph needles it is highly desirable that the substance from which the needle is formed should be of sufficient strength and toughness to maintain a fine point adapted to register the most minute variations in the record line, and at the same time have a certain smoothness and pliability which will prevent the needle from scratching the record.

The needle of the present invention possesses qualities which render it highly satisfactory for phonographic purposes. It is of such tough fiber and consistency as to maintain a point for a relatively long period and at the same time will not scratch or wear away the fiber variations in a record line, nor will the point burn off when subjected to the heat of friction. Moreover, the present needle secures a tone which is ample in volume and of the finest quality, being free from all scratching or metallic noises and reproducing the finest variations of tone and quality in the record.

In the drawings illustrating the invention, Figures 1 and 2 are views showing cactus spines from which the needles are made; and Figs. 3 and 4, views showing the completed needles.

SOUND-BOX FOR TALKING MACHINES. Morris Keen, Philadelphia, Pa. Patent No. 940,161.

This invention has reference to sound boxes for talking machines and the object is to provide a construction of sound box in which the diaphragm is yieldingly supported in the box so that it has capacity for vibration adjacent to its perimeter as well as at its center and to otherwise construct the sound box as a whole that it will be inexpensive to construct, sensitive in action and easily and quickly repaired.

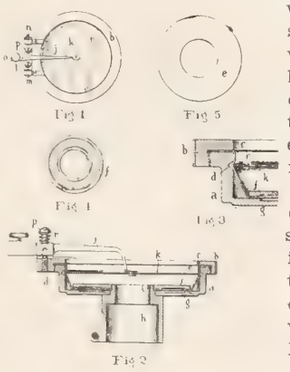


Figure 1 is an elevation of a sound-box embodying this invention; Fig. 2 is a cross sectional view of the same; Fig. 3 is an enlarged cross section of a portion of the same; Fig. 4 is a plan view of the clamping annular plate; and Fig. 5 is a plan view of the yielding lining before being applied to the box.

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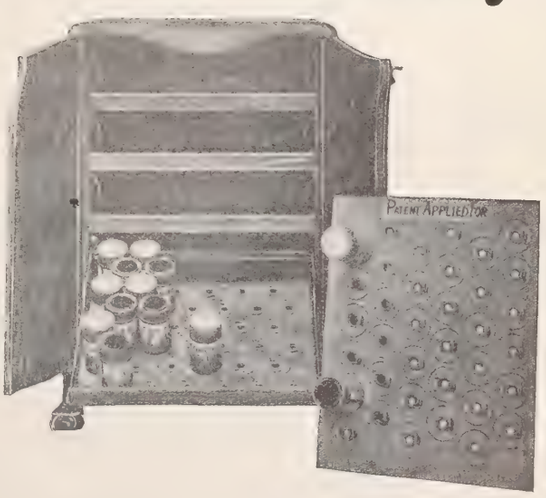
For Cylinder Records, with a patent fastener, doing away with the old-fashioned peg.

Eight styles to select from, Mahogany and Oak. Ten styles of Cabinets for Disc Records. Our catalogue for the asking.



LOUIS BUEHN AND BROTHER

45 North Ninth Street **Philadelphia**

FROM THE CUSTOMER'S VIEW POINT.

Desirable Qualities in a Talking Machine Salesman as the Man in Front of the Counter Sees Them—Faculty of Judging Musical Taste, Knowledge of Records and Good Judgement the Three Prime Factors.

Zanesville, O., Dec. 2, 1909.

Editor of The Talking Machine World:

Dear Sir—I have noticed in The Talking Machine World various views and suggestions as to the most desirable and successful qualities in a talking machine salesman. They are evidently from the viewpoint of the dealer. Let me offer some views from a customer's side. In my limited experience as an amateur I have found the qualities most helpful to me as a buyer of disc records and the most profitable to the dealer-to-be:

First—Faculty of sizing up the preference and musical taste of the customer.

Second—Ready knowledge of the records.

Third—Judgment in playing them.

The first essential is to know as nearly as possible what kind of selections the buyer prefers and what his taste is in music; whether he wants vocal or instrumental selections; if the former, whether operatic, sacred or vaudeville; if the latter, whether popular, catchy pieces or music of a higher order, classical or semi-classical. A fair idea of this can be got by inquiry or by playing a few records.

Familiarity with records is not less important. I have found fine records and unsatisfactory records in the discs of each of the three well-known companies. In many instances the same selection is put forth by each, and in many I have discarded as unsatisfactory a record of one for a better record of another. In some cases two or more records of the same selection are issued by the same company. Now the business of a salesman is to know the best and let the customer know it.

The quality of a record is often shown and its sale determined by the way it is played. Some selections call for a soft, sweet rendering; others are most effectively played with force and spirit. Of course, these qualities are observed in recording the selections; but they can be seconded or minimized in playing the record. Again, some records may be improved or minimized to taste by playing them in faster or slower tempo than that taken by the band or singer in making the record.

These changes, to a very material extent, are within the control of the player. In all horn machines the volume or loudness of sound can be regulated by the choice of needles—soft, medium tone or loud—and in hornless machines it can be further regulated by shutting or opening, partly or wholly, the doors from which the sound issues. Then, again, I find a difference among needles of the same class. Some are evidently imperfect or defective, with the result of giving a husky or otherwise unsatisfactory tone, while a clearer, better tone is secured by using another needle from the same lot.

Within moderate limits I can change the tempo and pitch by the indicator on my machine, and often do so with satisfaction. I presume the same is true of all disc machines.

To illustrate the importance of proper playing to both seller and buyer, I cite the fact that in my earliest experience as a buyer, when the salesman did the playing and I the listening, I rejected a number of records for what I afterward found to be unintelligent playing, learned to remedy it myself and then took the records.

The above views may seem commonplace; I have not found their practice so.

If this communication is not already too long or uninteresting, let me confess that nine months ago The World might have considered me, as well as some others I know, fully eligible to membership in what it styles the "Royal Association of Jackasses" in its criticism of a southern editor for characterizing the talking machine as a common nuisance. My idea of the "talker," then, was derived from the barking machines at the doors of cheap shows and the hideous screeching of trashy records heard when passing some talking machine place.

Later on, hearing by chance a good record well played in New York, I was led to investigate and then to invest in a Victrola and many records. In what before I considered a nuisance I found a boon and am now a confirmed

PHONOPHIL.

3 IN ONE PROTECTS THE DEALERS.

Announcement has been made previously in this publication of the change in price of 3 in One Oil, which goes into effect January 1st, 1910. In this connection it might be observed that the 3 in One Oil Co. protect the interests of the retail dealer, as they always have. By directing the attention of the trade to this change in price sufficiently in advance, all dealers have the opportunity of stocking up in advance of the raise in price. In other words, you can order now a supply of 3 in One to carry you for six months of 1910, or longer, at the old prices. We learn that many dealers in all parts of the United States are doing this, thereby enabling them to make an extra large profit on 1910 sales.

The 3 in One Oil Co. are further co-operating with the retail dealer by increasing their big, general advertising very much. The most strenuous advertising campaign they have ever carried out is being inaugurated for this coming year, so that the demand will be much greater than ever before. This big advertising campaign will stop price-cutting so that all retailers can get the regular, established, advertised retail prices—small size, 10 cents; large size, 25 cents—thereby enabling them to make the very best margin of profit instead of throwing it away. Unfair competition will be eliminated and the dealer who pushes 3 in One can expect to reap the full benefits of his efforts.

A larger size package of 3 in One—8 oz. for 50 cents—will be placed on the market January 1st. This will have a ready sale in households, where 3 in One is used continuously, many factories and all business offices.

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For all Kinds of Phonographs or Talking Machines

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We are Sole Agents for the Largest Needle Factory in EUROPE

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SPECIALTIES

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For Commercial Phonographs. STITCHED.

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DITSON STORES
Trade-Mark

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NEEDLES

ever manufactured.

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and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposition.

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PROMPT SERVICE
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The Geo. J. Probeck Company
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Dealers Wanted
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NEW IDEAS THE LIFE OF BUSINESS.

The Man Who Can't Keep in Touch with Modern Developments Should Step to the Rear and Give the Other Fellow a Chance.

In the talking machine industry, and, in fact, every progressive business to-day, the man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never done business that way, has heretofore been successful, and sees no reason why he should modify, change, or add to that which has placed him where he is. He keeps on for a while in the way he is going, and although he insists that he is doing good business, he knows that something is wrong, somewhere, but he still sees no reason for adopting new-fangled ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demand and shape our methods according to the particular requirements of the present, we'll sooner or later find that he who has a way of his own of doing things, and persists in doing things that way under any conditions, will get left far behind in the race for business. A man goes to bed with a clear conscience that he has fixed his business properly for the problems he has contended with during the day, but he wakes up to his business the next morning with some new series or sets of trouble confronting him that demand other treatments. Ignoring or passing over won't rid his business of the annoyances, and because he didn't have them to contend with 10 or 20 years ago, he fools himself expensively if he attempts to let them go unnoticed and unconquered. It doesn't make any difference how we did business some other day, the problems of to-day are the ones that demand our attention to-day, and if we don't know how to handle them it is up to us to find out immediately.

NUGGETS FROM "THE WORLD" MINE.

Method goes far to prevent trouble in business; for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope.

It is profitable wisdom to know when we have done enough; much time and pains are spared in not flattering ourselves against probabilities.

It is not enough that a thing be right, if it be not fit to be done. If not prudent, though just, it is not advisable. He that loses by getting, had better lose than get.

A wise man makes what he learns his own; the other shows he is but a copy, or a collection.

The TALKING MACHINE AND NOVELTY NEWS

SIDE LINE SECTION

NEW YORK, DECEMBER 15, 1909

HANDLING THE CUSTOMER'S KICK.

Failure to Handle the Complaint with Wisdom and Dispatch Shows a Lack of Confidence—An Apt Illustration Worth Studying.

Somehow the tendency of the selling unit to let the customer kick and not handle the kick with common sense, plus dispatch at the time—settling it, if possible, instead of passing on the kick to the office—appears to show a lack of confidence.

Every firm to survive must be built on a foundation of serving a satisfied trade. Remember this when someone says we are fighting our customers.

Surely, each salesman representing a business house of modern ideas and methods should be able to know enough about the goods, method of manufacturing, system of inspection and shipping, records, etc., to properly explain or adjust the complaint in such a businesslike way as will make a real friend of the kicker for himself and the firm.

To pass on the kick to the office reflects on the house and the salesman from some angle. To be right on the job with a

> "I am glad you have brought this to my attention. Let me see your order and our invoice, also the goods; for, if things are as you say, we are wrong. You can well understand that we have the human element to contend with in our business. I shall, of course, see that my error is adjusted to your satisfaction, as I realize you are most fair and reasonable," etc.

The "our" feeling, when thinking of the house on the part of the salesman, is so necessary. So many, for the moment, fight the house for the customer. It hurts even to create the impression if you don't put it in words.

It's all in the confidence you have in yourself and what you know about business methods, your house and what you sell. Your, or, in fact, any salesman's experience gives a fund of knowledge that suggests what to do. It's like breaking a pony to the saddle to adjust a "kick." It's a serious proposition to the pony. He has a "kick" coming, and you know it.

I shall never forget the first time I broke a little Pinto by the name of "Black Jack," says Geo. B. Eberhard. He was a four-old who grew up man and fancy free on a lonesome-looking foothill range.

It all happened suddenly; the event was rather forced on me, like the usual "kick," and while the boys stretched, blindfolded and saddled the pony he seemed to be some put out. I finally recovered enough to grasp the reins and get astride.

Between my weight on the saddle and the cinch squeezing his gizzard, the excited little cayuse was encouraged to a method of action that made my eyes turn in and my system feel as though I were strapped to a "milk shake" machine busy on an old maid's order.

All at once it dawned on me I could stick, and with spurs and quirt I began to dig into the issue. It was a busy morning, but when I got back to the corral the pony and I had hit a friendly basis of compromise.

I realized, also, that never again would I lack confidence with a horse who had a kick coming, though I didn't go out after them.

Black Jack afterward was my best friend on many a hard, tiresome ride.

You must dig into kicks and trouble. It's all easy once you ride a few down.

Make up your mind that your goods, the plan, the method, the company, the individuals, are right, then hit the saddle and stick to the game. Don't let the other fellow buck you off or tire you out with an unreasonable argument or demand. Hit hard and clean for a fair adjustment. Where fair to do so, compromise, and remember you represent the house!

POST CARDS FOR THE HOLIDAYS.

Some Very Artistic Creations Being Put Forth by Manufacturers and Dealers for Christmas and Easter Tides.

One would think that the limit had been reached in the matter of designs for Christmas and Easter post cards, but nevertheless some very novel ideas are again in evidence for the Christmas and spring holiday trade. There is not only a larger variety this season, but more skill and originality are displayed in the conception of these very welcome and now almost necessary seasonable publications. Many of them are printed in colors and are really works of art. The development of the post card business has assumed tremendous proportions, and while we have not yet equaled England or Germany in certain lines in the matter of output, yet we are fast approaching these countries in the artistic quality of our creations. It is now recognized that the high-class cards are mostly all of great educational value, and all fair-minded people are rapidly estimating them at their true worth. Even in the cheaper grades a higher standard is evident.

THE WORLD AS A STREET CAR.

Plenty of Room Up Front, but All the Passengers Try to Stand at the Rear—A Simile with a Moral.

A crowded street car often reminds one of life. You know in the cars the crowds stay near the door. There is always plenty of room up in front, but to get there takes initiative and push, and somehow or another the average person would rather stay in the crowd than take the trouble to work his way up to the front. The often repeated cry of the conductor, "up in front," falls on unhearing ears. To stay with the crowd is much easier than to strike out for one's self, says J. A. Murphy. The crowd seems to hold one magnetized, and though those vacant seats away up there near the motorman appeal to one's sense of ease, still they are a long way off! So we postpone the troublesome working-up-to-the-front process and willingly hang onto our strap near the door with the rest of the crowd.

So it is with life. The multitude hang around the bottom of the ladder, fearing to go up a few rungs. Thousands and millions seek the $10, $15, $18 and $25 a week jobs, but few—very few, indeed—have the nerve, ability and enterprise to go after the $5,000 and $10,000 a year positions.

SLOT MACHINES OF HISTORY

Were in Existence in 100 B. C.—The Machine Used by Richard Carlile in England.

Even before the Christian era the penny-in-the-slot machine was in existence. Hero of Alexandria, who flourished about 100 B. C., has described a sacrificial vessel from which the water would flow only when money was dropped into a slot, the coin dropping on a lever which opened the valve. Richard Carlile, the famous English free-thinking bookseller, too, seems to have invented an early type of automatic machine. His shopmen were arrested so frequently that he sold his books by clockwork to prevent the buyers identifying the seller. The names of the books were inscribed on a dial and the purchaser, having turned the pointed to the one he wanted, deposited his money and the volume dropped down.

REIGN OF THE SAFETY RAZOR.

Boon to Every One but the Barber—The Gillette Sales Co.'s Enterprise—A Line Worth Looking Into By Talking Machine Dealers.

There is no doubt that the safety razor of today has won an assured position among the toilet articles of the gentleman, and about the only ones who have not welcomed the innovation are the barbers, who, to all appearances, have suffered considerably.

Before the day of the safety razor the man with the nervous hand or the tender face had to patronize the professional "shaver" or, in any event, give him the opportunity of turning his razor blade into a hack saw, under the guise of "honing."

With the advent of the safety razor, however, we may say since the advent of the Gillette razor, the plan of having removable blades, which may be used oftener than the ordinary style of blade and with perfect freedom from cuts and gashes and then sharpened at the factory, has won over even the most skeptical.

When the Gillette razor was put on the market the features mentioned won it immediate success and placed it in a position a host of competitors and imitators have not succeeded in shaking. The wonderful advertising campaigns carried on by the Gillette Sales Co. have reverted directly to the benefit of the dealer, and when the latest vest pocket edition was introduced the publicity given it resulted in a volume of sales that was surprising.

Dealers will find the Gillette razors and blades a salable, clean and profitable line, and that the proposition offered to the trade has many attractions.

Wit is fitter for diversion than business, being more grateful to fancy than judgment.

The TALKING MACHINE WORLD AND NOVELTY NEWS

THE SIDE LINE SECTION

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NEW YORK, DECEMBER 15, 1909

EDUCATION BY MOTION-PICTURES.

A Remarkable Development Within Recent Years—Used in Varied Domains of Effort.

Upon the white screen is shown a stalk pushing its way up from the ground; leaves developing, bolls swelling, then bursting to reveal the white substance within, and in a few moments the whole life of a cotton plant has been in review of a hall full of people who never saw one growing.

Next may come a factory wherein some industry of national importance is carried on; every process appears in exact detail. Then a film taken by Chinese photographers, imported by way of San Francisco, showing how tea is grown, harvested and prepared. A Russian or Australian film may follow. Then a mountain-climbing scene, with rope and ice-axe in use; a battle; Wright's aeroplane in fight; a camel caravan.

The whole world is not only seeing, but making motion pictures. The photograph and the vitagraph have penetrated every continent and are pleasing or instructing all manner of man from the Zulu to the Berlin doctor of philosophy. Purely on the theatrical side the industry has become so great as to require subdivision. A distinct specialty has thus grown up in the making of "chasers," as those series are called, wherein policemen, nurse girls, grocers and other characters go through obstacle races at great speed.

Most recent and most marvelous are some of the scientific uses of motion pictures. Thus, the Merchants' Association of New York, convinced of the ravages the house-fly is doing, has arranged for educational motion films showing the enormous loss the nation incurs by it. More wonderful still, the most delicate and dangerous surgical operations are studied by camera and film. The operation itself, if serious, can have no spectators, or few at the most. The surgeons rehearse with a dummy to get "in the picture"; the operation is performed before the camera, quickly, deftly; later the film may be explained to a thousand students. The pictures can be run slowly so that the exact manner of using the implements may be seen. They can be repeated a thousand times and made in duplicate for many schools.

The formation of a voluntary commission for censoring motion pictures in the interest of public morality has received much attention. Quite as important as this praiseworthy effort of the manufacturers to prune entertainment of any objectionable features is the daily discovery of some new educational or business use to which pictures can be put, and educators the country over are actively aiding in suggesting new films. Trade, advertisements, surgery, commerce, the training of soldiers—what work will not the motion pictures yet be set to do?

COLORED PAPER FOR STAMPS.

Postal Authorities Aim to Make Them Easier to Distinguish.

(Special to The Talking Machine World.)
Washington, Dec. 4, 1909.

The Post Office Department is considering the advisability of printing some of the postage stamps on colored paper because of the confusion often experienced by the public and the postal service on account of the printing of the stamps of different denominations in light ink.

The difficulty heretofore experienced has been due to the lack of sufficiently strong contrasting colors for so many denominations. This has made it necessary to use inks of different shades of the same colors. The result is that the green stamp is confused with the 8-cent olive, the 3-cent purple with the 50-cent lavender, the 5-cent dark blue with the 15-cent light blue and the 6-cent orange with the 10-cent yellow. It is believed that the use of colored paper will make the stamps readily distinguishable under artificial as well as natural light.

In pursuance of this scheme the 10-cent stamp will be printed experimentally in a rich brown ink on yellow paper. The effect is regarded as very pleasing, and the Postmaster-General considered this in selecting the combination, although his principal object was to make it easy to determine the denomination of the stamp at a glance.

The new 10-cent stamp will be placed on sale as soon as a supply of yellow paper bearing the usual water-mark can be manufactured and the stamps printed. If the experiment proves successful it will be extended to other stamps of the higher denominations.

IT PAYS TO KEEP IN THE PUBLIC EYE.

Some Observations on Modern Methods of Merchandising Which Will Prove Interesting to World Readers.

Not long ago the head of a large department store—an establishment of national reputation—was asked what he believed to be the proper distinction between old-time "store keeping" and "modern merchandising."

"Well," said he, "storekeeping looked only for a chance to make a sale and pocket the profit. Modern merchandising recognizes the existence of such a thing as human nature and adapts itself to it. Its function is mainly one of service and it aims to get the continued trade of its patrons. Consequently, modern merchandising reaps dollars of profit where storekeeping reaped cents."

There is, of course, a certain degree of exaggeration in a statement of this kind. Nevertheless it affords a great deal of food for reflection.

Modern merchandising makes a study of human nature. Let us therefore see what element it is in human nature which the progressive merchant should understand and avail himself of.

As nearly as we can figure it out, that element is the inborn demand and love of all mankind for variety. The man who first announced that "variety is the spice of life" struck the keynote of the situation.

If you would keep your store constantly "in the public eye," you must feed the public on a diet of variety.

One stunt won't last forever. Neither will a series of stunts all along the same line do the work.

There must be an element of "differentness" all the time to make people wonder what you are going to do next.

This does not necessarily mean a whole lot of expensive advertising. Neither does it mean a large outlay of money in other ways. A little brain work is more essential than anything else. Brains without money can accomplish much more than the opposite condition of affairs.

Your reputation, in so far as it is independent of your personality, depends upon your store.

The problem of the merchant is therefore to make the outside of his store so attractive that people will want to see the inside, and the inside so attractive that it will confirm the good impression made by the outside.

When a man goes into a store he usually expects to make an inquiry or buy something. Hence, the chief aim in the interior arrangement should be to present the stock attractively and have it clean and well arranged, so as to make it as easy and convenient as possible for the transaction of business.

POST CARDS HISTORY MAKERS.

The Knowledge of Foreign Countries and Historic Places Disseminated by Means of Postcards—Proving to be Liberal Educators—Worth Writing Manager Frazer.

It is now widely conceded that the post card has been a tremendous value in giving the people of moderate means a knowledge of historical spots in foreign countries. On the other hand, there is not a large city in the United States, or, for that matter, in any country where there are not buildings of historic interest, views of local, national or even international interest, or perhaps it may be just a view or views that are shown to the visitor only because of local pride.

While the foregoing is true in all large cities wherever located, it is just as true, only in a less conspicuous way, in every town throughout these United States, either in the North, South, East or West. It goes without saying that there are more historic views in the East than in the West; it is equally true that there are more scenes of local and national interest in the West than in the East, nevertheless our country is honeycombed with scenes of which we are all very proud.

More than twenty-five years ago it dawned upon the people of Germany, Italy and France that they, too, had a very large number of scenes, buildings and historic spots, and that it would be a very wise thing to make these known to the world in an effective but necessarily an economical way.

After repeated efforts and experiments it developed that a card could be printed showing the outlines of the building that they wished to describe, but not giving a very good view of the scenes in which they wished to interest the world.

From this feeble effort but earnest desire to illustrate these different subjects in an original way has grown the modern post card.

During the year 1908 the sale of these modern local post cards in the United States was larger than ever before, and the orders given for delivery during 1909 will make the actual sale for this year of record breaking proportions. This progress has been made in spite of the financial upheaval with which the country has been afflicted during the last two years.

Many manufacturers have advertised themselves as publishers of these post cards, some of them have spent large sums of money in their efforts to bring their cards to the attention of the retail dealers, but usually orders have not been forthcoming without a large amount of correspondence or the visit of a traveling salesman.

Some time ago in this department we called attention to the fact that Wm. G. Frazer, manager of the post card department of the American News Co., New York City, had devised a plan that will cut off all the unnecessary correspondence and also the visits of salesmen, especially to the dealer who wishes only to supply himself with cards which will please his customers and yet offer them a reasonable variety of good quality at a fair price. If you will write Mr. Frazer you will receive by return mail all the necessary information condensed, so that you will be able to place your order at once without asking a single question.

This company are long and favorably known for keeping their agreements, and the dealer placing his order with them will take no risk as to quality, price or delivery on time agreed.

In addition to these matters in connection with your orders they will guara your photographs with zealous care and other cards will not be published from them, no matter what inducements may be offered this company.

Now is the time to arrange for a stock of cards for the spring and summer trade, so that there will be no chance of disappointment in deliveries.

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, $5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from $5.00 to $7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at $6.50 up to elaborate sets with everything the most fastidious shaver could desire at $50.00. Especially sought for gift purposes.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange Building

Gillette Safety Razor
NO STROPPING NO HONING

QUALITY ALWAYS COUNTS.

No One Word in the Vocabulary of Merchandise More Pregnant with Significance Than This Word "Quality"—It Applies to Every Form of Activity in the Mercantile Field.

One of the hardest things in selling is to convince a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are invariably dearer in the end; to show him that almost always an article is worth just about what we price it; in short, to impress him with the meaning of "quality."

No word in the vocabulary of merchandizing is more pregnant with significance than that one word "quality." You may apply it to goods, to service, to ability, to salesmanship; this one truth is universally the same—no extravagant assertion of present advantage, no false logic of economy of representation, can long endure against downright merit.

Who are the greatest men in the world to-day? They are the men who have recognized the value of attaining the highest standard of efficiency, whether it be in the manufacture of a commodity or the rendering of a special service. They may call themselves bankers, lawyers, salesmen, engineers or common laborers. As a matter of fact, they are selling for themselves or someone else, and the best salesman, or saleswoman, receives the highest price, whether it is for service rendered, or for merchandise. They have passed beyond the dividing line of quality that separates the great from the mediocre. They know that the truly great salesman sells his commodity at his own price, and that the "weaker" salesman sells his at the customer's price.

True it is that the great are few, the mediocre many, but the few who have scored highest are those who built on "quality."

LATEST CUSTOMS RULINGS.

Cinematograph Films Are Held to be "Photographs" Under the Tariff.

Cinematograph films have been held by the United States Circuit Court to be "photographs" within the meaning of that word as used in the Dingley tariff. It had been the contention of the Government that the films should be classified for purposes of duty as "manufactures, of which collodion or any compound of pyroxylin is the component material of chief value."

When the issue was before the Board of United States General Appraisers that tribunal held that the films are not "manufactures," as claimed by the Treasury Department. Under the interpretation made by the Government, the duty was at the rate of 65 cents per pound and 25 per cent. ad valorem. Sussfield, Lorsch & Co. and J. V. Berst, the importers, regarded the Treasury's decision as practically prohibitive of importations, and, therefore, took appeals to the Board of Appraisers to review the return of the Collector.

Judge Martin, in his decision for the court, upholds the decision made by the board, which held that the merchandise is either "photographs" or "photographic films" specially provided for in the revenue law. The court remarks that much of the merchandise now imported as phonographs differs widely from goods commonly known as photographs when the act was passed in 1897. The judge says it makes no difference whether the photographs are entered in long strips or cut apart. Under the court's ruling the duty is only 25 per cent.

BUSINESS DEVELOPERS.

Inquiries Are the Seed from Which Business Sprouts and Grows.

It is very necessary that all inquiries should be recorded and followed up at regular intervals and thus receive from them every bit of business possible. The man who does not do that is not the man for the job.

To produce orders one must have the best of stationery, and if you do not send out personal typewritten letters you should take care that your imitation typewritten letters are perfect for the best are none too good.

Successful letter writing is like successful personal salesmanship. The plucky letter writer goes out after the business and gets it in a percentage of cases large enough to yield a profit.

If the letter is designed to sell goods, it should begin by showing its receiver why he needs the goods. Not how good they are or how cheap, or how far ahead of their rival, but stress must be laid on his needs for them or the prospective customer will never take the time to read all the other information.

A long letter to a busy man is an imposition unless it treats of a subject in which he is deeply interested.

You can't get away from the successful salesman and you can't get away from the successful letter writer, and you don't want to, if you are up to date, for getting away may mean loss of dollars to you.

Now, as to your incoming correspondence, I will outline two systems.

Have a special ruled loose leaf page, giving space for name, street, town, state, received, answered, key, letters number 1, number 2, number 3 and remarks. With this form when a letter is received enter name, date received, answered, etc. Later, when you are sending out your second and third letters, enter record in proper space. With this system right under your thumb you can give your house and customer first-class service.

Another system that perhaps would appeal to the small dealer is the following: Get two long envelope boxes and a set of alphabetical index cards and monthly and daily guides.

When you receive letters you will have the man's business card in the corner of the envelopes. With a hand dater put on date received and date answered and any other data you may care to record, including amount received and date of goods sent. Having answered the letter, return it to the envelope with a copy of the answer. All correspondence received from one party should be put into his envelope.

After sending out your first letter file your envelope containing all data back of the date you will mail out your second letter, and later, after you have sent out your second letter, place it back of date for your third letter. For instance, you receive a number of letters and answer same November 1. Ten days from then you want to send your second letter, so you put your envelopes back of November 11. In that way you can tell at a glance how many letters you have to answer each day. When you have sent out your full set of letters or received an order from one of your letters, take your envelope from the box and put it in the box with the alphabetical guides back of the proper letter for future reference.—Louis L. Jerome, Copyright 1909, *Modern Methods.*

PIANOS AS A SIDE LINE.

Should Form an Excellent Accessory to the Business of the Talking Machine Dealer for They Appeal to Those Customers Who Appreciate Music—Coin Operated Electric Pianos Are Steady Income Winners.

Many talking machine dealers have realized the advisability of installing pianos as a side line, and the success that has attended such a move has been most pleasing. Pianos, as musical instruments, naturally appeal to those people who are regular purchasers of talking machines and records, for such people have an appreciation of music, and generally have a desire to get away from the machine-made product occasionally and make their own music by means of various instruments. Several lines of pianos have been exploited in the columns of The Talking Machine World, and dealers have shown marked interest in the possibilities of handling such a line.

Coin-operated electric player-pianos are a line that brings profit to the dealer two ways. He can sell them outright to amusement resorts, cafes, etc., at a good figure, and incidentally create a customer for additional music rolls, or make still more money by installing the pianos in various public places on a commission. The gross earnings of these instruments in a fairly good location make a surprising total, and the cost of the piano is soon cleared, the further receipts being gilt-edged profit.

ENSURE THE CORRECT ADDRESS.

Two precautions that will aid materially in the elimination of errors and disputes are that the salespeople invariably repeat to the customer the address taken for delivery of merchandise and also be particular to mention the amount of money received.

He that judges not well of the importance of his affairs, though he may be always busy, must make but a small progress.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

$5.00 FOR **1000** IN TWO COLORS

$7.20 FOR **1000** In Hand Color Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

HOW A TALKING MACHINE DEALER'S BUSINESS WAS HELPED

A Dealer Who Is Noted for His Keen Business Insight and Progressiveness Tells The World How He Took on Side Lines and Made Them Prove a Most Valuable and Profitable Adjunct to His Business—A Moral Here That All Who Run May Read.

A successful talking machine dealer located in a fair-sized city, only a couple of hours' ride from Albany, N. Y., while in the metropolis recently, was asked how it was that even during the dull times his business continued to grow until an additional store was needed to properly handle the trade, while he kept adding to the several lines of goods which he handled. In answer to the queries the dealer said:

"When I started in business about five years ago I handled talking machines exclusively and carried complete lines of both disc and cylinder machines and records and quickly built up a good trade in those lines. My business, primarily, was that of a talking machine dealer, and I set out to learn all there was to learn about handling those goods.

"Though I was favored by fortune I began to wonder how I could utilize the time of my salesmen during lulls and how to keep waiting customers interested when there was a rush on, for when a customer left the store unsatisfied it meant business for my competitor. Then, too, there was a considerable space in the store that was not taken up by machines or record racks and for which I was paying good money in the form of rent.

"A little over two years ago, after giving the matter considerable thought, I came to the conclusion that the real opportunity lay in the installation of well-selected side lines, and I forthwith began to study the needs of my immediate neighborhood. My first venture in the new field was to put in a small but well-balanced line of stationery, including two well-known makes of fountain-pens and some promising novelties.

"I had hardly arranged the new stock before it started to sell, the first customer being a fussy old lady, who while waiting to select some records when the salesman was disengaged was attracted by an odd style of paper-weight, and when a salesman approached immediately purchased it, together with a rather expensive box of writing paper. That old lady's purchase settled any doubts I may have entertained regarding the side-line proposition, for if that particular customer had had to wait without anything to occupy her attention, she would have become disgusted and walked out. I therefore had not only saved a customer, but had beside made a profit on the side.

"It was not very long before I noticed that several of my regular customers were enthusiastic amateur photographers, and I forthwith put in a line of supplies, films, plates, developing and printing outfits, etc., and made arrangements with a large photographic supply house in a neighboring city to handle developing and printing work for me at a rate that left me a fair commission for myself. As the work was well done I rapidly gained patrons and it proved a good paying feature, with practically no effort on my part. Naturally, it was only a step to the handling of a large line of cameras.

"As the vicinity of the town in which I was located was rich in historical interest and attracted numerous visitors who appeared to desire some memento of their visit to take home with them, souvenirs seemed the order of the day, and I soon found that the large assortment of specially made knickknacks and post cards would have to be replenished at frequent intervals if the demand was to be satisfied.

"My side line grew in number and my store became more and more crowded until additional space was absolutely necessary if proper attention was to be given to my talking machine trade, which was still the real basis of my business. As general trade conditions at that time were not of the best I was able to secure the store adjoining at a very moderate rental and on several years' lease and I took advantage of the opportunity to expand. The extra room permitted of my taking on a quite complete line of sporting goods—i. e., firearms, fishing tackle, baseball, football and tennis goods, etc. I had already been forced to take on an extra salesman and the expansion necessitated the hiring of two more for the side line department alone.

"Instead of handling the side lines as a necessary evil, I gave them as much attention as though I were a specialist in each of the several lines, and I have found that that attention has produced results. Meanwhile, many more people have been attracted to my store than there were when I handled only one line, and, as a result, the talking machine business has shown a remarkable increase, greater by far than the increase felt by any of my competitors who handled only that line. Fully one-third of the outfits sold recently have been purchased by those who came in originally to buy something in another line, stayed to hear a record or two tried out and were won over.

"At the present time you can find the latest thing in talking machines and records at my store, yet at the same time you will find the other lines handled up to date in every particular. I lay my success to the grasping of an opportunity, and any other dealer who is willing to work can do the same thing to-day."

SHOULD BE A LEADER.

A Merchant to be Successful Should Say to His Staff "Come Along" Instead of "Go Ahead"—Why Some Have Succeeded Where Others Failed.

Every employer—and the same is true of all who occupy executive positions—is at times inclined to blame those under his direction for what he regards as their shortcomings, yet often enough, if he were to view the situation in its right light, he might find himself responsible, at least in a degree, for the situation.

Thus, when a merchant finds himself continually complaining of slackness or laxity on the part of his assistants, it is high time for him to consider to what extent he himself is responsible for such a condition. And in like manner when he finds ever in his mind, or on his tongue, reasons or excuses for his own lack of satisfactory progress, such as unsuitable locations, increase of competition, a change in the methods of doing business, etc., he should take stock of himself and see whether—and, if so, to what extent— he is himself to blame.

As regards the employe's side of the question, it is as sure as death and taxes that only in rare exceptions will employes go far in advance of their employer.

The merchant who thinks all he need to do is to constantly urge his help forward in pursuing an injudicious course. Instead of "Go ahead!" his cry should be, "Come along!" In other words, he must be a leader, not merely a prodder. It is from him that the personnel of the store must, if need be, take its pace.

Under such conditions he will be in a position to more readily surmount the obstacles which now and then loom up so menacingly before him. He will remember that in every town or city some one merchant, at least, can do a successful business, and he will see no reason why he should not be that merchant.

Who does not know of storekeepers who have abandoned a certain field as being "no good," while other merchants, after careful investigation, have selected that very same vicinity as the starting point for a new enterprise and have built up therein a highly satisfactory trade?

To attempt to summarize the methods by which such successes have been reached would be like trying to put into a few words several

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

Wilcox and White Company

MAKERS OF

PIANO PLAYERS ANGELUS PLAYER PIANOS

MERIDEN CONNECTICUT

volumes of history. Most of our readers, however, well know the cardinal principles which lead to success in retailing, and, when temporarily forgetting these, need only a word of reminder to get back to right methods.

The packing or wrapping department should never be allowed to work so short-handed as to be the cause of slipshod methods in the putting up of merchandise. It would be greater economy to have a competent and efficient staff in this department than to deliver merchandise damaged in wrapping, thereby losing at least part of its value. Moreover, it might mean loss of a customer.

ROLLER SKATING GAINING FAVOR.

Sport, After Slight Decline, Again Strikes the Popular Fancy—Quite the Fad All Over Europe—Foreign Capitals Well Supplied with Elaborate Rinks—German Manufacturers Combine.

Roller skating, which a year or so ago was thought to be on the decline in this country, is growing in favor again with great rapidity. The asphalting of streets and avenues in all the leading cities of the country has afforded a splendid opportunity for young men and women to indulge in this very healthful exercise, and the demand for roller skates is steadily growing. In Europe roller skating has become quite a fad; in fact, in England for the past two years it has been greatly in vogue, and is now spreading to France and even to the Orient. Indeed, in England, where the people speak of "rinking" and "rinkeries," the roller skate has made its way in several unexpected directions. The Christmas pantomimes now in course of preparation, in many cases include some special skate act, and it also has become a standard feature in the programme of variety concerts and music halls.

The amount of money invested in rinks in England is enormous, much of it being spent on the conversion of old halls and buildings into skating rinks and much more on the erection of new buildings. In Spilsby one hardware dealer became so interested in the selling of skates that he has built a rink on his own responsibility.

In Paris "rinking" has also become a leading fancy, and from there it is spreading into Germany. A syndicate of German roller skate manufacturers is being formed with the avowed purpose of fixing uniform prices and of putting a stop to the import of skates from America and England.

FILM CONCERN IN DIFFICULTIES.

A petition in bankruptcy has been filed against the Consolidated Film Co., dealers in moving pictures at No. 143 East 23d street, by these creditors: George H. Abbott, $652 for commissions as manager of a branch office at No. 202 East 23d street; L. E. Fromp & Co., $141, and Joseph L. Confal, $30. It was alleged that the company is insolvent, and July 3 transferred 800 reels of moving picture films, valued at $24,000, which was substantially all the assets, to the Film Import and Trading Company, a creditor to the extent of $9,000, for a consideration of $4,500, to prefer the latter company; that the officers of both companies are the same and the effect of the transfer of these films was to place all the assets in the hands of the Film Import and Trading Company, to the exclusion of other creditors, whose claims are $7,000. The Consolidated Film Company was incorporated in March, 1907, with capital stock $10,000 and succeeded the business of two other companies. George H. Abbott was secretary and treasurer. The company formerly had a branch in Rochester, N. Y. The company has not been active in business for several months.

WATCHES RANK HIGH AS SIDE LINE.

Popular-Priced Timepieces Sell Readily When Displayed by Talking Machine Dealers—Other Goods Which Experience Has Shown to be Profitable Offerings.

Of the various articles of small ware which talking machine dealers handle as side lines, one of the best selling and easiest to handle is the popular-priced watch. Sporting goods, hardware, cameras, safety razors, fountain pens, and post cards constitute the other mainstays for side lines, and low-priced typewriters appeal to dealers as goods for which they find it profitable to act as agents. It is doubtful, however, judging from reports from dealers of all parts of the country, whether any of the goods mentioned, in great demand though they are, and particularly suited to the needs of the talking machine dealer, are quite equal to the cheap but serviceable watches for fast selling. Some of the other lines, it should be added, have proved equally profitable, nevertheless, if not more so.

There are two or three makes of these cheap watches from which the dealer may take his choice. As a matter of record it must be stated that the Ingersoll watches are easily in the lead in point of sales. In fact, an officer of the company recently stated to The Talking Machine World that for several months the demand has been so large that they could not well handle it at present if it became larger. The company has been pushing its higher-priced output, therefore, this being handled by jewelers, many of whom in the smaller towns, by the way, also handle talking machines.

WAGES AND PRICES.

Some Interesting Facts Presented That Are of Importance.

A bird's-eye view of the tendencies of wages, prices and hours of work, covering the past ten years, makes it clear beyond doubt that as early as 1899 the drift of prices and wages finally parted company with the amount of time spent in exchange for wages.

"During the years 1897-'98 the relative number of hours per week spent at work by employes receiving wages was on the level of 100. But after that year it gradually fell. By the end of 1907 the time spent in wage occupations have fallen to a point between 94 and 96 per cent. of the original level. In other words, a man who in 1897-'98 worked a hundred hours for a given wage would have worked about 94¾ hours ten years later in 1907, had wages remained the same in 1897 and 1898, to quote from no less an authority than the Wall Street Journal.

"But contrary to this assumption, wages did not remain the same. Wages advanced, and that would have been very contrary to the tendency to shorter hours had there not been a counteracting advance in prices. Wages up to 1898 were at much the same level as hours of work. But by the end of 1907 they had gone to a level of 129 hours, making a rise of between 28 and 30 per cent. The equalizing influence came with the rise of prices, from a level of less than 97 in 1897 to a level of 121 in 1907, or an advance of 24 per cent.

"Although prices have not attained the same level as wages, the tendencies of the two have been fairly parallel, with the inclination of wages later to rise more rapidly and of prices to fall somewhat, making the margin in favor of wages still greater, while the downward tendency of time consumed in employment still continued.

"The wage earner in the effort to maintain his standard of living for himself and family occupies a difficult though not untenable position. Prices must follow the reduction in purchasing power. But the safest man is he who selects such a type of living so as to get what is best and enduring out of life, without wasting it in things that weaken and in ways that bring no enduring worth. The best living for most people is always that which selects the best things that civilization has, rather than that which spends in imitation of people richer than themselves."

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Men are superior or inferior just in the ratio that they possess certain qualities. Truth, honor, frankness, health, system, industry, kindliness, good cheer and a spirit of helpfulness are far beyond any mental acquisition.—The Fra.

AFTER DINNER REFLECTIONS.

Loaf and grow fat.
Taste not want not.
Let sleeping debts lie.
Beggars cannot be boozers.
Money makes the mayor go.
"Still" whisky runs cheap.
Lend me little lend me long.
Fine feathers make fine beds.
A horse untied waits for no man.
Every crowd has a silver lining.
None but the bald repine for hair.
Absence makes the heart to wander.
Charity covers a multitude of skins.
Discussion is the better part of valor.
We never know who we can do till we try.
Whoever's worth doing is worth doing well.
Never put off till to-morrow the man you can do to-day.

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